

## 2009 GENERAL DISPLAY ADVERTISING RATES

The Seattle Times Company is the Northwest leader in newspaper and online advertising. Our print and online media network delivers news and information to nearly half of Western Washington adults. Our network includes The Seattle Times newspaper and its Web site, as well as our online marketplace sites — NWsource.com, NWjobs.com, NWautos.com and NWhomes.com.

The General (National) rates are our primary advertising rates. Contracts must be signed in advance of publication to receive discounts. Open rates apply unless a contract is signed.

- A 15% commission will be granted to all recognized advertising agencies, except where noted.
- All net advertising dollars spent in a 12-month period with The Seattle Times Company will apply toward the fulfillment of this contract except postage costs for direct mail advertising, legal and late payment fees and where otherwise noted.
- A 25% premium for ROP advertising will be charged on Thanksgiving Day.

| Net Annual Dollar Volume Expenditure | RATES PER COLUMN INCH |          |  | ROP COLOR DISCOUNT | PREPRINT DISCOUNT |
|--------------------------------------|-----------------------|----------|--|--------------------|-------------------|
|                                      | Sunday                | Weekday  | Pacific Northwest Magazine (Commissionable)* |                    |                   |
| Open                                 | \$494.65              | \$386.30 | \$229.80                                     | --                 | --                |
| \$10,000                             | 377.10                | 314.20   | 188.15                                       | --                 | --                |
| \$15,000                             | 373.40                | 311.00   | 186.15                                       | --                 | --                |
| \$25,000                             | 369.70                | 307.80   | 184.20                                       | --                 | --                |
| \$35,000                             | 365.95                | 304.60   | 182.30                                       | --                 | --                |
| \$50,000                             | 362.20                | 301.40   | 180.35                                       | --                 | --                |
| \$75,000                             | 359.80                | 299.10   | 178.45                                       | --                 | --                |
| \$100,000                            | 357.40                | 296.90   | 176.45                                       | 5%                 | 8%                |
| \$150,000                            | 353.90                | 294.30   | 174.50                                       | 5%                 | 12%               |
| \$200,000                            | 350.30                | 291.70   | 172.55                                       | 5%                 | 15%               |
| \$300,000                            | 342.95                | 285.50   | 170.75                                       | 5%                 | 18%               |
| \$400,000                            | 301.50                | 245.90   | 168.80                                       | 5%                 | 20%               |
| \$500,000                            | 278.30                | 215.00   | 163.25                                       | 10%                | 22%               |
| \$600,000                            | 268.15                | 206.50   | 163.25                                       | 10%                | 24%               |
| \$700,000                            | 258.00                | 198.30   | 163.25                                       | 10%                | 27%               |
| \$800,000                            | 247.90                | 190.00   | 163.25                                       | 10%                | 31%               |
| \$900,000                            | 237.65                | 181.70   | 163.25                                       | 10%                | 33%               |
| \$1,000,000                          | 227.60                | 173.20   | 163.25                                       | 15%                | 35%               |
| \$1,200,000                          | 225.25                | 171.10   | 163.25                                       | 15%                | *                 |
| \$1,400,000                          | 222.90                | 168.90   | 163.25                                       | 15%                | *                 |
| \$1,600,000                          | 220.50                | 166.70   | 163.25                                       | 15%                | *                 |
| \$1,800,000                          | 218.20                | 164.40   | 163.25                                       | 15%                | *                 |
| \$2,000,000                          | 215.85                | 162.20   | 163.25                                       | 20%                | *                 |
| \$2,250,000                          | 212.90                | 160.00   | 163.25                                       | 20%                | *                 |
| \$2,500,000                          | 209.90                | 157.60   | 163.25                                       | 20%                | *                 |
| \$2,750,000                          | 207.00                | 155.40   | 163.25                                       | 20%                | *                 |
| \$3,000,000                          | 204.00                | 153.20   | 163.25                                       | 25%                | *                 |

\*Additional levels are available. Contact your account executive.

\*\*Noncommissionable rates are available. Contact your account executive.

## ONLINE ADVERTISING

Harness the power of the region's number one online source for news and information by advertising on The Seattle Times Company Online Network:

- seattletimes.com
- NWautos.com®
- NWjobs.com®
- NWhomes.com®
- NWsource.com®

Our online network serves more than 50 million page views to 5.1 million unique visitors each month. Choose a full network buy for optimum reach or target your best customers and prospects with a program designed to reach specific demographics. For information or to place advertising, call 206/464-3237 or e-mail us at [websales@seattletimes.com](mailto:websales@seattletimes.com).

