

The Seattle Times provides a variety of preprinted insert options. Preprint home delivery is available by ZIP code Sunday through Friday. Single copy delivery is also available. For total market coverage, preprint delivery to nonsubscribers is available midweek\* via the U.S. Postal Service. Midweek subscriber and nonsubscriber preprints are delivered inside Savings Source, a full-color all-advertising wrap.

\*Tuesday – Thursday delivery; billed as Wednesday.

## > NEWSPAPER PREPRINTS

Subscriber delivery by ZIP code and single copy (newsstand) delivery is available Sunday through Friday.

### Sunday Preprints

Minimum distribution is 50,000 per day. Delivery options:

- ZIP code distribution: Subscribers in King and Snohomish counties
- Single copy by zone in the greater Puget Sound area

### Weekday Preprints

Minimum distribution is 10,000 per day.

### Newspaper Preprint Delivery Rates (per thousand)

Number of Pages			Sunday	Weekday
Standard	Tab	Flexi		
	2	4	\$61.45	\$58.50
2	4	8	61.45	58.50
4	8	16	67.40	65.15
6	12	24	77.75	74.70
8	16	32	95.60	84.15
10	20	40	100.00	88.35
12	24	48	105.95	92.30
14	28	56	110.35	96.35
16	32	64	116.35	100.45
18	36	72	120.65	104.45
20	40	80	125.00	108.50
22	44	88	129.65	112.65
24	48	96	131.70	115.00

Rates are available for larger volumes. Limited version options are available. Extra charges apply. Contact your account executive for details.

### Billing Sizes

All pieces are billed by actual page count, based on the following dimensions:

- Flexi page: Up to 76.99 square inches (e.g. 7" x 10")
- Standard page: 195+ square inches (e.g. 12" x 21")
- Tab page: 77 – 194.99 square inches (e.g. 9" x 10")

Contact your account executive for additional charges related to folds, flaps, tags, wraps, pop ups, etc.

### Direct Marketing and Custom Printing

Contact your account executive about our full service commercial printing and direct marketing, including copywriting, design, printing and delivery.

### Distribution Discounts

Distribution Volume	Discount
300,000+	24%
250,000 – 299,999	22%
200,000 – 249,999	13%
150,000 – 199,999	9%
50,000 – 149,999	6%
1 – 49,999	0%

Distribution discounts based on individual preprint volume. Discounts do not apply to Single Sheet Print & Deliver or nonsubscriber rates.

### Annual Frequency Discounts

Insertions in 12-month period	Discount
125+	28%
70 – 124	21%
45 – 69	19%
25 – 44	11%
20 – 24	8%
1 – 19	0%

Signed frequency contract is required. Discounts do not apply to Single Sheet Print & Deliver or nonsubscriber rates.