



Northwest Guardian

Tap into the economic power of the Fort Lewis military force.

20,000 Circulation each week

The Northwest Guardian received First Place, Metro-Format newspaper, Thomas Jefferson Award in 2007 from the Department of Defense. The best newspaper in all services.

Fort Lewis:

The largest employer in Pierce county with over 38,000 employees

3rd largest Army post in U.S. - both in size and population

Annual economic impact of military payroll (\$1.5 billion), contracts, and aid to schools surpasses \$2.1 billion in 2006.

60% of payroll spent in local economy

70% live off post

Effective December 29, 2008
Tacoma-Pierce County Chamber of Commerce
2007 Economic Development Board for Tacoma Pierce County

2009 Rates

Weekly Open and Frequency Rate

| | |
|------------------------|---------|
| Open | \$30.20 |
| 4x | \$16.90 |
| 12x | \$15.90 |
| 52x & Non-Profit | \$14.90 |
| Nat'l open rate | \$35.85 |

Pickup Rate

| | |
|--------------------------|---------|
| Pickup rate | \$10.80 |
| Nat'l pick-up rate | \$12.71 |

Preprints

Use The News Tribune rates up to 70M.

Special Rates

| | |
|-----------------------------|---------|
| Special Section | \$14.90 |
| Nat'l Special Section | \$17.54 |

Color Rates per column inch

| | One Color | Two or Full Color |
|------------------------|------------|-------------------|
| Local (net) | \$2.28 pci | \$4.81 pci |
| National (gross) | \$2.68 pci | \$5.66 pci |

Minimum Color Charge (net)

| One Color | Two or Full Color |
|----------------|-------------------|
| \$165.00 | \$330.00 |

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