

## 2010 LOCAL ENTERTAINMENT DOLLAR VOLUME CONTRACT RATES (FILM ADVERTISING)

Local Entertainment rates are available to local movie exhibitors, for theatre directory advertising, and depending on ad content. Contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed.

- Rates below apply to Local Entertainment advertising in standard ROP sections and Pacific Northwest magazine. Separate contracts may be required to earn discounts on other products.
- Rates are noncommissionable 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 in The Seattle Times. 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

### COLOR DISCOUNT

Net Annual Dollar Volume Expenditure	Pacific Northwest Magazine				North Zone	South Zone	East Zone	Metro Zone	
	Sunday	Weekday	(Noncomm.)	(Comm.)					
Open	\$297.20	\$227.00	\$195.30	\$229.80	\$44.40	\$67.70	\$72.20	\$129.15	--
\$2,500	240.55	203.30	170.45	200.55	36.55	60.00	64.45	109.80	--
\$5,000	230.50	192.70	166.00	195.30	34.80	57.45	61.65	104.75	--
\$7,500	217.95	180.00	161.55	190.10	32.35	53.60	57.40	97.40	--
\$10,000	212.90	175.70	159.90	188.15	31.20	50.70	54.50	96.25	--
\$15,000	207.95	171.50	158.20	186.15	30.95	50.45	54.15	95.70	--
\$25,000	205.45	167.30	156.55	184.20	30.70	50.15	53.85	95.20	--
\$35,000	202.90	165.20	154.95	182.30	30.65	50.00	53.75	94.95	--
\$50,000	200.45	163.10	153.30	180.35	29.95	48.85	52.55	92.70	--
\$75,000	198.65	161.60	151.65	178.45	29.85	48.75	52.40	92.50	--
\$100,000	197.25	160.10	149.95	176.45	29.75	48.70	52.30	92.40	5%
\$150,000	193.90	157.70	148.30	174.50	29.60	48.45	52.05	91.85	5%
\$200,000	186.25	157.40	146.65	172.55	29.10	47.50	51.10	90.25	5%
\$300,000	176.05	151.70	145.10	170.75	29.10	47.50	51.10	90.25	5%
\$400,000	175.25	149.50	143.45	168.80	29.10	47.50	51.10	90.25	5%
\$500,000	174.45	144.50	138.75	163.25	29.10	47.50	51.10	90.25	10%
\$600,000	172.85	142.20	138.75	163.25	29.10	47.50	51.10	90.25	10%
\$700,000	171.20	140.10	138.75	163.25	29.10	47.50	51.10	90.25	10%
\$800,000	169.60	137.90	138.75	163.25	29.10	47.50	51.10	90.25	10%
\$900,000	167.95	135.80	138.75	163.25	29.10	47.50	51.10	90.25	10%