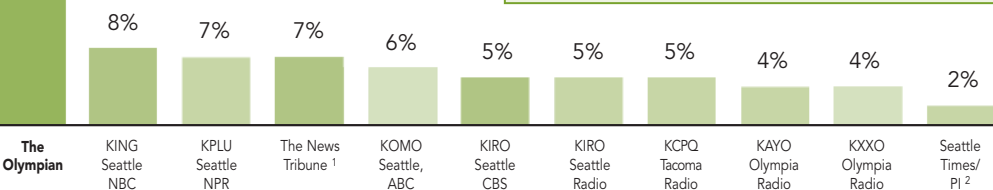


62%

The Olympian enjoys stronger market penetration than any other media in the county.

The Olympian was read by more than 62% of the adults in the market in the past 7 days (mon-sun). That's more than 11 other media sources in the market combined.



Source: Schulman, Ronca, Bucuvalas, NY Olympian Market Study December 2003.
1. Audit Bureau of Circulation, The News Tribune, Audit Report December 2004
2. Audit Bureau of Circulation, Seattle Times/Seattle PI, Audit Report March 2005

COMBINED REACH & FREQUENCY

	Number of Adults in Market	Percent of Market
Total adults	183,758	100%
Read one or more copies of The Olympian each week (mon-fri)	99,456	54%
Read a copy of The Olympian on any given day	76,329	42%
Read one or more Sunday copies of The Olympian each month	107,619	59%
Read The Olympian every Sunday	92,210	50%

Source: Schulman, Ronca, Bucuvalas, NY Olympian Market Study December 2003.

CIRCULATION

Average paid: circulation ABC 6/30/06:

Monday	31,542
Tuesday	30,961
Wednesday	32,612
Thursday	31,855
Friday	37,079
Saturday	36,482
Sunday	41,438

SINGLE COPY PRICE

Daily 50¢
Sunday \$1.50

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



CLASSIFIED RATES

RATE POLICY

- Short Rating. If, at the end of Advertiser's contract with The Olympian, the Advertiser shall have (a) purchased more or less volume (inches or pages) of advertising than agreed to in the contract or (b) exceeded or fallen short of the minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to The Olympian's current rate schedule, Advertiser's rate for all space used during the contract term shall be reduced or increased one level indicated on said rate schedule, and Advertiser shall receive a credit/rebate for the difference.
- The Olympian's Rate Card. The Olympian may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and 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 Olympian.
- Right to Edit or Reject. The Olympian may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.
- Payment for Advertising. Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on The Olympian's invoices, and, if it fails to timely pay as provided for in the invoices, The Olympian may reject advertising copy and/or immediately cancel Advertiser's contract, and Advertiser agrees to indemnify The Olympian for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, The Olympian may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.
- Typographical Errors; Incorrect Insertions or Omissions. The Advertiser's contract cannot be invalidated, and The Olympian will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.
- Indemnification. 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.
- Ownership of Advertising Copy. All advertising copy that represents the creative effort of The Olympian and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of The Olympian, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without The Olympian's prior written consent.
- Taxes. If any federal, state or local taxes are imposed on the printing of advertising materials or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
- Assignment. Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency ("Agency"), if any.
- Force Majeure. Each party's obligations under the advertising agreement are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.
- Cancellations. Advertiser will be responsible for any production or creative services provided by The Olympian regardless of the cancellation of Advertiser's advertising. Cancellation fee of 50% applies after deadline.
- Positioning of Advertisements. The Olympian shall have full latitude with respect to positioning all advertisements; provided, however, The Olympian will use its reasonable efforts to accommodate the Advertiser's positioning requests.
- Credit Check. The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and/or Agency.
- Joint and Several Liability. If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's contract, including payment for all advertising.
- Agency Commissions. Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract.
- No Sequential Liability. The Advertiser's contract renders void any statements concerning liability that appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of The Olympian's Credit Department. It is further agreed that The Olympian does not accept advertising orders or space reservations claiming sequential liability.
- Incorrect Rates in Order Forms. When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in The Olympian's rate schedule, and in accordance with the conditions contained in Advertiser's contract.
- Brokered Advertising. The Olympian deals directly and individually with its local advertisers and does not accept local brokered advertising.
- Photo Releases. Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from your account executive.

WHO TO CONTACT

Publisher

John Winn Miller • (360) 357-0206
jwmmiller@theolympian.com

Advertising Director

Frank Bauer • (360) 754-5461
fbauer@theolympian.com

Classified Advertising Manager

Cindy Broome • (360) 754-5477
cbroome@theolympian.com

Classified Inside Sales Manager

Melissa Jenkins • (360) 754-5479
mjenkins@theolympian.com

National Account Executive

Kelly McGavick • (360) 704-6852
kmcgavick@theolympian.com

Online Advertising Manager

Patty Seib • (360) 754-5401
pseib@theolympian.com

THE OLYMPIAN • PH: 360.754.5400 • FAX: 360.754.5408 • 111 BETHEL ST NE, OLYMPIA, WA 98506
BUSINESS HOURS: MONDAY - FRIDAY 8AM - 5PM

The Olympian
www.theolympian.com

PRIVATE PARTY CLASSIFIED RATES

These special private-party rates may be used only by individuals and non-commercial users offering items for sale. The selling price must be included in the ad. No discount for early cancellation. Call 360-754-5454 for information.

MERCHANDISE UNDER \$500 (7-days, 3 lines)

Includes: The Olympian, Hot off the Press, Hot Ticket, Lacey Today and www.theolympian.com
\$17.25 Additional lines \$3.50

MERCHANDISE OVER \$500 (10-days, 3 lines)

Includes: The Olympian, Hot off the Press, Hot Ticket, Lacey Today and www.theolympian.com
\$23.25 Additional lines \$5.50

AUTOMOTIVE WHEELS DEALS (10-days, 3 lines)

Includes: The Olympian, Hot off the Press, Hot Ticket, Lacey Today, and www.theolympian.com
\$31.75 Additional lines \$10.25

SURE SALE AUTO (14-days, 3 lines)

Includes: Picture of the vehicle for the 1st Friday/Saturday and www.theolympian.com. Reduce the vehicle price by 5% and the vehicle may run another 14 days at no additional charge.
\$45.00 Additional lines \$5.00

GARAGE SALE

2 days, 4 lines \$21.50
Additional lines \$3.25
3 days, 4 lines \$25.50
Additional lines \$4.00

FOR SALE BY OWNER

Homes, private party only
4 weeks program includes 2x2.75" display ad each Saturday and Sunday, a 1-6 line listing Monday through Friday plus virtual tour and online listing for 30-days.....\$565.00

BLIND BOX NUMBERS

Mail \$40.00 **Pick-up** \$20.00

OBITUARIES

Daily \$4.70 per line **Sunday** \$5.00 per line
Approximately 28 characters per line. Text without photo must be submitted by 4:00 pm Monday through Friday.

Optional Photograph \$47.30
Photograph must be submitted Monday through Friday prior to 3:00 pm to publish in the obituary.

OCCASIONS

Wedding, Anniversary and Engagement Announcements, Birthday and Pet Obituaries.

Includes: online for 30 days with full color photo, plus 10 additional copies of the paper the day the announcement runs in The Olympian, delivered locally within the next two business days.

1 col. x 4 in. \$99.00
2 col. x 4 in. \$189.00
3 col. x 4 in. \$279.00
Approximately 350 characters per inch.

CARD OF THANKS AND IN-MEMORIAM

Daily/Sunday \$1.05 per line
Approximately 28 characters per line.

LEGAL NOTICES

Open Rate
Daily \$2.25 per line
Sunday \$2.50 per line

Notice of Written Separation \$67.00
Notice to Creditors \$235.00
Water Rights \$135.00
Summons of Divorce - Private Party \$470.00
Summons of Divorce - Law Office \$470.00
Notice of Trustee Sale, 1 day \$550.00
Notice of Trustee Sale, 2 days \$1,040.00
Affidavits \$10.00

COMMERCIAL CONTRACT RATES

These rates apply to business customers with longer term or more frequent classified advertising needs.

ANNUAL BULK RATES

Per Line Rate

	Open	1400 Lines	3500 Lines	7000 Lines	10,500 Lines	14,000 Lines	21,000 Lines	31,500 Lines	42,000 Lines	54,000 Lines	70,000 Lines
Daily	\$3.98	\$2.55	\$2.17	\$2.02	\$1.86	\$1.76	\$1.66	\$1.55	\$1.50	\$1.35	\$1.29
Sunday	\$4.86	\$3.00	\$2.59	\$2.48	\$2.27	\$2.17	\$2.07	\$1.97	\$1.81	\$1.71	\$1.60

ANNUAL FREQUENCY RATES

DAILY FREQUENCY CONTRACTS (PER LINE RATE)

	1x	3x	7x	10x	30x
3-35 lines	\$1.97	\$1.86	\$1.76	\$1.66	\$1.55
36-83 lines	\$1.71	\$1.60	\$1.50	\$1.40	\$1.29
84-119 lines	\$1.60	\$1.50	\$1.40	\$1.29	\$1.19
120-179 lines	\$1.50	\$1.45	\$1.35	\$1.24	\$1.14
180-676 lines	\$1.45	\$1.40	\$1.35	\$1.24	\$1.14

Sunday premium add 28¢ per line

SEASONAL CONTRACTS

90-day Daily Frequency add 20¢ per line
180-day Daily Frequency add 16¢ per line

OTHER RATE CARDS ARE AVAILABLE FOR REAL ESTATE, AUTOMOTIVE, AND EMPLOYMENT

COURTESY RATES

For retail advertisers with a current retail contract, in good standing. These rates are applied to classified advertising. These rates do not apply to employment advertising. Please call 360.357.0707 for assistance with employment advertising.

PER COLUMN INCH (Display)

Daily \$37.80
Sunday \$46.20

PER LINE

Daily \$2.70
Sunday \$3.30

REPEAT DISCOUNTS (Display)

Within a 7-day period, an annual bulk contract advertiser may repeat their ad with no copy changes: first repeat 25% discount, second repeat 40% discount. Discounts apply to daily rates only. Not available on Sunday. Contract advertisers only. No other discounts apply.

1 Col. = 1.180"
2 Col. = 2.485"
3 Col. = 3.790"
4 Col. = 5.095"
5 Col. = 6.400"
6 Col. = 7.705"
7 Col. = 9.010"
8 Col. = 10.315"
9 Col. = 11.625"

Hot of the Press is a daily special section of first run classified ads.
Hot Ticket is The Olympian's total market coverage publication.
Lacey Today is delivered each Wednesday to residences in Lacey.

CLASSIFIED COLOR RATES

No minimum size. Rate added to space cost.

DAILY COLOR RATES:

	Open	12x	24x	48x	72x	96x
1C+BLK	\$330.00	\$280.50	\$264.00	\$247.50	\$231.00	\$214.50
2C+BLK	\$495.00	\$420.75	\$396.00	\$371.25	\$346.00	\$321.75
3C+BLK	\$660.00	\$561.00	\$528.00	\$495.00	\$462.00	\$429.00

SUNDAY COLOR RATES:

	Open	12x	24x	48x	72x	96x
1C+BLK	\$360.00	\$306.00	\$288.00	\$270.00	\$252.00	\$234.00
2C+BLK	\$540.00	\$459.00	\$432.00	\$405.00	\$378.00	\$351.00
3C+BLK	\$720.00	\$612.00	\$576.00	\$540.00	\$504.00	\$468.00

ONLINE ADVERTISING

Your classified line ad will appear on our Web site, www.theolympian.com as part of the private party package. We also offer enhanced online packages. Please contact your sales representative or call 360.754-5454 with any questions.

NON-PROFIT RATES

Must be a charitable organization with 501(c)3 status to qualify for this rate)

Daily \$2.85 per line
Sunday \$3.40 per line

ADVERTISING DEADLINES

CLASSIFIED DISPLAY

PUBLISH DATE

PUBLISH DATE	DEADLINE
Monday	Thursday, 4pm
Tuesday	Friday, 4pm
Wednesday	Monday, 4pm
Thursday	Tuesday, 4pm
Friday	Wednesday, 4pm
Saturday	Wednesday, 4pm
Sunday	Thursday, 4pm
Home	Wednesday, 4pm
Weekend	Monday, 4pm
TV Week	.9 days prior, Friday, 4pm

CLASSIFIED IN-COLUMN

Publish Date	Deadline
Tuesday - Friday	Day before, 4pm
Saturday	Friday, 3pm
Sunday	Friday, 4pm
Monday	Friday, 4pm

MECHANICAL REQUIREMENTS

Standard full page: 11.625"x21.5"
Classified: (9 columns wide x 21.5")

- Minimum display advertisement is 1 column inch.
- Color ads subject to availability.
- Ads measuring more than 19 inches in depth will automatically be billed full depth (21.5").
- 100 line screen halftone preferred.

Digital Ad Requirements

- 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 360.754.5450 to make other arrangements.
- We accept the following media: zip disks, Cds, 3.5" disks. We also will download from FTP and Web sites. The Olympian's FTP site information is available upon request.
- Questions? Please call 360.754.5450.