

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	\$83.10	\$78.10
2	4	8	83.10	78.10
4	8	16	89.45	87.95
6	12	24	106.15	102.85
8	16	32	131.30	115.30
10	20	40	137.15	121.05
12	24	48	147.20	127.00
14	28	56	152.15	132.95
16	32	64	162.25	138.90
18	36	72	168.90	144.85
20	40	80	173.95	149.15
22	44	88	180.70	155.10
24	48	96	183.40	158.10

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	\$65.75	1.050	1.099	\$170.00
0.150	0.199	71.25	1.100	1.149	175.45
0.200	0.249	76.70	1.150	1.199	180.95
0.250	0.299	82.30	1.200	1.249	186.40
0.300	0.349	87.80	1.250	1.299	192.00
0.350	0.399	93.25	1.300	1.349	197.40
0.400	0.449	98.75	1.350	1.399	202.95
0.450	0.499	104.20	1.400	1.449	208.35
0.500	0.549	109.70	1.450	1.499	215.45
0.550	0.599	115.15	1.500	1.549	220.90
0.600	0.649	120.65	1.550	1.599	227.95
0.650	0.699	126.10	1.600	1.649	233.40
0.700	0.749	131.60	1.650	1.699	240.50
0.750	0.799	137.10	1.700	1.749	245.90
0.800	0.849	142.60	1.750	1.799	253.05
0.850	0.899	148.05	1.800	1.849	258.55
0.900	0.949	153.55	1.850	1.899	265.55
0.950	0.999	159.00	1.900	1.949	271.10
1.000	1.049	164.50	1.950	1.999	278.10

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.