

## PREPRINT INSERTIONS

Preprint rates (cost per thousand), full run Add \$3 per thousand for quantities less than full run.

	Single Sheet	2 std/ 4 tab	4 std/ 8 tab	6 std/ 12 tab	8 std/ 16 tab	10 std/ 20 tab	12 std/ 24 tab	4 std/ 28 tab	16 std/ 32 tab	18 std/ 36 tab
<b>Daily</b>	\$47.00	59.00	76.00	77.00	78.00	80.00	82.00	83.00	85.00	86.00
<b>Sunday/Holiday</b>	\$48.50	61.00	78.00	79.00	80.00	82.00	84.00	85.00	87.00	88.00

### Frequency Discounts

6x-12x	13x-25x	26x-51x	52x or more
5% discount	10% discount	15% discount	20% discount

Accepted Tuesday through Sunday. All preprints subject to prior approval. Rates are cost per thousand. Sunday rates apply on New Year's Eve, New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas Eve, Christmas Day, or recognized legal holidays.

Zoned inserts accepted on days when another full run insert is scheduled. No zoning on Sundays and holidays. For quantities less than full run, add \$3 per thousand to normal rates. Minimum insert charge based on quantity of 10,000 will be charged on all inserts less than 10,000 distributed.

Reservations: At least 10 days prior to publication. Confirm gross press run, as quantities subject to change.

Shipping Address:  
The Olympian  
c/o The News Tribune  
1950 South State Street  
Tacoma, WA 98405

### Printing and shipping instructions:

1. If the cover, content or portion of simulate news, the page(s) must say "Paid Advertisement!" at the top in 12 point type.
2. Preprints are to be shipped prepaid, on pallets in turns of 50. Skids must not be stacked higher than four feet. To arrive at least seven days prior to insertion date.
3. The following information should be provided prior to delivery:
  - name and address of printer and shipper.
  - date of shipment and waybill number.
  - method of transport to The Olympian.
4. A shipping order must be attached that includes the name of the insert/advertiser, the number of skids, the publication date and the number of copies.

## OLYMPIAN READERS ARE SEEKING INFORMATION ABOUT YOUR BUSINESS

	Number of Adults in Market	Percent of Market
Total adults	196,700	100%
Read The Olympian past week - print and online	112,489	57%
Read The Olympian past week - print only	97,500	50%
Read one or more copies of The Olympian each week (Monday-Friday)	83,800	43%
Read The Olympian daily	52,500	27%
Read one or more copies of The Olympian each month (Sunday's)	92,500	47%
Read The Olympian Sunday	66,500	34%
Visited theolympian.com past 30 days	55,400	28%

## CIRCULATION

### Average paid circulation ABC 9/31/10:

Monday	23,920
Tuesday	23,788
Wednesday	24,109
Thursday	24,066
Friday	27,197
Saturday	25,637
Sunday	29,671

## MISCELLANEOUS

- Established February 8, 1889.
- A member of Newspaper Advertising Bureau.

## WHO TO CONTACT

### Publisher

George Le Masurier • (360) 357-0206  
glemasurier@theolympian.com

### Vice President/Advertising

Steve Gall • (253) 597-8625  
steve.gall@thenewstribune.com

### Retail Advertising Manager

Evelyne Lloyd • (360) 754-5457  
elloyd@theolympian.com

THE OLYMPIAN • PH: 360.754.5462 • FAX: 360.357.0740 • 111 BETHEL ST NE, OLYMPIA, WA 98506  
BUSINESS HOURS: MONDAY - FRIDAY 8:30AM - 5PM



# 2011 NATIONAL RATES

The Olympian  
www.theolympian.com

## ROP BLACK & WHITE RATES

### Annual bulk linage contracts

Inches	OPEN	129	258	387	774	1290	1935	2580	3048
<b>Daily</b>	\$67.00	60.25	58.90	57.50	56.30	53.60	50.90	48.20	45.50
<b>Sunday/Holiday</b>	\$80.00	72.25	70.70	69.00	67.60	64.40	61.10	58.00	54.65

Rates are commissionable at 15% to accredited or recognized agencies. Sunday rates apply on New Year's Eve, New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas Eve, Christmas Day, or recognized legal holidays.

## SPECIAL ROP GENERAL RATES

	CAP	Charity/ Non-Profit	Features	Political	Non- Commisionable
<b>Daily</b>	\$58.90	58.90	58.90	58.90	56.95
<b>Sunday/Holiday</b>	\$70.70	70.70	70.70	70.70	68.00

The CAP rate applies to advertising placed by a distributor or manufacturer in which one or more local dealers are identified in the advertising and for which a national manufacturer pays a portion of the cost and is applicable to the following categories:

- automotive factory and dealer associations
- pharmaceutical
- telecommunications

The agent placing the ads must have approval from the retailers to list their names in the advertisements.

Rates are commissionable. Repeat discounts apply.

Political, advocacy and public controversy ads must carry "Paid Advertisement" in 12 point type across the top and show the sponsor's name. Advance payment is required.

Political and charity ads are subject to Publisher's approval.

## ROP COLOR RATES & REQUIREMENTS

Color	1 color & black	2 colors & black	3 colors & black
<b>Daily</b>	\$450.00	675.00	900.00
<b>Sunday/Holiday</b>	\$500.00	775.00	1,000.00

Color availability on all publishing days, black and three colors. No minimum size for ROP Color.

Rates are per ad insertion per day. Double trucks, regardless of size, are charged with a gutter or an additional column. Rates are commissionable to recognized agencies. Repeat ad discounts apply.

## REPEAT DISCOUNTS

Ads repeated within seven days (including the same day) of the original insertion without copy change will earn a 25% discount on each repeat ad with exception of Sunday. Ten inch minimum ad size.

## SUNDAY COMICS RATES

Spadeas and Gatefolds available. Call your account executive for details.

## "HOT TICKET" RATES

"Hot Ticket" gives advertisers the opportunity to reach total market coverage. Together with The Olympian, "Hot Ticket" offers total market coverage of zip codes 98501, 98502, 98503, 98506, 98512, 98513, 98516 and 98584. "Hot Ticket" is delivered by Wednesday to 70,000 households. Rates are commissionable.

"Hot Ticket" \$15.00/col. inch

### "Hot Ticket" color rates:

1 color & black	\$450.00
2 colors & black	\$675.00
3 colors & black	\$900.00

## ADVERTISE ONLINE

### Extend your reach with theolympian.com

- Increase traffic to your Web site and business
- Flexible, affordable pricing
- Target your desired market and track results
- Professional sales and creative staff will assist you in creating a successful campaign.

### Online Traffic - Monthly Average

(April 2010 - September 2010 average)

Unique visitors (cookies): 455,242

Page views: 3,966,641

## SPECIAL DAYS, PAGES & FEATURES

### Each day The Olympian features these sections:

- National/International News
- South Sound (Local) and Northwest News
- Sports
- Weather
- Entertainment/TV
- Classified

### The Olympian also features weekly sections:

- Sunday: TV Week, Real Estate
- Wednesday: Food, Non-Subscriber Edition
- Friday: Auto, Weekend
- SS Preps - daily

Look for additional columns, pages and sections that target specific interests. See your Account Executive for details on products that match your targets!

## CLASSIFIEDS RATES

Per line per day:	Daily	Sunday/Holiday
1 day	\$26.25	\$27.45
3 consecutive days	\$13.50	
7 consecutive days	\$10.50	

National billed at 14 lines per inch.  
15% agency commission  
Blind Box Charge \$60.00

## Column Sizes

1 Column = 1.562"
2 Columns = 3.25"
3 Columns = 4.938"
4 Columns = 6.625"
5 Columns = 8.312"
6 Columns = 10"

## RATE POLICY

- The Olympian reserves the right to revise or reject any advertisement.
- Publisher reserves the right to change advertising rates upon 30 days written notice and all contracts are accepted subject to this reservation. An Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Newspaper.
- Advertiser agrees to indemnify, defend and hold harmless The Olympian from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses of any nature whatsoever (including reasonable attorneys' fees) for which The Olympian or any of its affiliates may become liable by reason of The Olympian's publication of Advertiser's advertising.
- The Olympian will exercise due care to prevent omission and errors, but its total liability for any error in the published advertisement shall not exceed the portion of space in which the error occurred and shall be limited to the first publication of the ad. The Advertiser's contract cannot be invalidated, and The Olympian will not be liable, for (1) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (2) any resulting losses.
- The Olympian accepts alcoholic beverage and tobacco advertising.
- The Olympian attempts to grant all position requests, but does not guarantee such requests except upon application for guaranteed position which requires an additional charge of 25% for the cost of the advertisement. Guaranteed positions are limited. Adjustments will not be granted based on non-fulfillment of position request.
- Rates apply to advertising for businesses or retailers that do not have an outlet located within the newspaper's designated retail market area.
- All rates are per inch unless otherwise noted. Sunday rates apply on New Year's Eve, New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas Eve, Christmas Day, or recognized legal holidays.
- Cancellations past deadline will be assessed a 50% cancellation fee. The cancellation must be made on or prior to deadline. Advertiser will be responsible for any production or creative services provided by The Olympian regardless of the cancellation of Advertiser's advertising.

### Commission & cash discount

- 15% Agency commission to accredited or recognized advertising agency only. All advertising shall be prepaid unless credit has been established with The Olympian's credit department. No cash discounts. Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract.
- Advertising accounts that remain unpaid more than 30 days after the billing date will incur a FINANCE CHARGE of 1.5% per month (18% annually). Minimum finance charge shall be \$1.00.

### Contract & copy regulations

- Contracts not fulfilled will be short rated. If lower rate is earned during contract year, account will be credited one rate bracket. Credit will be issued in linage to be used within 60 days of contract termination. Rebated linage will not be applicable towards new contracts.
- The publisher is not responsible for orders, cancellations or corrections given over the telephone. Written confirmations of orders, cancellations or corrections, must be received before deadline.
- The publisher assumes no financial responsibility for typographical errors in advertisements, but, if at fault, will reprint that part of an advertisement in which such error has occurred.
- Claims for errors in advertisements allowed for first insertion only, and all claims must be made within 30 days.
- The word "Advertisement" will be printed at the top in each column occupied by advertisement which, in publisher's judgement, resembles news matter. Or, right reserved to insert word "Advertisement" above or below any copy in a minimum of 12 point type.
- Not responsible for negatives, disks or other printing materials left with publisher more than 60 days after insertion.
- Contracts will be accepted from an individual advertiser or may be drawn to include subsidiaries.
- If Advertiser utilizes an agency, the Advertiser and the agency shall be jointly and severally liable for payment for all advertising.

## ADVERTISING DEADLINES

PUBLISH DATE	DEADLINE
Monday	Thursday, 5pm
Tuesday	Friday, 5pm
Wednesday	Friday, 5pm
Thursday	Monday, 5pm
Friday	Tuesday, 5pm
Saturday	Wednesday, 5pm
Sunday	Wednesday, 5pm
"Hot Ticket"	Wednesday, 5pm the week prior
"Weekend" (Publishes Friday)	Monday, 5pm

## MECHANICAL MEASUREMENTS

- Page and column sizes:
  - Standard Page: 6 columns wide by 21.5 inches deep.
  - Tabloid Page: 6 columns wide by 10 inches deep.
  - Gutter between double trucks charged as 1 column.
- 100 line screen halftones preferred.
- Cannot use mats, plastics and unmounted electros.
- Digital Ads:
  - We accept PDF format only with fonts and graphics embedded. Any fonts not embedded will be substituted with an in house font. We will match the font as close as possible. We will not use outside fonts unless embedded according to company policy. If you are unable to provide a PDF, please contact Prepress at 253.597.8506 to make other arrangements.
  - Full digital ad submission guide available upon request.
  - We accept the following media: CD and DVD. We also will download from FTP and Web sites. The Olympian's FTP site information is available upon request.
  - Questions? Please call 253.597.8506.

### ROP Depth Requirements

- Full depth: 21.5 inches (301 lines).
- Ads measuring more than 19 inches in depth billed as 21.5 inches.
- Tabloid advertisements over 9 inches deep will be charged at 10 inches deep.
- Ads need to be as many inches deep as columns wide unless run in "panel ad" (6 x 4) position.
- Measurements before processing: form size, 11-5/8 inches x 21.5 inches.