

Real Estate advertising is available in the newspaper Saturdays and Sundays. Our New Homes Saturday section showcases new construction throughout the region, with display advertising available throughout. At the back of the section, the NW homes® pages offer both line and display advertising. The Sunday Real Estate section features news coverage of the local real estate market and includes line and display advertising opportunities.

These rates are available to private parties and businesses running Real Estate line or display advertising in any of the above products. Display ads must be at least one column inch. Line ads must be at least three lines; these ads also appear online at NW homes.com with up to ten photos, 1,000 additional characters of text and free e-mail and website links. All rates are noncommissionable except where noted.

Open/Noncontract Rates

Rates apply to Real Estate advertising in the Saturday NW homes pages and the Sunday Real Estate section. (For New Homes Saturday rates, see reverse.)

Line Rates

RATE PER LINE	
Sunday Real Estate	Saturday NW homes
\$19.78	\$16.62

Display Rates

RATE PER COLUMN INCH	
Sunday Real Estate	Saturday NW homes
\$341.64	\$287.04

Annual Dollar Volume Contract Rates

Real Estate dollar volume contracts are available to advertisers planning total advertising expenditures of \$5,000 or more per year. Contracts may start any day of the month. Rates apply to Real Estate advertising in the Saturday NW homes pages and the Sunday Real Estate section. (For New Homes Saturday rates, see reverse.)

All net dollars spent with The Seattle Times Company will apply toward fulfillment of the advertiser contract except postage costs for direct mail advertising, legal and late payment fees.

Net Annual Dollar Volume Expenditure	LINE ADS RATE PER LINE		DISPLAY ADS RATE PER COL. INCH		COLOR DISCOUNT (DISPLAY ONLY)
	Sunday Real Estate	Saturday NW homes	Sunday Real Estate	Saturday NW homes	
Open	\$19.78	\$16.62	\$341.64	\$287.04	-
\$5,000	10.08	8.36	235.20	195.12	-
\$10,000	9.31	7.40	217.20	172.56	-
\$37,500	8.88	7.34	207.24	171.36	-
\$100,000	8.61	7.10	200.88	165.60	5%
\$300,000	8.38	6.76	195.60	157.68	5%