



# Northwest Guardian

*Tap into the economic power of the Fort Lewis military force.*

Tap into the economic power of the Fort Lewis military force, including the thousands of retired military in the South Sound.

Reach the solid military market in the South Sound through the Northwest Guardian, the only authorized newspaper at Fort Lewis.

The weekly Army newspaper, marketed and published by The News Tribune, is published Fridays with a circulation of 20,000 copies — 16,300 to base housing and newsstands, and 3,700 to homes on the post. 25,000 adults read each weekly issue.

Fort Lewis is a source of pride, people and power for Pierce County. The military adds \$1.2 billion in payroll annually to the economy, and accounts for 50,000 family members in the region.

That makes The Northwest Guardian a goldmine for employee recruiting and, for many businesses, an untapped source of new customers.

From electronics engineers to avionics technicians and clinical nurses, military personnel are among the best trained prospects in the world.

Many ex-military remain in the South Sound following their term of duty — reaching them now through the Northwest Guardian and The News Tribune will build a relationship that could be fruitful for years to come.

Effective December 27, 2004

## 2005 Rates

### Weekly Frequency Rate

Open .....	\$25.50
4x .....	\$14.00
12x .....	\$13.00
52x .....	\$12.00

Pickup rate .....	\$9.00
National Pickup rate .....	\$10.59
Gang rate .....	\$11.50
includes free color	

### Special Rates

Special section .....	\$12.00
Non-profit .....	\$12.00
National/Political Comm. ....	\$30.00
Political Non-comm./Non-profit ..	\$25.50
National special section .....	\$12.12

- Attractive frequency and pick up rates from The News Tribune provide you the reach and value you're looking for.
- The Northwest Guardian is the only authorized newspaper on the Fort Lewis post. Published by The News Tribune, you're assured of quality printing, distribution and customer service.
- The Northwest Guardian is your avenue to the \$1.2 billion in annual military payroll in Pierce County.
- Fort Lewis is the largest employer in Pierce County with more than 31,000 employees.

## THE NEWS TRIBUNE