

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.

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.
- 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.

**RATES PER COLUMN INCH**

**COLOR DISCOUNT**

| Net Annual Dollar Volume Expenditure | Sunday   | Weekday  | Pacific Northwest Magazine Commissionable* |     |
|--------------------------------------|----------|----------|--|-----|
| Open                                 | \$494.65 | \$386.30 | \$229.80                                   | -   |
| \$25,000                             | 369.70   | 307.80   | 184.20                                     | -   |
| \$50,000                             | 362.20   | 301.40   | 180.35                                     | -   |
| \$100,000                            | 357.40   | 296.90   | 176.45                                     | 5%  |
| \$200,000                            | 350.30   | 291.70   | 172.55                                     | 5%  |
| \$400,000                            | 301.50   | 245.90   | 168.80                                     | 5%  |
| \$800,000                            | 247.90   | 190.00   | 163.25                                     | 10% |
| \$1,000,000                          | 227.60   | 173.20   | 163.25                                     | 15% |

\*Noncommissionable rates are available. Please contact your account executive for details.