



Bags & Product Samples

Make a first – and lasting – impression with your customers

**391,000 adults
(66% of Pierce Co.) read
The News Tribune in print
or online in a 7 day period**

**thenewstribune.com
reaches 113,700 Pierce
County users each month**

Each week, The News Tribune
is read by:

67% of Pierce County
adults with household
income over \$100,000

68% of Pierce County
homeowners

69% of Pierce County
college graduates

62% of Pierce County
professionals

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

37% daily
48% Sunday
63% over seven days

50% of Pierce County Adults
visited or shopped a store in the
past 30 days as a result
of an advertisement
in The News Tribune; more
than any other media source

Effective December 29, 2008

2008 Scarborough Release 2; 2008 Belden

2009 Rates

Delivery of Bag Only Without Sample

10-70,000	\$108 per thousand
70-120,000	\$89 per thousand

No delivery on certain motor routes or single copy sales. A sales rep will provide detail distribution by ZIP Code.

Minimum Bag Sizes

Daily.....	9" x 23"
Sunday.....	11" x 23"

Minimum Deliver Charge

10,000 pieces	\$1,080
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Bags are reserved on a first-come, first-served basis.

Bags with samples must be submitted prior to acceptance. A rate based on weight and size of sample will be determined and provided to the advertiser.

Bags for alcohol, firearms and tobacco are not accepted.

Please deliver bags in headers of no less than 50 each.

Please deliver samples packaged in bundles of no more than 100 each.

Space reservation deadline is six days prior to publication for a daily and 10 days prior for a Sunday.

Bag delivery to newspaper is required five business days prior to distribution. Product samples require additional delivery time. See sales representative for details.

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

THE NEWS TRIBUNE
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