



# Automotive Classified Display

The News Tribune puts your advertising in the driver's seat

**Net rates per column-inch (10-column format). In order to receive frequency rates, ad must stay same. See your sales representative for details.**

Effective December 1, 2008  
2008 Scarborough Release 2; 2008 Belden

South Sound consumers turn to The News Tribune when they're ready to buy a new or used car, truck or van. More useful than TV, radio and direct mail. The News Tribune is cited first by 52% of Pierce County adults shopping for a used vehicle, and 42% of adults shopping for a new vehicle. About 15% of Pierce County adults plan to purchase or lease a vehicle in the next year, and most will visit three dealerships — driving as far as 20 miles to find the right make and model.

## 2009 Automotive Open and Contract Display Rates

Contract Level	1x Daily <sup>e</sup>	1x Sat	1x Sun	2x Daily <sup>e</sup>	2x Sat	2x Sun	3-6x Daily <sup>e</sup>	3-6x Sat	3-6x Sun	7-13x Daily <sup>e</sup>	7-13x Sat	7-13x Sun	14-27x Daily <sup>e</sup>	14-27x Sat	14-27x Sun	28+x Daily <sup>e</sup>	28+x Sat	28+x Sun
Open	\$73.93	\$95.46	\$95.46	\$62.82	\$73.53	\$73.53	\$58.09	\$67.87	\$67.87	\$50.34	\$58.98	\$58.98	\$46.84	\$54.91	\$54.91	\$38.01	\$43.75	\$43.75
\$1,800	\$46.89	\$49.42	\$52.50	\$38.53	\$42.23	\$45.26	\$35.05	\$38.39	\$41.09	\$31.46	\$34.49	\$36.90	\$29.98	\$32.89	\$35.15	\$29.20	\$34.25	\$34.25
\$3,600	\$45.72	\$48.23	\$51.24	\$37.53	\$41.15	\$44.06	\$34.13	\$37.37	\$40.07	\$30.65	\$33.61	\$36.02	\$29.23	\$32.03	\$34.27	\$29.02	\$34.02	\$34.02
\$9,000	\$44.58	\$47.04	\$50.97	\$36.48	\$39.97	\$42.84	\$33.20	\$36.37	\$38.93	\$29.89	\$32.74	\$35.04	\$28.47	\$31.19	\$33.40	\$28.27	\$33.15	\$33.15
\$18,000	\$44.05	\$46.43	\$50.17	\$36.04	\$39.48	\$42.31	\$32.76	\$35.91	\$38.45	\$29.49	\$32.29	\$34.62	\$28.14	\$30.83	\$32.97	\$27.90	\$32.75	\$32.75
\$25,000	\$43.54	\$45.84	\$49.33	\$35.52	\$38.94	\$41.73	\$32.31	\$35.39	\$37.93	\$29.08	\$31.87	\$34.14	\$27.76	\$30.40	\$32.57	\$27.52	\$32.32	\$32.32
\$47,000	\$42.21	\$44.54	\$48.20	\$34.61	\$37.90	\$40.59	\$31.47	\$34.47	\$36.93	\$28.33	\$31.02	\$33.22	\$27.00	\$29.57	\$31.66	\$26.79	\$31.44	\$31.44
\$83,000	\$40.94	\$43.27	\$47.13	\$33.64	\$36.87	\$39.48	\$30.58	\$33.54	\$35.90	\$27.54	\$30.19	\$32.35	\$26.28	\$28.79	\$30.82	\$26.11	\$30.60	\$30.60
\$100,000	\$39.63	\$41.82	\$45.23	\$32.42	\$35.54	\$38.06	\$29.44	\$32.27	\$34.58	\$26.56	\$29.08	\$31.15	\$25.32	\$27.77	\$29.69	\$25.12	\$29.49	\$29.49
\$150,000	\$39.41	\$41.55	\$44.96	\$32.13	\$35.22	\$37.68	\$29.18	\$31.97	\$34.25	\$26.27	\$28.79	\$30.82	\$25.09	\$27.49	\$29.38	\$24.86	\$29.14	\$29.14
\$250,000	\$38.59	\$40.73	\$44.10	\$31.49	\$34.51	\$36.94	\$28.61	\$31.38	\$33.60	\$25.77	\$28.23	\$30.26	\$24.58	\$26.91	\$28.82	\$24.35	\$28.59	\$28.59
\$370,000	\$36.89	\$38.90	\$42.08	\$29.84	\$32.69	\$35.04	\$27.09	\$29.68	\$31.82	\$24.36	\$26.73	\$28.63	\$23.26	\$25.51	\$27.31	\$23.19	\$27.20	\$27.20
\$500,000	\$35.56	\$37.45	\$40.41	\$28.54	\$31.24	\$33.46	\$25.85	\$28.37	\$30.43	\$23.34	\$25.59	\$27.34	\$22.30	\$24.44	\$26.13	\$22.29	\$26.11	\$26.11
\$675,000+	\$35.18	\$37.09	\$40.04	\$28.27	\$30.94	\$33.15	\$25.62	\$28.08	\$30.14	\$23.10	\$25.32	\$27.09	\$22.08	\$24.22	\$25.87	\$22.07	\$25.86	\$25.86

Holiday rates at 10% premium apply to the following days: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.

**b** No rebates at these levels.

**e** If an ad runs in Friday 10-column Automotive or Recreation/Transportation classifications, your ad will also appear in The Guardian for a small additional charge of \$1.49 pci. Ask your sales representative for information.

**THE NEWS TRIBUNE**  
[ [thenewstribune.com](http://thenewstribune.com) ]

1950 S. State Street, Tacoma, WA 98405-2860 ■ Advertising 253.597.8748 ■ Research 253.597.8564 ■ Classified 253.428.8000 ■ Represented nationally by Metro Suburbia 212.697.8020