

2010 DISPLAY NONPROFIT RATES

Nonprofit rates apply to advertising for 501(c)3 charitable organizations that meets certain copy requirements. Prior approval is required. Rates are noncommissionable. A 25% premium for ROP advertising will be charged on Thanksgiving Day. Revenue applies toward Nonprofit and ROP dollar volume contract fulfillment.

ROP Nonprofit Rates

Open Rates Per Inch

	Sunday	Weekday
Open (noncontract)	\$221.85	\$169.60

Annual Contract Rates Per Inch

Contract rates are available to in-state nonprofit advertisers only.

Net Annual Expenditure	Sunday	Weekday
\$1,500	\$185.50	\$136.90
\$2,500	182.70	134.50
\$5,500	176.85	129.50
\$15,000	172.85	125.30
\$25,000	169.75	121.60

Pacific Northwest Magazine Nonprofit Rates

	Per Inch
Noncommissionable	\$150.50

Weekday Zone Nonprofit Rates

	Per Inch
North Zone	\$18.10
South Zone	29.60
East Zone	30.85
Metro Zone	50.70