



Employment Line and Display Advertising

Classified Local and National Employment Line and Display Rates

- Add The News Tribune to your Seattle Sunday recruitment buy (two ads) and increase your reach by 29% in the Seattle-Tacoma DMA.
- Newspapers are the primary source for job information for 6 out of 10 Pierce County adults.
- In Pierce County, 92% of The News Tribune's daily and Sunday readership is exclusive!

Effective December 29, 2008
2008 Scarborough Release 2

If you're buying only Seattle, think Tacoma! Seattle newspapers don't reach the dynamic South Sound market.

The South Puget Sound offers a rich mix of high-tech, financial, health care and trade professionals, skilled manufacturing workers and savvy retail employees who live in one of the most dynamic markets in the Puget Sound. While the South Sound work force is on the move, (more than 80,000 Pierce County commuters work in King County) they live, play and read The News Tribune at home. Changing and growing with these exciting developments is the News Tribune, the newspaper for the South Sound. In print or online The News Tribune and thenewstribune.com are your best ways to reach this growing market.

Increase your reach. Lower your cost. Hire the best. Do all three with The News Tribune and thenewstribune.com.

2009 Employment Local Open and Contract Line Rates

| | 1-2x Daily | 1-2x Sat | 1-2x Sun. | 3-6x Daily | 3-6x Sat. | 3-6x Sun. | 7-27x Daily | 7-27x Sat. | 7-27x Sun. | 28+x Daily | 28+x Sat. | 28+x Sun. |
|-----------------|---------------|-------------|--------------|---------------|--------------|--------------|----------------|---------------|---------------|---------------|--------------|--------------|
| open..... | \$7.96 | \$10.45 | \$10.93 | \$6.83 | \$7.93 | \$8.41 | \$5.53 | \$6.54 | \$7.02 | \$4.37 | \$4.83 | \$5.31 |
| \$1,800 | \$4.78 | \$5.41 | \$6.20 | \$4.35 | \$5.02 | \$5.78 | \$4.34 | \$4.99 | \$5.74 | \$3.37 | \$3.83 | \$4.54 |
| \$3,600 | \$4.52 | \$5.07 | \$5.85 | \$4.17 | \$4.73 | \$5.48 | \$4.13 | \$4.72 | \$5.47 | \$3.24 | \$3.71 | \$4.40 |
| \$9,000 | \$4.45 | \$5.01 | \$5.77 | \$4.05 | \$4.67 | \$5.41 | \$4.00 | \$4.64 | \$5.38 | \$3.16 | \$3.59 | \$4.30 |
| \$18,000 | \$4.40 | \$4.96 | \$5.73 | \$3.99 | \$4.58 | \$5.33 | \$3.96 | \$4.56 | \$5.31 | \$3.13 | \$3.57 | \$4.27 |
| \$25,000 | \$4.38 | \$4.89 | \$5.66 | \$3.93 | \$4.53 | \$5.28 | \$3.90 | \$4.51 | \$5.24 | \$3.10 | \$3.55 | \$4.25 |
| \$47,000 | \$4.23 | \$4.75 | \$5.51 | \$3.85 | \$4.44 | \$5.18 | \$3.81 | \$4.40 | \$5.14 | \$3.06 | \$3.53 | \$4.23 |
| \$83,000 | \$4.10 | \$4.67 | \$5.41 | \$3.78 | \$4.31 | \$5.03 | \$3.74 | \$4.28 | \$5.02 | \$3.05 | \$3.51 | \$4.20 |
| \$100,000 | \$3.97 | \$4.51 | \$5.24 | \$3.66 | \$4.16 | \$4.88 | \$3.61 | \$4.14 | \$4.87 | \$3.03 | \$3.49 | \$4.18 |
| \$150,000 | \$3.93 | \$4.48 | \$5.23 | \$3.61 | \$4.12 | \$4.85 | \$3.56 | \$4.11 | \$4.84 | \$3.02 | \$3.47 | \$4.15 |
| \$250,000 | \$3.87 | \$4.35 | \$5.06 | \$3.51 | \$4.07 | \$4.78 | \$3.47 | \$4.03 | \$4.74 | \$2.99 | \$3.42 | \$4.09 |
| \$370,000 | \$3.75 | \$4.18 | \$4.91 | \$3.37 | \$3.86 | \$4.57 | \$3.30 | \$3.80 | \$4.50 | \$2.95 | \$3.39 | \$4.05 |
| \$500,000 | \$3.73 | \$4.14 | \$4.87 | \$3.30 | \$3.82 | \$4.53 | \$3.27 | \$3.77 | \$4.47 | \$2.90 | \$3.36 | \$4.02 |
| \$675,000 | \$3.65 | \$4.11 | \$4.84 | \$3.27 | \$3.79 | \$4.49 | \$3.23 | \$3.74 | \$4.44 | \$2.87 | \$3.30 | \$3.97 |

2009 Employment National Open Line and Display Rates

| | 1-2x Daily | 1-2x Sat | 1-2x Sun ^d | 3-6x Daily | 3-6x Sat | 3-6x Sun ^d | 7-27x Daily | 7-27x Sat | 7-27x Sun ^d | 28+x Daily | 28+x Sat | 28+x Sun ^d |
|-----------------|---------------|-------------|--------------------------|---------------|-------------|--------------------------|----------------|--------------|---------------------------|---------------|-------------|--------------------------|
| Per Line. . . . | \$9.68 | \$12.67 | \$13.42 | \$8.32 | \$9.62 | \$10.32 | \$6.77 | \$7.88 | \$8.53 | \$5.05 | \$5.84 | \$6.46 |
| Per Inch . . . | \$114.70 | \$149.88 | \$156.40 | \$99.13 | \$129.77 | \$135.90 | \$80.02 | \$106.91 | \$112.61 | \$60.12 | \$80.01 | \$85.17 |

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.

^d Minimum online charge 0-7 days: \$150, 8-30 days: \$300.

THE NEWS TRIBUNE
[thenewstribune.com]

2009 Employment Local Open and Contract Display Rates

| | 1-2x Daily | 1-2x Sat | 1-2x Sun. | 3-6x Daily | 3-6x Sat. | 3-6x Sun. | 7-27x Daily | 7-27x Sat. | 7-27x Sun. | 28+x Daily | 28+x Sat. | 28+x Sun. |
|-------------------|---------------|-------------|--------------|---------------|--------------|--------------|----------------|---------------|---------------|---------------|--------------|--------------|
| Open | \$100.34 | \$127.44 | \$130.31 | \$81.58 | \$110.76 | \$113.63 | \$65.70 | \$100.34 | \$103.21 | \$49.42 | \$69.55 | \$72.42 |
| \$1,800 | \$56.79 | \$60.42 | \$65.00 | \$48.02 | \$51.16 | \$55.43 | \$39.20 | \$42.16 | \$46.19 | \$36.38 | \$41.87 | \$45.88 |
| \$3,600 | \$53.82 | \$57.30 | \$61.77 | \$45.45 | \$48.42 | \$52.62 | \$37.14 | \$40.41 | \$43.99 | \$35.13 | \$39.92 | \$43.49 |
| \$9,000 | \$52.99 | \$56.44 | \$60.89 | \$44.63 | \$47.51 | \$51.68 | \$36.54 | \$39.79 | \$43.34 | \$34.57 | \$39.29 | \$42.84 |
| \$18,000 | \$52.38 | \$55.70 | \$60.15 | \$44.07 | \$46.94 | \$51.08 | \$36.08 | \$39.32 | \$42.85 | \$34.13 | \$38.77 | \$42.30 |
| \$25,000 | \$51.77 | \$54.98 | \$59.40 | \$43.46 | \$46.30 | \$50.44 | \$35.59 | \$38.78 | \$42.32 | \$33.68 | \$38.23 | \$41.76 |
| \$47,000 | \$50.17 | \$53.44 | \$57.80 | \$42.31 | \$45.03 | \$49.15 | \$34.63 | \$37.71 | \$41.23 | \$32.77 | \$37.23 | \$40.73 |
| \$83,000 | \$48.68 | \$51.91 | \$56.23 | \$41.15 | \$43.82 | \$47.89 | \$33.69 | \$36.73 | \$40.22 | \$31.92 | \$36.24 | \$39.72 |
| \$100,000 | \$47.13 | \$50.17 | \$54.44 | \$39.66 | \$42.24 | \$46.25 | \$32.49 | \$35.38 | \$38.85 | \$30.72 | \$34.89 | \$38.36 |
| \$150,000 | \$46.83 | \$49.85 | \$54.11 | \$39.29 | \$41.83 | \$45.83 | \$32.11 | \$34.98 | \$38.45 | \$30.43 | \$34.55 | \$38.00 |
| \$250,000 | \$45.89 | \$48.84 | \$53.07 | \$38.49 | \$41.00 | \$44.98 | \$31.53 | \$34.31 | \$37.76 | \$29.79 | \$33.87 | \$37.32 |
| \$370,000 | \$43.84 | \$46.67 | \$50.84 | \$36.48 | \$38.84 | \$42.77 | \$29.81 | \$32.64 | \$36.07 | \$28.38 | \$32.07 | \$35.48 |
| \$500,000 | \$42.27 | \$44.93 | \$49.04 | \$34.89 | \$37.13 | \$41.01 | \$28.56 | \$31.32 | \$34.72 | \$27.27 | \$30.69 | \$34.08 |
| \$675,000 | \$41.81 | \$44.49 | \$48.59 | \$34.57 | \$36.76 | \$40.63 | \$28.26 | \$31.03 | \$34.43 | \$27.00 | \$30.37 | \$33.76 |
| \$850,000 | \$41.81 | \$44.49 | \$48.59 | \$34.57 | \$36.76 | \$40.63 | \$28.26 | \$31.03 | \$34.43 | \$27.00 | \$30.37 | \$33.76 |
| \$1,000,000 | \$41.81 | \$44.49 | \$48.59 | \$34.57 | \$36.76 | \$40.63 | \$28.26 | \$31.03 | \$34.43 | \$27.00 | \$30.37 | \$33.76 |