

The Seattle Times provides a variety of preprinted insert options. Preprint home delivery is available by ZIP code Sunday through Friday. Single copy delivery is also available. For total market coverage, preprint delivery to nonsubscribers is available midweek* via the U.S. Postal Service. Midweek subscriber and nonsubscriber preprints are delivered inside Savings Source, a full-color all-advertising wrap.

*Tuesday – Thursday delivery; billed as Wednesday.

NEWSPAPER PREPRINTS

Subscriber delivery by ZIP code and single copy (newsstand) delivery is available Sunday through Friday.

Sunday Preprints

Minimum distribution is 50,000 per day. Delivery options:

- ZIP code distribution: Subscribers in King and Snohomish counties
- Single copy by zone in the greater Puget Sound area

Weekday Preprints

Minimum distribution is 10,000 per day.

Billing Sizes

All pieces are billed by actual page count, based on the following dimensions:

- Flexi page: Up to 76.99 square inches (e.g. 7" x 10")
- Standard page: 195+ square inches (e.g. 12" x 21")
- Tab page: 77 – 194.99 square inches (e.g. 9" x 10")

Contact your account executive for additional charges related to folds, flaps, tags, wraps, pop ups, etc.

Direct Marketing and Custom Printing

Contact your account executive about our full service commercial printing and direct marketing, including copywriting, design, printing and delivery.

NEWSPAPER PREPRINT DELIVERY RATES (per thousand)

Number of Pages			Sunday	Weekday
Standard	Tab	Flexi		
	2	4	\$61.45	\$58.50
2	4	8	61.45	58.50
4	8	16	67.40	65.15
6	12	24	77.75	74.70
8	16	32	95.60	84.15
10	20	40	100.00	88.35
12	24	48	105.95	92.30
14	28	56	110.35	96.35
16	32	64	116.35	100.45
18	36	72	120.65	104.45
20	40	80	125.00	108.50
22	44	88	129.65	112.65
24	48	96	131.70	115.00

Rates are available for larger volumes. Limited version options are available. Extra charges apply. Contact your account executive for details.

Distribution Discounts

Distribution Volume	Discount
300,000+	24%
250,000 – 299,999	22%
200,000 – 249,999	13%
150,000 – 199,999	9%
50,000 – 149,999	6%
1 – 49,999	0%

Distribution discounts based on individual preprint volume. Discounts do not apply to Single Sheet Print & Deliver or nonsubscriber rates.

Annual Frequency Discounts

Insertions in 12-month period	Discount
125+	28%
70 – 124	21%
45 – 69	19%
25 – 44	11%
20 – 24	8%
1 – 19	0%

Signed frequency contract is required. Discounts do not apply to Single Sheet Print & Deliver or nonsubscriber rates.

NONSUBSCRIBER PREPRINTS/TOTAL MARKET COVERAGE

Nonsubscriber preprint delivery is delivered midweek* by ZIP code in King and South Snohomish counties. Delivery is via the U.S. Postal Service inside Savings Source, a full color, all-advertising wrap. When added to Sunday or weekday newspaper delivery, this program provides total market coverage. Minimum distribution is 10,000 pieces. Nonsubscriber distribution must run the week of, week before, or week after the newspaper delivery.

*Tuesday – Thursday delivery; billed as Wednesday.

NONSUBSCRIBER PREPRINT DELIVERY RATES

Rates are based on weight and are subject to change based on postal rate changes. Billing weight is confirmed at time of insertion.

Weight in Ounces		Rate	Weight in Ounces		Rate
From	To	Per 1,000	From	To	Per 1,000
0.100	0.149	\$45.35	1.050	1.099	\$117.25
0.150	0.199	49.15	1.100	1.149	121.00
0.200	0.249	52.90	1.150	1.199	124.80
0.250	0.299	56.75	1.200	1.249	128.55
0.300	0.349	60.55	1.250	1.299	132.40
0.350	0.399	64.30	1.300	1.349	136.15
0.400	0.449	68.10	1.350	1.399	139.95
0.450	0.499	71.85	1.400	1.449	143.70
0.500	0.549	75.65	1.450	1.499	148.60
0.550	0.599	79.40	1.500	1.549	152.35
0.600	0.649	83.20	1.550	1.599	157.20
0.650	0.699	86.95	1.600	1.649	160.95
0.700	0.749	90.75	1.650	1.699	165.85
0.750	0.799	94.55	1.700	1.749	169.60
0.800	0.849	98.35	1.750	1.799	174.50
0.850	0.899	102.10	1.800	1.849	178.30
0.900	0.949	105.90	1.850	1.899	183.15
0.950	0.999	109.65	1.900	1.949	186.95
1.000	1.049	113.45	1.950	1.999	191.80

Rates available for heavier pieces. Contact your account executive.

Annual Volume Discounts

Annual nonsubscriber preprint discounts are based on signed dollar volume contract level. Discounts do not apply to Single Sheet Print & Deliver or subscriber rates.

Net Annual Dollar Volume Expenditure	Discount
\$100,000	8%
\$150,000	12%
\$200,000	15%
\$300,000	18%
\$400,000	20%
\$500,000	22%
\$600,000	24%
\$700,000	27%
\$800,000	31%
\$900,000	33%
\$1,000,000	35%

Annual Frequency Discounts

A 25% discount off nonsubscriber rates applies to advertisers who run 13 or 48 TMC insertions (subscriber and nonsubscriber) in a 12-month period. Signed frequency contract is required. Minimum distribution is 50,000 for a 13x commitment and 25,000 for 48x. Other guidelines apply. Please contact your account executive for details.