



# Classified Display Advertising

Real Estate, Rental & All Other; All other does not include Automotive or Employment  
 The News Tribune closes the deal for south sound homebuyers

**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 Belden

Your ad will stand out among the rest in SouthSoundClassifieds when you use a logo or attention-getting graphic. Display ads allow you to make offers and feature the many benefits of your product or service. Classified readers are already "sold" – they are looking for the best offer on goods and services when they make their buying decision. Frequency ensures your ad is in place when the "sold" reader is ready to buy.

## 2009 Classified Local Open and Contract Display Rates

Contract Level	1-2x Daily	1-2x Sat	1-2x Sun	3-6x Daily	3-6x Sat	3-6x Sun.	7-13x Daily	7-13x Sat	7-13x Sun.	14-27x Daily	14-27x Sat	14-27x Sun.	28+x Daily	28+x Sat	28+x Sun.
Open	\$74.63	\$98.24	\$98.24	\$59.19	\$69.82	\$69.82	\$51.30	\$60.66	\$60.66	\$47.74	\$56.51	\$56.51	\$38.74	\$45.01	\$45.01
\$1,800 <sup>b</sup>	\$49.22	\$52.89	\$56.19	\$37.15	\$41.08	\$43.98	\$33.34	\$36.89	\$39.50	\$31.80	\$35.20	\$37.62	\$30.95	\$33.06	\$36.66
\$3,600 <sup>b</sup>	\$47.56	\$51.12	\$54.32	\$35.82	\$39.62	\$42.48	\$32.20	\$35.63	\$38.18	\$30.69	\$33.96	\$36.34	\$30.48	\$32.55	\$36.05
\$9,000	\$46.81	\$50.35	\$53.51	\$35.21	\$38.93	\$41.68	\$31.69	\$35.05	\$37.51	\$30.19	\$33.40	\$35.75	\$29.96	\$32.00	\$35.48
\$18,000	\$45.37	\$48.75	\$51.64	\$34.07	\$37.70	\$40.37	\$30.66	\$33.92	\$36.33	\$29.26	\$32.35	\$34.61	\$29.00	\$30.98	\$34.38
\$25,000	\$44.85	\$48.13	\$50.79	\$33.61	\$37.15	\$39.82	\$30.25	\$33.45	\$35.84	\$28.87	\$31.92	\$34.20	\$28.63	\$30.58	\$33.94
\$47,000	\$43.48	\$46.75	\$49.65	\$32.71	\$36.20	\$38.77	\$29.45	\$32.58	\$34.88	\$28.07	\$31.05	\$33.24	\$27.86	\$29.76	\$33.00
\$83,000	\$42.17	\$45.44	\$48.52	\$31.81	\$35.20	\$37.69	\$28.65	\$31.70	\$33.97	\$27.32	\$30.22	\$32.34	\$27.15	\$29.00	\$32.14
\$100,000	\$40.83	\$43.91	\$46.57	\$30.61	\$33.90	\$36.30	\$27.62	\$30.55	\$32.70	\$26.10	\$29.16	\$31.17	\$25.95	\$27.71	\$30.96
\$150,000	\$40.58	\$43.62	\$46.29	\$30.35	\$33.56	\$35.95	\$27.31	\$30.22	\$32.34	\$26.04	\$28.87	\$30.86	\$25.86	\$27.62	\$30.60
\$250,000	\$39.77	\$42.75	\$45.41	\$29.77	\$32.94	\$35.27	\$26.80	\$29.62	\$31.75	\$25.56	\$28.27	\$30.26	\$25.32	\$27.04	\$30.02
\$370,000	\$38.00	\$40.84	\$43.31	\$28.17	\$31.16	\$33.41	\$25.34	\$28.06	\$30.06	\$24.21	\$26.78	\$28.68	\$24.12	\$25.76	\$28.56
\$500,000	\$36.62	\$39.32	\$41.60	\$26.90	\$29.79	\$31.96	\$24.27	\$26.84	\$28.72	\$23.20	\$25.66	\$27.42	\$23.18	\$24.75	\$27.41
\$675,000+	\$36.24	\$38.93	\$41.21	\$26.64	\$29.48	\$31.65	\$24.03	\$26.58	\$28.42	\$22.97	\$25.41	\$27.18	\$22.96	\$24.52	\$27.15

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.

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

- 24% of Pierce County adults purchased a new or different home in the past 12 months.
- 13% plan to move from their current home in the next 12 months.
- 73% of Pierce County adults own their home and 23% rent their home.