

2010 RENTAL ADVERTISING

Rental Print Advertising Options

Line Ads

Classified in-column line ads are available in the Saturday NW homes pages (at the back of the New Homes Saturday section) and the Sunday Real Estate section of the newspaper. The minimum size is three lines.

Line ads also run online at NW homes.com with up to five photos, 1,000 additional characters of text and free e-mail and Web site links. Ads remain online for six days beyond the print schedule and are searchable by neighborhood, price, number of bedrooms or baths and more. Contact your account executive for rate information.

Directories

A Rentals directory publishes in an ROP section of the newspaper on Fridays. This directory features easily browsed text listings of homes for rent. One directory ad is equivalent to three in-column lines and is charged accordingly.

Display Ads

Display advertising is available in the Saturday NW homes pages and the Sunday Real Estate section. Display ads must be a minimum of one column inch.

Open and Annual Dollar Volume Rates

- Rates apply to rental advertising in the Friday Rentals directory, the Saturday NW homes pages and non-retail-rated pages of the Sunday Real Estate section.
- Noncontract advertisers can qualify for frequency rates with multiple line and/or directory ads or multiple display ads published in a seven-day period. Frequency rates apply to all ads in the schedule during the seven days.
- 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.

All net dollars spent in a 12-month period with The Seattle Times Company will apply toward fulfillment of the advertiser contract except postage costs for direct mail advertising and legal and late payment fees.

- All rates are noncommissionable. Contact your account executive for additional information.

	Level	LINE & DIRECTORY ADS RATE PER LINE		DISPLAY ADS RATE PER INCH		COLOR DISCOUNT (DISPLAY ONLY)
		Sunday	Weekday	Sunday	Weekday	
Noncontract	Open 1x	\$19.43	\$16.34	\$453.36	\$381.36	–
	Open 2x*	14.31	12.08	333.96	281.76	–
	Open 3x*	11.92	10.02	n/a	n/a	–
Contract	\$10,000	8.91	7.40	207.96	172.56	–
	\$22,500	8.87	7.38	207.00	172.32	–
	\$37,500	8.82	7.34	205.80	171.36	–
	\$100,000	8.49	7.10	198.12	165.60	5%
	\$300,000	8.08	6.76	188.52	157.68	5%
	\$600,000	7.51	6.26	175.20	146.16	10%
	\$1,000,000	6.85	5.70	159.84	132.96	15%
	\$1,200,000	6.50	5.44	151.68	126.96	15%
	\$1,500,000	5.85	4.86	136.56	113.52	15%
\$2,000,000	4.39	3.72	102.48	86.88	20%	

Additional levels are available.

*Advertisers who do not complete purchase will be re-rated at the applicable 1x or 2x rates.