

Full-color ROP ads are noticed 20% more often than black-and-white ads, with in-depth reading boosted by 60%. Two-color ads are noticed 20% more, with in-depth reading increased by 40%, according to a Newspaper Ad Readership Study conducted by the Newspaper Association of America.

Full-Run and Zone Color Rates

Process and Standard Colors:
 CYAN (BLUE NAA-A000), MAGENTA (NAA-0A00),
 YELLOW (NAA-00A0) AND RED (NAA-0AA0)

Black and	Weekday or Sunday	North, South, East (Per Zone)	Metro Zone
One color	\$1,535	\$340	\$615
Two colors	2,555	565	1,030
Three colors	3,710	810	1,485

Special Inks:

Black and	Weekday or Sunday	North, South, East (Per Zone)	Metro Zone
One color	\$1,900	\$410	\$760
Two colors	3,725	825	1,500
Three colors	4,590	1,000	1,830

ROP Color Discounts

Net Annual Dollar Volume Expenditure	Discount
\$100,000	5%
\$600,000	10%
\$1,000,000	15%
\$2,000,000	20%
\$3,000,000	25%

Color discount is based on signed dollar volume contract level. Discounts apply to full-run and zone color only. Pacific Northwest magazine, Comics, custom preprint and banner page color are excluded.

Color Specifications and Availability

Multiple-color ads must be prepared to run as CMYK process builds (cyan, magenta, yellow, black). Special ink requests may be produced using the above process colors. Color rates are based on a per advertiser, per page basis. ROP doubletrucks will be billed for each page. Zone color availability is limited.

Reservations for color must be made at least three business days prior to publication. Changes in color ads after 10 a.m. the day before a weekday publication or after 10 a.m. Friday for a Sunday publication will be charged a minimum of \$290 (noncomm.) for handling.

Pacific Northwest Magazine Color Rates

Black And	Noncomm.	Comm.
One Color	\$590	\$695
Two Colors	920	1,083
Three Colors	1,105	1,300

Minimum size for Pacific Northwest magazine color ads is one fifth-page, with a half-page minimum in some special themed editions. Contact your account executive for details. Above charges based on use of magazine-quality inks: cyan (blue), magenta and yellow. Brilliant red (0AA0) is available for an additional \$85 (noncomm.). When two process colors are used to create the effect of one color, the black and two-color rate will be charged. Half-page color advertisements are not available on facing or consecutive pages. Color discounts do not apply to Pacific Northwest magazine ads.