

## 2010 GENERAL ENTERTAINMENT DOLLAR VOLUME RATES (FILM ADVERTISING)

General Entertainment rates are available to film studios, depending on ad content. Contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed.

- The rates below apply to six-column advertising and Pacific Northwest magazine. Separate contracts may be required to earn discounts on other products.
- 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 will apply toward the fulfillment of this contract except postage costs for direct mail advertising, legal and late payment fees and where otherwise noted.

- Zone advertising is available Monday, Wednesday, Thursday, and Friday. Advertising space is limited. Zone editions do not run on most major holidays.
- Color discount is based on signed dollar volume contract level. Discounts apply to full-run and zone color only. Pacific Northwest magazine, Value Plus products, Comics, custom preprint and banner page color are excluded.

### RATES PER COLUMN INCH

### ROP COLOR DISCOUNT

Net Annual Dollar Volume Expenditure	RATES PER COLUMN INCH				ROP COLOR DISCOUNT			
	Sunday	Weekday	Pacific Northwest Magazine (Comm.)*	North Zone	The Seattle Times Zones South Zone	East Zone	Metro Zone	
Open	\$358.35	\$298.60	\$229.80	\$55.00	\$86.10	\$88.25	\$167.25	--
\$10,000	288.55	249.50	188.15	40.70	66.30	71.25	127.20	--
\$15,000	285.55	247.00	186.15	40.40	65.85	70.80	126.30	--
\$25,000	282.65	244.30	184.20	40.15	65.50	70.40	125.60	--
\$35,000	279.70	241.90	182.30	40.10	65.35	70.30	125.15	--
\$50,000	268.40	232.12	180.35	39.00	63.90	68.60	122.25	--
\$75,000	266.36	230.38	178.45	38.95	63.80	68.50	122.05	--
\$100,000	262.03	226.66	176.45	38.90	63.65	68.40	121.80	5%
\$150,000	259.10	224.06	174.50	38.70	63.25	68.00	121.20	5%
\$200,000	251.70	217.74	172.55	38.05	62.15	66.75	118.85	5%
\$300,000	246.10	212.80	170.75	38.05	62.15	66.75	118.85	5%
\$400,000	235.23	203.32	168.80	38.05	62.15	66.75	118.85	5%
\$500,000	230.30	201.06	163.25	38.05	62.15	66.75	118.85	10%
\$600,000	224.36	195.86	163.25	38.05	62.15	66.75	118.85	10%
\$700,000	220.78	192.78	163.25	38.05	62.15	66.75	118.85	10%
\$800,000	217.58	189.98	163.25	38.05	62.15	66.75	118.85	10%
\$900,000	216.75	189.24	163.25	38.05	62.15	66.75	118.85	10%
\$1,000,000	213.62	186.54	163.25	38.05	62.15	66.75	118.85	15%
\$1,200,000	211.21	184.36	163.25	38.05	62.15	66.75	118.85	15%
\$1,400,000	206.46	180.26	163.25	38.05	62.15	66.75	118.85	15%
\$1,600,000	201.73	176.12	163.25	38.05	62.15	66.75	118.85	15%
\$1,800,000	195.70	170.90	163.25	38.05	62.15	66.75	118.85	15%
\$2,000,000	189.63	165.68	163.25	38.05	62.15	66.75	118.85	20%

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