



Automotive

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

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.

Effective December 29, 2008
2008 Scarborough Release 2; 2008 Belden

2009 Automotive Open and Contract Line Rates

Includes online! www.southsoundclassifieds.com

	1-2x Daily ^e	1-2x Sat/Sun	3-6x Daily ^e	3-6x Sat/Sun	7-13x Daily ^e	7-13x Sat/Sun	14-27x Daily ^e	14-27x Sat/Sun	28+x Daily ^e	28+x Sat/Sun
Open	\$8.06	\$9.92	\$7.01	\$7.81	\$6.41	\$7.06	\$6.14	\$6.78	\$5.43	\$5.91
\$1,800	\$5.05	\$5.61	\$4.72	\$5.31	\$4.73	\$5.29	\$4.67	\$5.26	\$3.95	\$4.37
\$3,600	\$4.96	\$5.48	\$4.67	\$5.20	\$4.63	\$5.21	\$4.56	\$5.16	\$3.93	\$4.36
\$9,000	\$4.87	\$5.38	\$4.53	\$5.10	\$4.50	\$5.07	\$4.47	\$5.06	\$3.84	\$4.26
\$18,000	\$4.83	\$5.34	\$4.49	\$5.03	\$4.46	\$5.06	\$4.45	\$5.01	\$3.82	\$4.23
\$25,000	\$4.81	\$5.29	\$4.45	\$5.00	\$4.43	\$4.97	\$4.41	\$4.96	\$3.79	\$4.22
\$47,000	\$4.69	\$5.17	\$4.39	\$4.92	\$4.35	\$4.90	\$4.33	\$4.83	\$3.77	\$4.21
\$83,000	\$4.58	\$5.10	\$4.33	\$4.82	\$4.31	\$4.84	\$4.27	\$4.78	\$3.76	\$4.17
\$100,000	\$4.47	\$4.97	\$4.23	\$4.70	\$4.23	\$4.68	\$4.16	\$4.66	\$3.74	\$4.16
\$150,000	\$4.45	\$4.96	\$4.21	\$4.67	\$4.16	\$4.62	\$4.10	\$4.61	\$3.72	\$4.14
\$250,000	\$4.41	\$4.84	\$4.10	\$4.61	\$4.08	\$4.58	\$4.06	\$4.52	\$3.71	\$4.08
\$370,000	\$4.32	\$4.72	\$4.00	\$4.46	\$3.95	\$4.41	\$3.92	\$4.38	\$3.66	\$4.06
\$500,000	\$4.29	\$4.68	\$3.95	\$4.42	\$3.92	\$4.38	\$3.90	\$4.36	\$3.64	\$4.03
\$675,000	\$4.22	\$4.66	\$3.92	\$4.39	\$3.90	\$4.36	\$3.86	\$4.33	\$3.60	\$4.00

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 37 cents per line. Ask your sales representative for information.

THE NEWS TRIBUNE
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