

Get extra visibility for your nonprofit during GiveBIG 2018

**SPECIAL PUBLICATION:
2018 GIVEBIG GIVING GUIDE**



The Seattle Times, in partnership with the Seattle Foundation, is publishing the GiveBIG Giving Guide on April 29, 2018. The Giving Guide will highlight nonprofits in our community, the impact they are making, and how readers can get involved and/or make a donation.

All nonprofits who advertise in the Giving Guide will be featured in the Directory of Organizations section.

DEADLINES

Space Reservation: Monday, March 26, 5PM.

Native Content Source*: Thursday, March 29, 5PM

Directory Listing Due: Monday, April 9, 5PM

Ad Deadline: Monday, April 23, 12PM

Publication Date: Sunday, April 29

*Please indicate if content will be provided in full or will be written by Seattle Times staff.



GIVEBIG 2018: Wednesday, May 9

Choose a package with Native Advertising to further showcase your non-profit

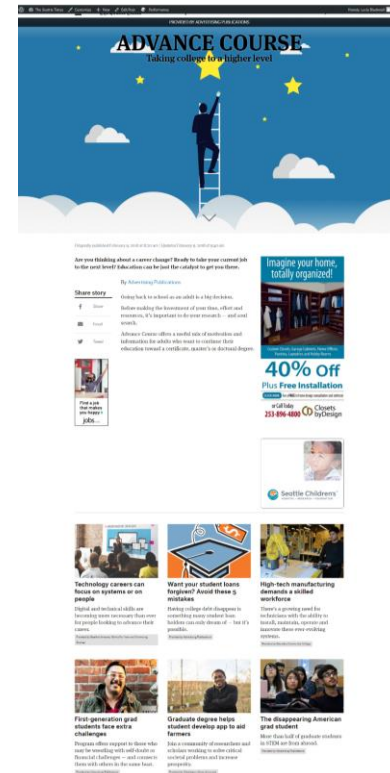
2018 GIVEBIG GIVING GUIDE

Native advertising on seattletimes.com connects nonprofits and readers with useful, relevant content in article format that positions clients as a resource for readers and the community.

Interest channels include affluent, socially conscious readers likely to support our community through charitable giving.

Your Native Advertising will:

- Appear in a digital magazine format on seattletimes.com, positioned as its own section – like the Advance Course example to the right - ensuring top-of-mind awareness during GiveBIG and beyond
- Boost top-of-mind awareness and help establish your non-profit as a category expert and thought leader
- Increase your organic search results and improve your overall SEO



Seattletimes.com has the highest page rank of any local media site--making it the perfect vehicle for your message.

Rates for advertising in the 2018 GiveBIG Giving Guide



PRINT SIZE	INCLUDED ONLINE IMPRESSIONS*	NATIVE ARTICLE	NATIVE ARTICLE POSTING READS	RATE**
Full Page (10.54" x 10.5")	150,000	Full Page Article	500	\$4,660
Half Page (10.54" x 5")	100,000	Half Page Article	500	\$2,940
Quarter Page (5.2" x 5")	60,000	N/A	N/A	\$1,364
Eighth Page (5.2" x 2.5")	35,000	N/A	N/A	\$764
Directory Listing Alone (2.6" x 2.5")	N/A	N/A	N/A	\$375

All Non-Profits advertising in the GiveBIG Giving Guide can purchase additional standard size audience targeted impressions at 25% off the open non-profit rate. All impressions must run between April 1st and May 31st \$9.75 per thousand

* Standard size audience targeted impressions included with print ads. Please see your account executive or call (206) 464-2400 or email customerads@seattletimes.com for information on all of our digital solutions.

** Dollar volume contract discounts apply to all ad buys. Additional dollar volume contract discounts do not apply to the purchase of additional digital impressions at \$9.75 per thousand.