



Promote your hotel to more than 1 million customers for almost nothing!

Take part in a unique online auction where readers of The Seattle Times bid on a variety of exciting getaway packages donated by local hotels. Bids & Beds provides the ideal opportunity to reach a large audience of Sunday readers and is the perfect way to appeal to those who love to travel.

- More than 1,200,300 adults read The Seattle Times Sunday in print and online
- More than 82 percent of our Sunday readers—have taken at least one overnight trip in the past year
- Sunday is the day when people look for information for trips and local weekend getaways
- The average household income among our affluent Sunday readers is \$90,936

Donate hotel getaways to our auction!

- Your hotel will be included in a print and online ad campaign valued at more than \$443,000 during the November–December holiday season.
- Hotels appear in newspaper ads for eight days, including two Sundays, and are recognized on the NIE and auction websites — providing exposure to millions of readers of The Seattle Times and seattletimes.com
- Your brand gains recognition as a business that cares about and supports literacy and local education

Here's how it works:

- Hotels donate packages of \$500 or more in value
- Your hotel will receive prominent ad placement and recognition in The Seattle Times print and online advertising and on the online auction site, which will feature a link to your website
- Readers visit the auction website to view and bid on hotel getaway packages

One \$500 hotel getaway = Free learning materials for 200 classrooms