

Zone advertising is available Monday, Wednesday, Thursday and Friday in The Seattle Times. Advertising space and color availability is limited. Zone editions do not run on most major holidays.

Zone advertising runs in the local news and lifestyle sections (NWMonday®, etc.) Monday, Wednesday and Thursday and in the Weekend Plus section on Fridays. Format varies for each section. Contact your account executive for details.

**Zone Rates**

Rates are per column inch and are based on the advertiser’s signed dollar volume contract level.

Net Annual Dollar Volume Expenditure	North	South	East	Metro
Open	\$46.15	\$85.45	\$91.70	\$162.55
\$25,000	36.75	64.20	69.30	122.35
\$50,000	35.70	61.75	66.60	117.55
\$100,000	34.95	60.35	65.15	115.00
\$200,000+	34.05	58.90	63.55	112.20

**Zone Color Rates**

**Process and Standard Colors:**

CYAN (BLUE NAA-A000), MAGENTA (NAA-0A00), YELLOW (NAA-00A0) AND RED (NAA-0AA0)

Black and	North, South, East (Per Zone)	Metro Zone
One color	\$400	\$724
Two colors	665	1,212
Three colors	953	1,748

**Special Inks:**

Black and	North, South, East (Per Zone)	Metro Zone
One color	\$483	\$895
Two colors	971	1,765
Three colors	1,177	2,153

**Zone-to-Zone Pickup Discount**

Zone ads run in any zone may be picked up and rerun in any zone at a 10% discount.

- Highest priced zone ad is full price.
- Discount applies to all additional ads within a seven-day period.
- Discount is off signed rates and applies to space only.
- Minor copy but no size changes allowed.
- Maximum three zones per day allowed.