



Comics, Spadea & Gatefold

Stand out with color, location and a look that gets noticed

**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 Comics, Spadea & Gatefold Rates

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

Retail (net)

Frequency Agreement	Spadea/4 Tab	Gatefold
1x to 6x	\$6,950	\$4,895
7x to 12x	\$6,603	\$4,650
13x to 24x	\$6,255	\$4,406
25x +	\$5,908	\$4,161

National (gross)

Frequency Agreement	Spadea/4 Tab	Gatefold
1x to 6x	\$8,176	\$5,759
7x to 12x	\$7,768	\$5,471
13x to 24x	\$7,359	\$5,183
25x +	\$6,950	\$4,895

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