

2010 LOCAL COMBINATION TRAVEL RATES AND DEADLINES

Travel rates are available for approved travel-related advertising running in the NWTraveler section of the Sunday newspaper and Thursdays in the NWWeekend section. To qualify for the Combination Travel rate, ads must run in both the Sunday and Thursday sections within seven days without a change of copy. Combination Travel advertising applies to Travel advertising contracts and dollar volume contracts. Regular Local rates apply to Travel ads not running in both Travel sections or running outside the Travel sections. A 25% premium for ROP Advertising will be charged on Thanksgiving Day.

Sunday and Thursday Combination Travel Rates

Contract must be signed in advance of publication to receive frequency rates. All ads within a seven-day period count as one insertion toward contract fulfillment.

	Sunday plus Thursday
Open – 5x	\$283.65
6 – 12x	263.55
13 – 25x	257.70
26 – 38x	245.15
39 – 51x	233.80
52x+	217.50

(Rates per column inch. Contract is based on number of insertions within a 52-week period.)

Travel Display Deadlines, Black-and-White Ads

Publication	Materials for Newspaper-Constructed Ads*	Electronic Ads with Patches**	Space Reservations/Cancellations	Final Corrections**	Complete Electronic Ads Due***
Thursday NWWeekend	Monday, 5 p.m.	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, noon	Tuesday, 4 p.m.
Sunday NWTraveler	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, noon	Wednesday, 4 p.m.

Travel Display Deadlines, Color Ads

Publication	Color Space Reservations/Cancellations and Material*	Electronic Ads with Patches**	Color Final Corrections**	Complete Electronic Ads Due***
Thursday NWWeekend	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, noon	Tuesday, 4 p.m.
Sunday NWTraveler	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, noon

* "Newspaper-Constructed" material (also known as "Pub. Set" advertising). The definition of a newspaper-constructed ad is one that will be composed by the newspaper. This includes ads that are constructed from the submitted layout into production form or existing ads that require copy or illustration changes.

** Final corrections for newspaper-constructed ads or electronic ads with patches should be limited to minor text changes (phone numbers, addresses, expiration dates, prices, etc.) and substitution of standing art consistent with original ad design. Changes to layout including moving or changing size of art elements cannot be accepted at this stage.

*** Electronic ads must be page-ready in a PDF format with the fonts embedded. PDF is a flexible, cross-platform file format that accurately displays and preserves fonts, page layouts and other graphical elements in a document.