

2010 REAL ESTATE ADVERTISING RATES

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 **NWhomes** 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 on non-retail-rated pages of 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 NWhomes.com with up to ten photos, 1,000 additional characters of text and free e-mail and Web site links. All rates are noncommissionable except where noted.

Open/Noncontract Rates

Rates apply to Real Estate advertising in the Saturday NWhomes pages and the non-retail-rated pages of the Sunday Real Estate section. (For New Homes Saturday rates, see reverse.) Noncontract advertisers can qualify for Weekend Package frequency rates by running a NWhomes ad and a Sunday Real Estate ad within one seven-day period.

Line Rates

	RATE PER LINE	
	Sunday Real Estate	Saturday NWhomes
One day	\$19.78	\$16.62
Weekend Package	14.51	12.22

Display Rates

	RATE PER COLUMN INCH	
	Sunday Real Estate	Saturday NWhomes
One day	\$461.52	\$387.84
Weekend Package	338.52	285.12

Annual Dollar Volume Contract Rates

Real Estate dollar volume contracts are available to advertisers planning total advertising expenditures of \$10,000 or more per year. Contracts may start any day of the month and are automatically self-renewing. Rates apply to Real Estate advertising in the Saturday NWhomes pages and the non-retail-rated pages of 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 NWhomes	Sunday Real Estate	Saturday NWhomes	
Open	\$19.78	\$16.62	\$461.52	\$387.84	—
\$10,000	8.91	7.40	207.96	172.56	—
\$37,500	8.82	7.34	205.80	171.36	—
\$100,000	8.49	7.10	198.12	165.60	5%
\$300,000	8.08	6.76	188.52	157.68	5%
\$600,000	7.51	6.26	175.20	146.16	10%
\$1,000,000	6.85	5.70	159.84	132.96	15%
\$1,200,000	6.50	5.44	151.68	126.96	15%
\$1,500,000	5.85	4.86	136.56	113.52	15%
\$2,000,000	4.39	3.72	102.48	86.88	20%

Additional levels are available.

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Discount Programs for Contract Advertisers

Display 25% Pickup Discount

Real Estate annual dollar volume contract advertisers may pick up display ads in the Saturday NW homes pages or the non-retail-rated pages of the Sunday Real Estate section at a 25% discount. Discount applies to second ad within a seven-day period.

- Minimum ad size is 10 column inches
- Discounts are off signed annual dollar volume rates
- Discounts apply to space only
- Minor copy but no size changes allowed

Sunday Full-Page Annual Frequency Discount

10% off for 47 – 74 full pages per year

15% off for 75 or more full pages per year

- Advertiser must sign a full-page frequency agreement and maintain a Real Estate dollar volume contract during a 12-month term of agreement
- Each advertisement must be 135 column inches (6 columns by 22.5")
- A full-page doubletruck counts as two insertions toward contract fulfillment
- Discount is off signed Real Estate Sunday dollar volume contract rates
- Discount applies to space only

New Homes Saturday

New Homes Saturday is a weekly section featuring new homes and communities in the Puget Sound area. This section publishes each Saturday; ads also appear online at NW homes.com for seven days. Deadline for space reservations and newspaper-constructed material is the Tuesday prior to the Saturday of publication. Electronic ads are due by noon the Thursday prior.

All ads in New Homes Saturday must primarily feature new construction.

New Homes Saturday Pickup Discount

New Homes Saturday dollar volume contract holders picking up their ads into the next day's Sunday Real Estate section receive a 50% discount on Sunday space and color rates. Regular New Homes Saturday rates apply to Saturday ads.

New Homes Saturday Rates

Minimum Ad Size	Rate Per Column Inch
6"	\$142.00
30"	119.60
60"	109.60
135"	100.70

Commissionable rates are available. Contact your account executive.

New Homes Saturday Power Position

Position	Size	Rate
Back Page	Full Page	Full color only plus \$950 premium

Color Rates

CYAN (BLUE NAA-A000), MAGENTA (NAA-0A00), YELLOW (NAA-00A0) AND RED (NAA-0AA0)

Black and	Noncommissionable
One color	\$1,500
Two colors	2,260
Three colors	3,000

Color discounts do not apply to New Homes Saturday color rates.

Commissionable rates are available. Contact your account executive.