

2010 NWJOBS ADVERTISING RATES

Recruitment Advertising Options

Line Ads

Classified in-column line ads are available in the Sunday NWjobs section of the newspaper. The minimum size is three lines.

Line ads also run online at NWjobs.com as Single Job Postings, including unlimited text and free e-mail and Web site links. Ads can run online for seven- or 30-day periods and appear in our searchable job database. Contact your account executive for rate information.

Directories

A NWjobs directory publishes in the newspaper on Wednesdays. This directory features easily browsed listings of available jobs, including position, employer, location, hours and contact information. One directory ad is equivalent to six in-column lines and is charged accordingly.

Display Ads

Display advertising is available in the Sunday NWjobs section, as well as in any other section of the newspaper throughout the week. Display ads must be a minimum of one column inch. For weekday display rates, please see your account executive.

Rates

- Line ad rates apply to recruitment advertising in the Wednesday NWjobs directory and the Sunday NWjobs section. Display ad rates apply to recruitment advertising in the Sunday NWjobs section. For weekday display ad rates, contact your account executive.
- Noncontract advertisers can qualify for frequency rates by publishing line and directory ads in the same seven-day period.
- Annual 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 AND DIRECTORY ADS RATE PER LINE		DISPLAY ADS RATE PER INCH	COLOR DISCOUNT (DISPLAY ONLY)
		Sunday	Wednesday	Sunday	
Noncontract	Open 1x	\$29.26	\$22.44	\$624.84	--
	Open 2x+	22.08	16.76	--	--
Short-Term Contract	\$5,000*	17.35	12.80	378.96	--
	\$7,500**	15.98	11.80	346.92	--
Annual Contract	\$10,000	14.68	10.82	287.52	--
	\$37,500	14.63	10.76	286.32	--
	\$75,000	14.54	10.74	284.16	--
	\$100,000	14.17	10.46	275.52	5%
	\$300,000 and up	13.60	10.00	262.32	5%

*Spending must be in eight consecutive weeks.

**Spending must be in 13 consecutive weeks.



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Discount Programs for Contract Advertisers

NWjobs Holiday Pickup Discount

Recruitment ads running on the Sunday closest to some holidays receive a 50% discount off space and color if picked up from the preceding eight days. Discount available to dollar volume contract advertisers only. Ads must be a minimum of four inches (48 lines). No copy changes allowed. Contact your account executive for details. Some restrictions apply.

Display 25% Pickup Discount

NWjobs annual dollar volume contract advertisers may pick Sunday display ads up into ROP sections of the newspaper at a 25% discount. This discount applies to the second and any subsequent ads within a seven-day period.

- Discounts are off applicable ROP display advertising rates
- Discounts apply to space only
- Ads must be a minimum of four inches (48 lines)
- Minor copy but no size changes allowed