

NWautos Advertising Options

Line Ads

Classified in-column line ads are available in the NWautos section, publishing Fridays and Sundays in The Seattle Times.

For increased reach and results, line ads in print can also appear online at NWautos.com. Ads online include up to five photos and 1,000 additional characters of text, plus free e-mail and website links. Contact your account executive for rate information.

Directories

NWautos directories publish in ROP sections of the newspaper on Thursdays and Saturdays. These directories feature easily browsed text listings of vehicles for sale.

Display Ads

Display automotive ads may be placed in the NWautos section as well as in any other section of the newspaper.

Open/Noncontract Rates

All rates are noncommissionable.

Line and Directory Ads

The minimum size for line ads is three lines. Each one-line listing in a NWautos directory is the equivalent of three in-column lines and is charged accordingly.

Frequency rates are available for multiple line and/or directory ads published in a seven-day period; rates apply to all ads in the schedule during that period.

RATES PER LINE

	Sunday	Weekday
1 day	\$19.93	\$16.66
2+ days	10.07	8.72

Display Ads

Rates start at \$84.25/inch. For more details and frequency discounts, contact your account executive.