

2010 GENERAL DISPLAY ADVERTISING RATES

The Seattle Times is the Northwest leader in market reach and penetration. Our print and online media network delivers news and information to nearly half of adults in Western Washington. Our network includes The Seattle Times newspaper, seattletimes.com, NWjobs.com, NWautos.com, NWhomes.com and NWsource.com.

The General (National) rates are our primary advertising rates. Contracts must be signed in advance of publication to receive discounts. Open rates apply unless a contract is signed.

- A 15% commission will be granted to all recognized advertising agencies, except where noted.
- All net advertising dollars spent in a 12-month period with The Seattle Times will apply toward the fulfillment of this contract except postage costs for direct mail advertising, legal and late payment fees and where otherwise noted.
- A 25% premium for ROP advertising will be charged on Thanksgiving Day.

Net Annual Dollar Volume Expenditure	RATES PER COLUMN INCH			ROP COLOR DISCOUNT	PREPRINT DISCOUNT
	Sunday	Weekday	Pacific Northwest Magazine (Commissionable)*		
Open	\$494.65	\$386.30	\$229.80	--	--
\$10,000	377.10	314.20	188.15	--	--
\$15,000	373.40	311.00	186.15	--	--
\$25,000	369.70	307.80	184.20	--	--
\$35,000	365.95	304.60	182.30	--	--
\$50,000	362.20	301.40	180.35	--	--
\$75,000	359.80	299.10	178.45	--	--
\$100,000	357.40	296.90	176.45	5%	8%
\$150,000	353.90	294.30	174.50	5%	12%
\$200,000	350.30	291.70	172.55	5%	15%
\$300,000	342.95	285.50	170.75	5%	18%
\$400,000	301.50	245.90	168.80	5%	20%
\$500,000	278.30	215.00	163.25	10%	22%
\$600,000	268.15	206.50	163.25	10%	24%
\$700,000	258.00	198.30	163.25	10%	27%
\$800,000	247.90	190.00	163.25	10%	31%
\$900,000	237.65	181.70	163.25	10%	33%
\$1,000,000	227.60	173.20	163.25	15%	35%
\$1,200,000	225.25	171.10	163.25	15%	*
\$1,400,000	222.90	168.90	163.25	15%	*
\$1,600,000	220.50	166.70	163.25	15%	*
\$1,800,000	218.20	164.40	163.25	15%	*
\$2,000,000	215.85	162.20	163.25	20%	*
\$2,250,000	212.90	160.00	163.25	20%	*
\$2,500,000	209.90	157.60	163.25	20%	*
\$2,750,000	207.00	155.40	163.25	20%	*
\$3,000,000	204.00	153.20	163.25	25%	*

*Additional levels are available. Contact your account executive.

**Noncommissionable rates are available. Contact your account executive.

ONLINE ADVERTISING

Harness the power of the region's number one online source for news and information by advertising on The Seattle Times

Online Network:

- seattletimes.com
- NWautos.com®
- NWjobs.com®
- NWhomes.com®
- NWsource.com®

Our online network serves more than 50 million page views to 5 million unique visitors each month. Choose a full network buy for optimum reach or target your best customers and prospects with a program designed to reach specific demographics. For information or to place advertising, call 206/464-3237 or e-mail us at websales@seattletimes.com.