

THE NEWS TRIBUNE

2007 PUBLIC SERVICE GUIDELINES

The News Tribune is pleased to offer contributions through the donation of advertising space as part of our commitment to the communities we serve. We strive to meet two goals with our charitable giving: enhancing the quality of life in the South Puget Sound Region while influencing the corporate image of The News Tribune in the community. We focus our resources on programs that help the greatest number of people in the areas of need in the communities we serve. The News Tribune reaches more South Sound adults than any other local media – more than 515,000 readers each week.

Please review the information in this document as you complete the sponsorship request form included. This allows us to balance our desire to help with our staff and resource constraints. If we are able to accept your request for assistance, we will supply more detailed guidelines about scheduling and ad development at that time. Please note that we are unable to provide design resources for public service partners. All public service advertising donations are at the discretion of the Director of Marketing and the Publisher.

Preference for all contributions will be shown to organizations that have clearly identified community need, can demonstrate effectiveness in addressing that need, and collaborate with volunteers. Those that include employee volunteers from The News Tribune will have greater interest for us. All written requests will be considered and individual responses will be given.

The News Tribune supports the diversity of its employees and our communities and is committed to ensuring diversity in our community relations activities. We do not tolerate, either in our workplace or in organizations to which we donate, discrimination against any person on the basis of race, color, religion, gender, sexual orientation, age, marital status, veteran status, disability, national origin, or any characteristic protected by law.

Who is eligible for in kind donations?

Non-profit organizations must have 501c3 status as designated by the Internal Revenue Code and be registered with the State of Washington. The organization's funding and services must primarily benefit residents in The News Tribune's circulation area of the South Sound.

The News Tribune regrets that we cannot consider public service advertising for the following:

- Scholarships or donations for individuals to attend camps, pageants, schools, tours, trips, etc.
- Sporting teams
- Political organizations or candidates for political office

- Programs that promote or endorse a specific religious affiliation
- Donation of items or in kind services for fundraising events or auctions unless there is significant involvement of TNT employees in the organization or event
- Sponsor solicitations or thank yous to donors or supporters
- Projects in which competing print publications or web sites are involved
- Retail businesses doing fundraisers by discounts or sale
- Organizations or businesses doing fundraisers for non-profits already supported by The News Tribune, or as third-party fundraisers for non-profits
- Organizations that receive a significant portion of their funding from United Way
- Programs outside our circulation area
- For profit organizations
- More than one request per organization per year

Sponsorships

In cases where The News Tribune's donation is requested to partially support a planned marketing budget, or if your program falls into one of the categories above that are not covered by our in kind program, the request may be considered for sponsorship evaluation. Sponsorships consist of a combination of paid advertising and a matching in kind donation. In addition, sponsorships guarantee your advertising will appear when desired and allow you to include corporate sponsor and thank you information.

How our program works

We offer non-profit partners advertising space in The News Tribune, which reaches more South Sound residents than any other local medium. Our circulation is approximately 125,000 daily and 145,000 Sunday.

Sponsorship advertising is published on a space-available basis. "Space available" means that after all paid advertising and news/editorial space is designated for the day, a portion of the left over space (if any) is made available for public service commitments.

Public service ads are placed according to the event date and the number of times we have committed to run them. These ads can run in any section of The News Tribune on any day. We will attempt to honor your requests, but we cannot promise specific days or sections, as our space is limited.

If we are able to accept your request, we will commit to a window of time in which your ads will be published. You will receive more detailed information in your commitment agreement via e-mail.

The only way we can guarantee that your ads will run in a particular section on a specified date is if you purchase the space through our Advertising Department. For information about News Tribune advertising rates for non-profit groups, call Bob Danielle at (253) 274-7343.

Application Process

To request support from The News Tribune, a Public Service Form must be completed and returned to the Marketing Director. Forms may be obtained from the Marketing Department. Lead time of at least two months is required for all requests. All requests must be submitted annually. Support is given for one year only and will be reconsidered each year upon receipt of a new request.

Applications should include:

- A copy of Treasury or IRS letter indicating 501c3 tax-exempt status
- A list of board of directors
- Copy of agency budget for the current year
- If we are unfamiliar with your organization, a brief description of the organization, its mission, and an explanation of the program(s) that will benefit from the advertising support
- Promotional materials publicizing the event (if possible)
- Promotional materials for the organization (if possible)

Although we are happy to speak with you about your event or project, **all sponsorship requests must be made in writing.** Our program works on a calendar year, so each organization will need to submit a new request each year. The sponsorship request form must be completed and submitted via e-mail.

Evaluation and selection

Preference will be given to those organizations which demonstrate a clear need for private financial help, enhance our community with projects that have measurable results, and demonstrate a proven track record of providing services to the community. Requests will also be evaluated based on the following criteria:

- Non-profit, 501c3 status
- Non-discriminatory/ affirmative action policy in the requesting organization
- Degree to which the project encourages its clients to become self-sufficient (if applicable)
- Benefit to The News Tribune
- News Tribune employee participation

All requests will be evaluated by the Marketing Director or designee using the above criteria and applicability to stated priorities. The application will be the primary tool used in decision making. Cash donations will be jointly reviewed and approved by the Publisher and the Marketing Director. If The News Tribune has supported the organization or event in the past, internal records will be reviewed. The Publisher and the Marketing Director of The News Tribune will be responsible for periodic review and routine evaluation of donation effectiveness.

In Kind Advertising Guidelines

If a donation for ad space is requested and approved by The News Tribune, the following criteria apply:

- The request will not replace advertising inches currently contracted with The News Tribune, nor reduce an existing account balance
- The value of ad space is calculated at the retail daily or Sunday open rate
- The ad must be a PDF sent electronically to our specifications
- The ad may not contain the names or logos of any other corporate sponsors, agencies or organizations
- The ad will run on a space available basis
- “Advertising donated by The News Tribune” must appear in the ad
- All ads must include telephone numbers or web site to contact for more information about your event or project
- Please note that we are not able to provide design services for public service partners
- The News Tribune is not able to provide tear sheets of donated advertising. You will be responsible for monitoring the paper to track your ads and pull tear sheets
- Before sending your ad to The News Tribune, please check spelling, punctuation, dates, phone numbers, etc., for accuracy. If you find errors in your ad or would like to make changes after it has been sent to us, you are responsible for notifying us and sending a corrected ad

In return for in kind contributions, The News Tribune requests that our name or logo appear on all printed materials, including programs, written correspondence and press releases, and that the newspaper receive verbal mention at events and on-site recognition through display of our banner, commensurate with other corporate sponsors whose value equals that of our gift. We will provide our logo electronically for printed materials.

The News Tribune will respond in writing to all requests within two weeks. Funding for charitable donations is dependent on a limited annual budget, resources and in kind space. Organizations are encouraged to submit requests early to ensure their program receives adequate review. Charitable requests may be denied once the funds, resources and space are used.

Contact information for submission and questions is listed at the end of the attached application.

News or feature coverage

Sometimes organizations have the impression that a sponsorship commitment from The News Tribune includes news or other editorial coverage. The news department and the

advertising and marketing departments operate independently of each other; that maintains the integrity of our news coverage and allows us to do what is best from a public service and marketing perspective.

If you are seeking coverage or listings of your event or project, you will need to send materials directly to the newsroom.

The News Tribune provides free listings for community activities and events. Other calendar listings appear throughout the week in various sections of The News Tribune. Information must be submitted in writing.

FAX: (253) 597-8274

E-mail: mary.anderson@thenewstribune.com

Mail: Calendars, The News Tribune, P.O. Box 11000, Tacoma, WA 98411

Newsroom inquiries: Mary Anderson, (253) 597-8673

News Tribune articles, photographs and other news material may not be used for commercial or political purposes. Limited use of such material may be granted, but only with our written permission, for informational purposes involving not-for-profit or other civic/community uses. If you are interested in using a news story or editorial in your marketing efforts, please make a formal request in writing (an electronic request is fine.) Send the request to Marketing Director, Cathy Brewis, and include information about who (generally) will receive a copy of the story, how it will be delivered and how many will be distributed. With permission, our stories may be used as a stand-alone insert in a newsletter; they may not be used in direct solicitations – either in whole or with quotes from the story *without prior authorization* by the Marketing Director. Once permission has been granted, we will prepare a color PDF of the article and any accompanying artwork along with our name and copyright information. **Please note: violation of these terms will affect our future evaluation of sponsorship requests.**

How will the success of this project be measured? _____

In what ways will The News Tribune be recognized? _____

Summarize the organization's history. _____

What other contributing organizations, have been contacted? _____

Is there anything else you would like to tell The News Tribune?

Please include the following with the completed request form:

- A copy of Treasury or IRS letter indicating 501 (c) (3) tax-exempt status
- A list of board of directors
- Copy of agency budget for the current year (if possible)
- Promotional materials publicizing the event (if applicable)
- Promotional materials for the organization (if possible)

Please return to Cathy Brewis at The News Tribune, 1950 S. State Street, Tacoma (P.O. Box 11000, 98411), via fax at (253) 597-8499 or via e-mail to cathy.brewis@thenewstribune.com. To call with questions, (253) 597-8561.