

2010 LOCAL GEOGRAPHIC/SHOPPING CENTER RATES

These rates are available to local advertisers running in shopping center or shopping area ad groupings or sections. A 25% premium for ROP advertising will be charged on Thanksgiving Day. Revenue applies to ROP dollar volume contract fulfillment. Linage does not apply to frequency contract fulfillment. Contact your account executive for additional guidelines.

ROP Geographic Rates

	Per Inch
Sunday	\$176.10
Weekday	131.70

Pacific Northwest Magazine Geographic Rates

	Per Inch
Noncommissionable	\$143.45
Commissionable	168.80

Zone Geographic Rates

	Per Inch
North Zone	\$19.10
South Zone	32.05
East Zone	34.55
Metro Zone	53.90