

2010 NWSOURCE® CLASSIFIEDS LOCAL ADVERTISING RATES

These rates are available to local private parties and various types of local businesses, based on ad content, for line ads published in classifications other than Transportation, Recruitment, Real Estate, Rentals and Pets. Rates are noncommissionable except where noted. Minimum ad size is three lines. For Transportation, Recruitment, Real Estate, Rentals and Pets rates, contact your account executive.

Display advertising is available; contact your account executive for rates.

Open/Noncontract Line Ad Rates

Multiple insertions must be consecutive to receive frequency rates.

Rate Per Line

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

ONLINE ADVERTISING

Harness the power of the region's number one online source for news and information by advertising on The Seattle Times Company Online Network:

- seattletimes.com
- NWautos.com®
- NWjobs.com®
- NWhomes.com®
- NWsource.com®

Our online network serves more than 50 million page views to 5 million unique visitors each month. Choose a full network buy for optimum reach, or target your best customers and prospects with a program designed to reach specific demographics. For information or to place advertising, call 206/464-3237 or e-mail us at websales@seattletimes.com.

ANNUAL DOLLAR VOLUME CONTRACT RATES

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 and are automatically self-renewing. Rates apply to Local NWsource Classifieds advertising. For Transportation, Recruitment, Real Estate, Rental and Pets rates, contact your account executive.

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.

RATE PER LINE

Net Annual Dollar Volume Expenditure	Sunday	Weekday
Open	\$18.93	\$15.84
\$10,000	8.41	6.94
\$22,500	8.35	6.92
\$37,500	8.32	6.88
\$75,000	8.27	6.84
\$100,000	8.00	6.64
\$200,000	7.81	6.48
\$300,000	7.60	6.32
\$400,000	7.43	6.16
\$500,000	7.24	5.92

Additional levels are available. Please contact your account executive.

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 NWclassifieds 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 \$500,000+ 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.