

2010 GENERAL DOLLAR VOLUME 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.

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

Net Annual Dollar Volume Expenditure	RATES PER COLUMN INCH			COLOR DISCOUNT
	Sunday	Weekday	Pacific Northwest Magazine Commissionable*	
Open	\$539.60	\$425.50	\$229.80	-
\$10,000	399.80	333.00	188.15	-
\$25,000	391.90	326.20	184.20	-
\$50,000	384.00	319.40	180.35	-
\$100,000	379.00	314.80	176.45	5%
\$600,000	284.35	218.90	163.25	10%

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