

2008 ROP DISPLAY NONPROFIT RATES

Nonprofit rates apply to advertising for 501(c)3 charitable organizations that meets certain copy requirements. Prior approval is required. Rates are noncommissionable. A 25% premium for ROP advertising will be charged on Thanksgiving Day. Revenue applies toward Nonprofit and ROP dollar volume contract fulfillment.

ROP Nonprofit Rates

Open Rates Per Inch

	Sunday Seattle Times and Seattle P-I	Weekday Combination	Weekday Seattle Times or Seattle P-I
Open (noncontract)	\$221.85	\$169.60	\$137.60

Annual Contract Rates Per Inch

Contract rates are available to in-state nonprofit advertisers only.

Net Annual Expenditure	Sunday Seattle Times and Seattle P-I	Weekday Combination	Weekday Seattle Times or Seattle P-I
\$1,500	\$185.50	\$136.90	\$120.45
\$2,500	182.70	134.50	118.00
\$5,500	176.85	129.50	116.00
\$15,000	172.85	125.30	111.95
\$25,000	169.75	121.60	109.10

Pacific Northwest Magazine Nonprofit Rates

	Per Inch
Noncommissionable	\$150.50

The Seattle Times Weekday Zone Nonprofit Rates

	Per Inch
Snohomish Zone	\$17.65
South Zone	28.90
East Zone	30.10
Metro Zone	49.50

Combination and Sunday Zone Nonprofit Rate

SE Living and Shop SE Tabs

	Per Inch
	\$41.50

The Seattle Times



REPRESENTING THE **Seattle Post-Intelligencer**

THE SEATTLE TIMES AND THE SEATTLE POST-INTELLIGENCER ■ JANUARY 1, 2008

seattletimescompany.com/advertise

10063569_v4