



Flight Plan

Express yourself four times a week and save big!

**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

Agreement Level	Per column inch per day ^a
Open	\$62.77
\$1,800 ^c	\$54.04
\$3,600 ^c	\$50.13
\$9,000	\$46.87
\$18,000	\$44.98
\$25,000	\$44.29
\$47,000	\$43.86
\$83,000	\$43.47
\$100,000	\$42.33
\$150,000	\$42.00
\$250,000	\$41.67

Add The Guardian or The Herald to your Flight Plan
..... **\$10.80 pci per product**

Add The Gateway to your Flight Plan
..... **\$14.30 pci**

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
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 ads run 4 days per week, with one day being Sunday. Choose two from Monday, Tuesday, Wednesday, and one from Thursday, Friday, Saturday. No copy changes per week. Discounts do not apply to color. Must run within 7 days before or after Sunday ad.
Includes online
www.thenewstribune.com

Brokered advertising is not accepted.

a For GO/Entertainment buy on Friday add \$4.02 per column inch for Northwest Guardian Weekender.

c No rebates at these levels.

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

THE NEWS TRIBUNE
[**thenewstribune.com**]