

General rates are the rates reserved for job fairs, trade shows, Federal Government Agencies and financial institutions. They are also referred to as National rates. Line ads must be at least three lines; display ads must be at least one column inch. A 15% commission is granted to all recognized advertising agencies.

> REAL ESTATE/RENTALS

Rates apply to Real Estate or Rentals advertising in the Friday Rentals directory, Saturday NWhomes® pages (at the back of the New Homes Saturday section) or the Sunday Real Estate section.

Line Ad Rates (per line)

	Sunday	Weekday
	\$23.27	\$19.56

Display Ad Rates (per column inch)

	Sunday	Weekday
	\$543.00	\$456.48

> RECRUITMENT (NWJOBS)

Rates apply to recruitment advertising in the Wednesday NWjobs® directory or the Sunday NWjobs section.

Line Ad Rates (per line)

	Sunday	Weekday
1 day	\$35.38	\$27.10
2+ days	26.61	20.22

Display Ad Rates (per column inch)

	Sunday
	\$761.88

> TRANSPORTATION (NWAUTOS)

Rates apply to transportation advertising in the Thursday and Saturday NWAutos® directories and the Friday and Sunday NWAutos sections.

Line Ad Rates (per line)

	Sunday	Weekday
1 day	\$23.45	\$19.60
2+ days	18.77	15.68

Display Ad Rates (per column inch)

	Sunday	Weekday
	\$547.20	\$457.44

> OTHER

Rates apply to advertising in classifications other than Real Estate, Rentals, Recruitment, Pets or Transportation in the Thursday and Friday Merchandise directories or the Saturday and Sunday NWsource Classifieds pages.

Line Ad Rates (per line)

	Sunday	Weekday
1 day	\$22.28	\$18.64
2 – 3 days	18.93	15.84
4 days	17.82	14.92

Display Ad Rates (per column inch)

	Sunday	Weekday
1 day	\$519.84	\$434.88
2 – 3 days	441.72	369.60
4 days	415.80	348.24