

These rates are available to local private parties and various types of local businesses, based on ad content, for ads published in classifications other than Transportation, Recruitment, Real Estate, Rentals and Pets. Rates are noncommissionable. Line ads must be a minimum of three lines; display ads must be a minimum of one column inch.

For Transportation, Recruitment, Real Estate, Rentals and Pets rates, contact your account executive.

## OPEN/NONCONTRACT RATES

### Line Ad Rates (per line)

	Sunday	Weekday
1 day	\$18.93	\$15.84
2 – 3 days	13.82	11.58
4 days	10.14	8.38

### Display Ad Rates (per column inch)

	Sunday	Weekday
1 day	\$441.72	\$369.60
2 – 3 days	322.44	270.24
4 days	236.64	195.60

## ANNUAL DOLLAR VOLUME CONTRACT RATES

NWsource Classifieds dollar volume contracts are available to local advertisers planning total advertising expenditures of \$10,000 or more per year. Contracts may start any day of the month. Rates apply to Local NWsource Classifieds advertising.

All net dollars spent with The Seattle Times will apply toward fulfillment of the advertiser contract except postage costs for direct mail advertising, legal and late payment fees.

### ROP Crossover Rates

NWsource Classifieds dollar volume contract advertisers running ROP display ads earn ROP rates at the same dollar volume level. ROP advertising counts toward NWsource Classifieds contract fulfillment, subject to rate adjustment if a rebate or shortrate is earned on the contract.

### NWsource Classifieds Crossover Rates

Unless a separate contract is signed, Local ROP Display \$600,000+ dollar volume contract advertisers earn the \$10,000 NWsource Classifieds rates. ROP Display contracts up to \$400,000 are billed at the open noncontract NWsource Classifieds rates.

### Line Ad Rates (per line)

Level	Sunday	Weekday
Open	\$18.93	\$15.84
\$10,000	8.41	6.94

### Display Ad Rates (per column inch)

Level	Sunday	Weekday
Open	\$441.72	\$369.60
\$10,000	196.20	162.00