

2010 GENERAL ZONE ADVERTISING

Zone advertising is available Monday, Wednesday, Thursday and Friday in The Seattle Times. Advertising space and color is limited. Zone editions do not run on most major holidays.

Zone advertising runs in the local news and lifestyle sections (NWMonday, etc.) Monday, Wednesday and Thursday and in the NWTicket section on Fridays. Format varies for each section.

Contact your account executive for details.

Zone Advertising Options

	North	South	East	Metro
Mon.	Local	Local	Local	Local
Wed.	Local	Local	Local	Local
Thu.	Local	Local	Local	Local
Fri.	NWTicket	NWTicket	NWTicket	NWTicket

Zone Rates

(Rates are per column inch and are based on the advertiser's regular dollar volume contract level.)

Net Annual Dollar Volume Expenditure	North	South	East	Metro
Open	\$46.15	\$75.70	\$81.75	\$144.10
\$10,000	37.50	63.20	68.30	120.55
\$15,000	37.10	62.55	67.60	119.15
\$25,000	36.75	62.05	66.90	117.95
\$35,000	36.40	61.40	66.30	116.90
\$50,000	35.70	60.20	64.95	114.50
\$75,000	35.30	59.60	64.25	113.20
\$100,000	34.95	58.85	63.50	112.00
\$150,000	34.55	58.20	62.75	110.70
\$200,000+	34.05	57.45	61.95	109.30

Zone Color Rates

Zone color availability is limited. Contact your account executive for details.

Process and Standard Colors: CYAN (BLUE NAA-A0000), MAGENTA (NAA-0A000), YELLOW (NAA-00A00), AND RED (NAA-0AAA0)

Black and:	North South, East (Per Zone)	Metro Zone
One Color	\$400	\$724
Two Colors	\$665	\$1,212
Three Colors	\$953	\$1,748

Special Inks

Black and:	North South, East (Per Zone)	Metro Zone
One Color	\$483	\$895
Two Colors	\$971	\$1,765
Three Colors	\$1,177	\$2,153

Zone-to-Zone Pickup Discount

Zone ads run in any zone may be picked up and rerun in any zone at a 10% discount.

- Highest priced zone ad is full price
- Discount applies to all additional ads within a seven-day period
- Discount is off signed zone rates and applies to space only
- Minor copy but no size changes allowed