

## 2010 NWAUTOS ADVERTISING RATES

### NWautos Print Advertising

#### Line Ads

Classified in-column line ads are available in the NWautos section, publishing Fridays and Sundays in The Seattle Times.

For increased reach and results, line ads in print can also appear online at NWautos.com. Ads online include up to five photos and 1,000 additional characters of text, plus free e-mail and Web site links. Contact your account executive for rate information.

#### Directories

NWautos directories publish in ROP sections of the newspaper on Thursdays and Saturdays. These directories feature easily browsed text listings of vehicles for sale.

#### Display Ads

Display automotive ads may be placed in the NWautos section as well as in any other section of the newspaper.

### Open/Noncontract Rates

All rates are noncommissionable.

#### Line and directory ads

The minimum size for line ads is three lines. Each one-line listing in a NWautos directory is the equivalent of three in-column lines and is charged accordingly.

Frequency rates are available for multiple line or directory ads published in a seven-day period; rates apply to all line or directory ads in the schedule during that period.

#### RATE PER LINE

	Sunday	Weekday
1 day	\$19.93	\$16.66
2+ days	10.07	8.72

#### Display ads

These rates are available to automotive advertisers running display ads in the weekday or Sunday Seattle Times.

#### RATE PER INCH

Sunday	Weekday
\$465.00	\$388.80

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### Annual Dollar Volume Advertising Rates

NWautos dollar volume contracts are available to local advertisers planning total advertising expenditures of \$10,000 or more per year. Contracts may start any day of the month and are automatically self-renewing. Rates apply to Local NWautos advertising. All net dollars spent with The Seattle Times Company will apply toward fulfillment of the advertiser contract except postage costs for direct mail advertising, legal and late payment fees.

### Contract Display Rates

These rates are available to automotive advertisers running display ads in the weekday or Sunday Seattle Times. The minimum size for display ads is 1 column inch. All rates are noncommissionable.

### Contract Line and Directory Rates

These rates are available to automotive advertisers running line ads in the Friday and Sunday NWautos sections or directory listings in the Thursday and Saturday newspapers. The minimum size for line ads is three lines. Each one-line listing in a NWautos directory is the equivalent of three in-column lines and is charged accordingly. All rates are noncommissionable.

	DISPLAY ADS RATE PER COLUMN INCH						LINE & DIRECTORY ADS RATE PER LINE		
	Sunday			Weekday			Color Discount	Sunday	Weekday
	29" & Smaller	29.25" - 67"	67.25" - 135"+	29" & Smaller	29.25" - 67"	67.25" - 135"+			
Open (Noncontract)	\$465.00	\$465.00	\$465.00	\$388.80	\$388.80	\$388.80	--	\$19.93	\$16.66
\$10,000	81.72	81.72	81.72	75.60	75.60	75.60	--	6.00	5.74
\$50,000	77.04	77.04	77.04	71.04	71.04	71.04	--	5.80	5.54
\$75,000	76.08	75.36	75.36	70.08	69.60	69.60	--	5.76	5.50
\$100,000	75.12	73.68	73.68	69.12	68.16	68.16	5%	5.72	5.46
\$200,000	73.32	70.44	70.44	67.20	65.28	65.28	5%	5.64	5.38
\$300,000	72.36	68.88	68.88	66.24	63.84	63.84	5%	5.60	5.34
\$400,000	71.88	67.68	66.96	65.76	62.64	62.16	5%	5.58	5.32
\$500,000	71.40	66.48	65.16	65.28	61.20	60.24	10%	5.56	5.30
\$1,000,000	69.12	60.72	55.80	63.12	54.24	50.88	15%	5.46	5.20

### Contract Display Frequency Discounts

Automotive contract advertisers running weekday and Sunday display ads may pick up Sunday or weekday display ads at a discount.

- Discount applies to all insertions within a seven-day period
- Minimum ad size is one column inch
- Discounts are off signed NWclassifieds annual dollar volume rates
- Discounts apply to space and color
- Minor copy changes but no size changes allowed