

## 2010 DISPLAY NONPROFIT RATES

Nonprofit rates apply to advertising for 501(c)3 charitable organizations that meets certain copy requirements. Prior approval is required. Rates are noncommissionable. A 25% premium for ROP advertising will be charged on Thanksgiving Day. Revenue applies toward Nonprofit and ROP dollar volume contract fulfillment.

### ROP Nonprofit Rates

#### Open Rates Per Inch

	Sunday	Weekday
Open (noncontract)	\$221.85	\$169.60

#### Annual Contract Rates Per Inch

*Contract rates are available to in-state nonprofit advertisers only.*

Net Annual Expenditure	Sunday	Weekday
\$1,500	\$185.50	\$136.90
\$2,500	182.70	134.50
\$5,500	176.85	129.50
\$15,000	172.85	125.30
\$25,000	169.75	121.60

### Pacific Northwest Magazine Nonprofit Rates

	Per Inch
Noncommissionable	\$150.50

### Weekday Zone Nonprofit Rates

	Per Inch
North Zone	\$18.65
South Zone	30.35
East Zone	31.65
Metro Zone	52.05