

The Seattle Times



October 17, 2012

Representative Joe Fitzgibbon
PO Box 40600
Olympia, WA 98504-0600

Dear Representative Fitzgibbon:

The Seattle Times is going to demonstrate the value of newspaper advertising to political campaigns.

As I am certain you are aware, most political campaign consultants rely almost exclusively on television and direct mail to reach voters. As the airways have become more cluttered with political ads, some are beginning to question the wisdom of the TV-only approach.

We think print newspaper advertising can play an important role in campaigns given newspapers' broad reach and very high number of subscribers who are registered to vote.

In the past, campaigns tended not to rely on newspapers because of a perceived high cost and because newspaper ad departments were not the easiest to work with.

That has all changed. Rates are down and our people are committed to helping political advertisers get the most for their money.

Political ads in The Seattle Times work because 88 percent of our subscribers are registered to vote and we reach more than 1.8 million readers in the region.

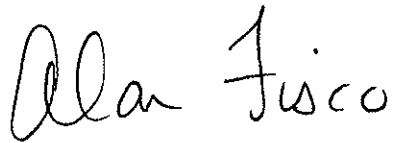
Political consultants are a stubborn bunch and they are not going to just take our word that The Seattle Times has changed and is anxious to work with political campaigns. We decided the best thing we could do was to demonstrate how advertising in The Times can make a striking difference.

As a one-time-only effort to prove our point, The Times has decided to run print ads for one candidate race and one issue race in Washington. We selected R-78, the Marriage Equality Referendum, and the campaign of Rob McKenna for Governor to demonstrate the power of print advertising. These races were selected because each is high profile and each depends on the vote in the Puget Sound region for success. These campaigns were chosen in part because they are consistent with Seattle Times' editorial positions, as well as the fact that these two campaigns cover a range of political and social perspectives.

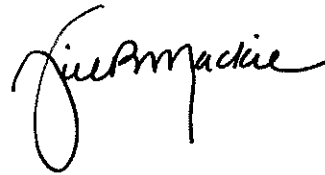
We wanted to make you aware of this so you would understand our purpose is to demonstrate the effectiveness of political advertising. We hope you and your political consultants will take note and take a closer look at The Times for print ads in future elections.

Enclosed is a one-page summary of this innovative pilot program. If you want more information about the effectiveness of print on these two campaigns, please either call or email either of us. And we will make certain to keep you informed of the outcome.

Sincerely,



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