

# WIN LOCAL VOTERS

WITH SMART, AFFORDABLE MEDIA  
SOLUTIONS FROM THE SEATTLE TIMES.



WITH MIDTERM ELECTIONS ONLY A FEW MONTHS AWAY, IT'S MORE IMPORTANT THAN  
EVER TO GET YOUR MESSAGE TO THE RIGHT AUDIENCE AT THE RIGHT PRICE.

**The Seattle Times**  
MEDIA SOLUTIONS

Whether you're looking to target specific households or reach a broad segment of voting adults, our direct mail, print and deliver, newspaper and online advertising solutions will help you seal the deal.

## ★ DIRECT MAIL

Eye-catching postcards, brochures and mailers delivered in as few as seven days. Turnkey programs start at just 34 cents per piece, postage included.

## ★ PRINT & DELIVER

Single-sheet inserts offer great market penetration, with delivery in the newspaper and by mail. Prices start at less than 5 cents per sheet.

*Union printing services available for direct mail and inserts*

## ★ NEWSPAPER & ONLINE ADVERTISING

Together, The Seattle Times newspaper and our online network reach nearly 1.8 million local adults\*, 87% of whom are registered voters.

### Advertise in The Seattle Times at rock-bottom rates

Take advantage of incredible savings on political advertising in the weekday or Sunday newspaper.

AD POSITION	Rate	Savings*
Full page, full color	\$5,000	<b>80% off!</b>
Half page, full color	2,500	<b>80% off!</b>
Quarter page, full color	1,250	<b>78% off!</b>

*\*Savings based on commissionable per-column-inch rates for in-state political advertising in the Sunday newspaper*



### Leverage the region's #1 online local media network

Take your message to the Web with powerful interactive options, including:

- banner ads
- interstitials
- home page takeovers
- geotargeting

Advertising opportunities on The Seattle Times Online Network start at less than \$2.75 CPM.

## TAKE ADVANTAGE OF SAVINGS OF UP TO 80%!

TO ENERGIZE YOUR CAMPAIGNS, TALK TO ONE OF OUR POLITICAL ADVERTISING SPECIALISTS TODAY.

**CHRIS BEAUDOIN**  
206/652-6815  
cbeaudoin@seattletimes.com

**GINA IVE**  
206/652-6859  
give@seattletimes.com