



# Financial

Invest now in an advertising program that works for you

**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 <sup>a</sup> & Guardian	Sat & Sun <sup>b</sup>
Open	\$104.53	\$108.55	\$127.02
\$1,800 <sup>c</sup>	\$91.85	\$95.87	\$107.78
\$3,600 <sup>c</sup>	\$84.11	\$88.13	\$97.81
\$9,000	\$81.49	\$85.51	\$94.77
\$18,000	\$80.52	\$84.54	\$93.64
\$25,000	\$79.37	\$83.39	\$92.93
\$47,000	\$78.40	\$82.42	\$92.22
\$83,000	\$77.94	\$81.96	\$91.71
\$100,000	\$75.26	\$79.28	\$86.10
\$150,000	\$74.59	\$78.61	\$85.41
\$250,000	\$73.59	\$77.61	\$84.35
\$370,000	\$72.48	\$76.50	\$83.14
\$500,000	\$70.32	\$74.34	\$80.87
\$675,000	\$68.45	\$72.47	\$80.07
\$850,000	\$67.43	\$71.45	\$78.89
\$1,000,000	\$66.58	\$70.60	\$77.90

## 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 <sup>b</sup>
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
47,000	5%
83,000	10%
100,000	15%
150,000	20%
250,000	25%
370,000+	30%

## 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**

<sup>a</sup> Friday's entertainment buy includes The News Tribune's GO section and the Northwest Guardian's Weekender.

<sup>b</sup> 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.

<sup>c</sup> 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.

### 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

**THE NEWS TRIBUNE**

[ [thenewstribune.com](http://thenewstribune.com) ]