

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 Western Washington adults. Our network includes The Seattle Times and its website as well as our online marketplace sites — NWsource.com, NWjobs.com, NWautos.com and NWhomes.com.

The Local Display rates are available to a variety of local businesses. Contracts must be signed in advance of publication to receive discounts. Open rates apply unless a contract is signed.

■ The rates below apply to ROP and Pacific Northwest magazine advertising. Separate contracts may be required to earn discounts on other products.

- Premium positions are available throughout the newspaper. Contact your account executive for more information.
- All net advertising dollars spent in a 12-month period with The Seattle Times will apply toward the fulfillment of the advertiser contract except postage costs for direct mail advertising, legal and late payment fees, and where otherwise noted.
- Rates are noncommissionable except where noted.
- A 25% premium for ROP advertising will be charged on Thanksgiving Day.

2010 LOCAL DISPLAY DOLLAR VOLUME RATES

| Net Annual Dollar Volume Expenditure | RATES PER COLUMN INCH | | | | COLOR DISCOUNT |
|--------------------------------------|-----------------------|----------|----------------------------|----------------|----------------|
| | Sunday | Weekday | Pacific Northwest Noncomm. | Magazine Comm. | |
| Open | \$341.65 | \$238.30 | \$195.30 | \$229.80 | - |
| \$5,000 | 224.45 | 165.00 | 166.00 | 195.30 | - |
| \$10,000 | 207.40 | 150.60 | 159.90 | 188.15 | - |
| \$15,000 | 200.45 | 146.90 | 158.20 | 186.15 | - |
| \$25,000 | 196.20 | 143.30 | 156.55 | 184.20 | - |
| \$50,000 | 191.35 | 139.60 | 153.30 | 180.35 | - |
| \$100,000 | 188.10 | 137.00 | 149.95 | 176.45 | 5% |
| \$200,000 | 182.95 | 134.40 | 146.65 | 172.55 | 5% |
| \$400,000 | 179.60 | 131.70 | 143.45 | 168.80 | 5% |
| \$600,000 | 176.30 | 129.10 | 138.75 | 163.25 | 10% |
| \$1,000,000 | 171.40 | 123.90 | 138.75 | 163.25 | 15% |