

2008

Advertising rates

FULL RUN AND REGIONAL EDITIONS				
	FULL RUN	PACIFIC NORTHWEST	NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
Rate base	1,200,000	260,000	335,000	300,000
4-COLOR				
Full page	\$95,625	\$35,750	\$43,250	\$43,300
¾ page	\$72,190	\$26,980	\$32,650	\$32,680
½ page	\$57,790	\$21,610	\$26,150	\$26,170
¼ page	\$41,870	\$15,650	\$18,950	\$18,960
2-COLOR				
Full page	\$79,360	\$29,710	\$35,940	\$35,980
¾ page	\$59,910	\$22,420	\$27,130	\$27,150
½ page	\$47,960	\$17,960	\$21,730	\$21,750
¼ page	\$34,750	\$13,010	\$15,740	\$15,750
BLACK-AND-WHITE				
Full page	\$68,900	\$25,720	\$31,120	\$31,150
¾ page	\$52,010	\$19,410	\$23,490	\$23,510
½ page	\$41,640	\$15,550	\$18,810	\$18,830
¼ page	\$30,170	\$11,260	\$13,630	\$13,640
COVERS				
4th cover	\$124,310			
3rd cover	\$105,910			
2nd cover	\$114,750			
METRO EDITIONS				
	SEATTLE	PORTLAND	SAN FRANCISCO	LOS ANGELES
Rate base	110,000	80,000	210,000	205,000
4-COLOR				
Full page	\$19,510	\$15,990	\$32,860	\$31,910
2-COLOR				
Full page	\$16,190	\$13,260	\$27,270	\$26,480
BLACK-AND-WHITE				
Full page	\$14,060	\$11,520	\$23,680	\$23,000

These rates and all advertising transactions are subject to the 2008 Advertising terms and conditions of Sunset Publishing Corporation.



Regional and metro advertising coverage

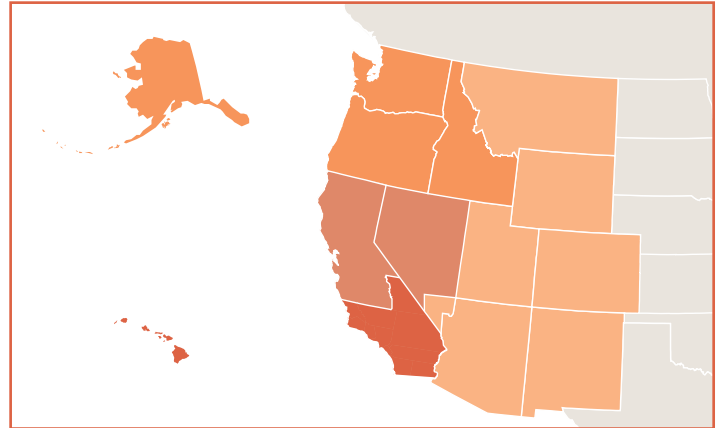
PACIFIC NORTHWEST edition includes Alaska, British Columbia, Idaho, Oregon, and Washington.

NORTHERN CALIFORNIA edition extends from the Oregon border south to the counties of Fresno, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.

SOUTHERN CALIFORNIA edition includes Imperial, Inyo, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura counties, and Hawaii.

FULL RUN edition includes circulation in all 13 Western states, as well as national circulation.

The Seattle, Portland, San Francisco, and Los Angeles metro editions include *Sunset's* full circulation within each of those DMAs as defined by Nielsen, with the following exceptions: San Francisco includes all of Solano County and Los Angeles includes all of Kern and Riverside counties.



Frequency discount

Advertisers running in multiple issues during a one-year contract period are eligible for *Sunset's* frequency discount. An advertiser may select any contract year of 12 consecutive months. Frequency discounts are earned on full run, regional, or metro insertions but are not earned for running in multiple editions within one issue. Discounts are as follows:

3 TIMES	6.0%
6 TIMES	8.5%
12 TIMES	10.0%

2008 PUBLISHING CALENDAR

ISSUE	NATIONAL SPACE CLOSE, MATERIALS DUE	REGIONAL SPACE CLOSE, MATERIALS DUE	ON SALE
January	November 1	October 25	December 25
February	November 30	November 26	January 22
March	January 2	December 26	February 26
April	February 1	January 25	March 25
May	March 3	February 25	April 22
June	April 1	March 25	May 27
July	May 1	April 24	June 24
August	June 2	May 27	July 22
September	July 1	June 24	August 26
October	August 1	July 25	September 23
November	September 2	August 26	October 28
December	October 1	September 24	November 25

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Sunset

SALES OFFICES

ATLANTA

404/888-1980

CHICAGO

312/575-1100

DETROIT

248/988-7722

HAWAII

808/587-8300

LOS ANGELES

310/268-7367

NEW YORK

212/522-6684

SAN FRANCISCO

415/434-5283

TEXAS

512/858-9957

CANADA

604/688-5914

MEXICO

011-5255-2122-3900

DIRECT RESPONSE

800/222-9404

TRAVEL DIRECTORY

877/748-0737