



# Financial

Invest now in an advertising program that works for you

**420,000 adults  
(80% of Pierce Co.) read  
The News Tribune in print  
and online in a 7 day period.**

Each week, The News Tribune  
is read by:

80% of Pierce County  
adults with household  
income over \$100,000

80% of Pierce County  
homeowners

84% of Pierce County  
college graduates

78% of Pierce County  
professionals

Increase your reach by using  
frequency. Among Pierce County  
adults you reach the following:

49% daily

61% Sunday

75% with four ads  
over seven days

Effective January 1, 2007

## 2007 Rates

(ROP) Net-rates per column inch (6-column format)

Agreement Level	Daily	Friday GO <sup>a</sup> & Guardian	Sat & Sun <sup>b</sup>
Open	\$97.59	\$101.29	\$116.34
\$1,800 <sup>c</sup>	\$85.74	\$89.44	\$98.72
\$3,600 <sup>c</sup>	\$79.28	\$82.98	\$90.44
\$9,000	\$76.82	\$80.52	\$87.63
\$18,000	\$75.89	\$79.59	\$86.58
\$25,000	\$74.82	\$78.52	\$85.92
\$47,000	\$73.90	\$77.60	\$85.27
\$83,000	\$73.47	\$77.17	\$84.80
\$100,000	\$70.94	\$74.64	\$81.16
\$150,000	\$70.31	\$74.01	\$80.50
\$250,000	\$69.37	\$73.07	\$79.50
\$370,000	\$68.32	\$72.02	\$78.37
\$500,000	\$66.28	\$69.98	\$76.22
\$675,000	\$64.52	\$68.22	\$75.48
\$850,000	\$63.56	\$67.26	\$74.36
\$1,000,000	\$62.76	\$66.46	\$73.43

## 2007 Color Rates

Ads benefit from the impact of color. Newspaper color ads attract 40% more attention than black and white ads. They also generate excitement, enhance the appeal of advertising, and increase an ad's selling power. For ads that are not full-color, please choose an ink from The News Tribune's Color Selection Guide (request a copy from your sales representative).

	Monday - Friday	Saturday - Sunday <sup>b</sup>
1 color	\$13.05 PCI	\$15.75 pci
2 or more colors	\$17.15 PCI	\$20.80 pci

### Color discounts are available with revenue agreement.

Agreement Level	Color Rate Discount
\$1800 - 25,000	5%
47,000	10%
83,000	15%
100,000	20%
150,000	25%
250,000	30%
370,000+	35%

## Minimum Color Charge

One Color Daily	One Color Saturday and Sunday	Two or Full Color Daily	Two or Full Color Saturday and Sunday
\$155.00	\$185.00	\$310.00	\$370.00

### ALL RATES ARE NET

**REPEAT YOUR AD AND SAVE**  
15% off earned rate within 7 days, on second and subsequent insertions. Monday through Saturday are discountable days. Sundays and holidays are not discountable. No copy changes. Discount applies to space only.

<sup>a</sup> Friday's entertainment buy includes The News Tribune's GO section and the Northwest Guardian's Weekender.

<sup>b</sup> Sunday rates apply to the following holidays: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.

<sup>c</sup> No rebates at these levels.

No brokered advertising accepted.

Cancellation policy – If an ad is cancelled after deadline, a 50% cancellation fee will be incurred.

### Add to your News Tribune advertising buy:

Online ([thenewstribune.com](http://thenewstribune.com))  
..... \$3.25 pci  
Reach 76,000 users each month

The Northwest Guardian . . . .  
..... \$10.00 pci  
Reach 25,000 readers each week

The Herald . . . . . \$10.00 pci  
Reach 34,000 readers each week

The Gateway . . . . \$13.60 pci  
Reach 25,000 readers each week.

## THE NEWS TRIBUNE

www.thenewstribune.com

1950 South State Street, Tacoma, WA 98405-2860 ■ Advertising 253.597.8748 ■ Research 253.597.8564 ■ Classified 253.428.8000

Represented nationally by Metro Surburbia 212.697.8020