



Travel & Retail Co-Op Rates

Hit home with the newspaper for the South Sound

**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 1, 2008

2008 Scarborough Release 2; 2008 Belden

2009 Rates

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

AGREEMENT LEVEL	Daily	Friday GO ^a & Guardian	Sat & Sun ^b
Open	\$102.59	\$106.61	\$125.71
\$1,800	\$91.62	\$95.64	\$108.51
\$3,600	\$83.95	\$87.97	\$99.40
\$9,000	\$80.55	\$84.57	\$95.33
\$18,000	\$79.21	\$83.23	\$93.73
\$25,000	\$77.92	\$81.94	\$92.19
\$47,000	\$76.58	\$80.60	\$90.64
\$83,000	\$74.83	\$78.85	\$88.17
\$100,000	\$73.13	\$77.15	\$84.10
\$150,000	\$72.46	\$76.48	\$83.33
\$250,000	\$71.53	\$75.55	\$82.81
\$370,000	\$70.45	\$74.47	\$81.73
\$500,000	\$68.34	\$72.36	\$79.62
\$675,000	\$66.54	\$70.56	\$79.00
\$850,000	\$66.18	\$70.20	\$78.07
\$1,000,000	\$66.02	\$70.04	\$77.56

2009 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 ^b
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
83,000	5%
100,000	10%
150,000	15%
250,000	20%
370,000+	25%

Minimum Color Charge

One Color Daily	One Color Saturday and Sunday	Two or Full Color Daily	Two or Full Color Saturday and Sunday
\$165.00	\$195.00	\$330.00	\$390.00

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.

Includes online
www.thenewstribune.com

CATEGORIES COVERED ON THIS RATE CARD INCLUDE:

- Destination Travel
- Co-op
- Group Retail/ Association
- E-commerce

Add to your News Tribune advertising buy:

The Northwest Guardian
\$10.80 pci
Reach 25,000 readers each week

The Herald \$10.80 pci
Reach 34,000 readers each week

The Gateway \$14.30 pci
Reach 25,000 readers each week.

^a Friday's entertainment buy includes The News Tribune's GO section and the Northwest Guardian's Weekender.

^b 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.

^c 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.

THE NEWS TRIBUNE
[thenewstribune.com]