

## SEATTLE TIMES NEWSPAPER PRINT ADVERTISING RATES

### FULL RUN INCH RATES

DAILY		SUNDAY	
Color	BW	Color	BW
\$82.50	\$61.88	\$110.00	\$82.50

All listed rates are at open rate for local retail. For additional product rates (including national and non-profit), or rates based on dollar volume contracts, please give us a call.

206.652.6700

### ★ BETTER VALUE PRINT MODULAR ADS

PRINT AD	SIZE	DAILY		SUNDAY	
		COLOR	BW	COLOR	BW
Full Page	6c x 22.5"	\$5,625.00	\$4,218.75	\$7,500.00	\$5,625.00
Half Page	6c x 11" or 3c x 22.5"	\$2,950.00	\$2,212.50	\$3,950.00	\$2,962.50
Quarter Page	3c x 11"	\$1,650.00	\$1,237.50	\$2,100.00	\$1,575.00
Eighth Page	3c x 5.5"	\$900.00	\$675.00	\$1,150.00	\$862.50
Sixteenth Page	3c x 2.75"	\$500.00	\$375.00	\$600.00	\$450.00

### ★★ BEST VALUE PRINT MODULAR ADS PLUS DIGITAL IMPRESSIONS

The best value is to purchase a modular ad with bundled digital impressions. Each print ad purchased comes with a fixed number of ST.com standard ad format impressions. All digital impressions can be advance audience targeted.

PRINT AD	SIZE	DIGITAL IMPRESSIONS	DAILY		SUNDAY	
			COLOR	BW	COLOR	BW
Full Page	6c x 22.5"	250,000	\$7,100.00	\$5,975.00	\$8,600.00	\$7,100.00
Half Page	6c x 11" or 3c x 22.5"	150,000	\$3,920.00	\$3,330.00	\$4,720.00	\$3,930.00
Quarter Page	3c x 11"	100,000	\$2,360.00	\$2,030.00	\$2,720.00	\$2,300.00
Eighth Page	3c x 5.5"	60,000	\$1,344.00	\$1,164.00	\$1,544.00	\$1,314.00
Sixteenth Page	3c x 2.75"	35,000	\$764.00	\$664.00	\$844.00	\$724.00
Front Page Strip Ad	6c x 3" Main (A) Section	100,000	\$3,676.00	N/A	\$4,468.00	N/A
Front Page Strip Ad	6c x 3" Non-Main	100,000	\$2,963.20	N/A	3,517.60	N/A

All contracts and rates are subject to The Seattle Times terms and conditions.