



National

Reach the South Puget Sound with its No. 1 newspaper

**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 – GROSS

Agreement Level	Daily ^a	Saturday & Sunday ^b
Open/Super National*	\$162.80	\$194.93
\$9,000	\$120.52	\$141.16
\$18,000	\$119.32	\$139.75
\$25,000	\$118.14	\$138.33
\$47,000	\$114.92	\$132.55
\$83,000	\$111.05	\$130.27
\$100,000	\$109.38	\$126.08
\$150,000	\$107.04	\$123.32
\$300,000	\$104.46	\$120.27
\$500,000	\$101.87	\$116.60
\$600,000	\$96.75	\$110.31
\$750,000	\$91.95	\$105.06
\$850,000	\$87.42	\$99.81
\$950,000	\$83.15	\$94.55
1,050,000	\$78.89	\$89.30
1,200,000	\$75.16	\$84.78
1,400,000	\$71.43	\$79.22

*Super National Rate

includes bonus
distribution in The
Puyallup Herald, The
NW Guardian and The
Peninsula Gateway.
Call your sales
representative for details.

**Includes online
www.thenewstribune.com**

^a Friday's entertainment buy on Friday
add \$4.73 per column inch for Northwest
Guardian's Weekender.

^b 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.

Brokered advertising is not accepted.

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

All rates are gross per column inch.

Add to your News Tribune advertising buy:

The Northwest Guardian \$12.70pci
Reach 20,700 readers each week

The Herald..... \$12.70pci
Reach 34,000 readers each week

The Gateway..... \$16.82 pci
Reach 25,000 readers each week.

THE NEWS TRIBUNE

[thenewstribune.com]

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).

National Color Rates – GROSS

	Daily	Saturday & Sunday ^b
1 color	\$16.15	\$19.50
2 or more color	\$21.50	\$25.76

Minimum Color Charge – GROSS

One Color Daily	One Color Saturday/Sunday	Two or Full Color Daily	Two or Full Color Saturday/Sunday
\$200.00	\$225.00	\$390.00	\$450.00

Ten Reasons to Color your ad

1. Readers prefer to see ads in color. Today's reader lives in a four color world and is more receptive to color than black and white.
2. Adding one color to a black and white ad produces higher noting scores 20% higher than black and white ads.
3. Talk about stopping power. Four-color ROP ads are noted 13% more often than two-color ads-and 20% more often than black-and-white ads.
4. Color ads do more than capture incremental attention. Color compels people to read ads. One color "read most scores" are higher than black and white. Conversion rates from noting is higher, 62% higher "read most scores" than black and white ads.
5. A full-color ad doesn't just draw the reader's attention - it rivets it! By more than 60%, it boosts the in-depth reading of your ad compared to black-and-white ads. Four color "read most scores" are higher than one color and conversion rates from noting is higher, 40% higher "read most scores" than two color ads.
6. Newspapers offer excellent color reproduction. Your color will not just jump off the page, it will clearly and vividly represent your image.
7. Because you can! More newspapers offer color on more pages and in more sections than ever before.
8. Color more closely depicts product offerings. Color influences image and attitude and really involves readers.
9. Color is more cost efficient than ever. Color garners results significantly in excess of its incremental cost.
10. Color offers a competitive advantage both building your brand and jumping out on the page.

Non-profit Rate – GROSS

Available to recognized charitable, civic, fraternal or worship organizations. Non-profit rate is offered to organizations who offer services free of charge. No additional discount allowed. Rates per column-inch. Evidence of tax exempt status is not a sole qualifier.

Advertiser Classification	Daily	Friday GO ^a	Saturday	Sunday ^b
National ...	\$120.52	\$125.25	\$141.16	\$141.16

Political Rate – GROSS

No additional discount allowed. Rates per column-inch.

	Daily	Saturday	Sunday ^b
National	\$120.52	\$141.16	\$141.16
Commissionable			

National Ad Discounts

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 days. Discount applies to space only. No copy changes.

Premium Positioning – COMMISSIONABLE

Specific section 25%
Section placement adds 50% to the advertisers applicable space and color rate. Certain page restrictions exist and does not prevent other ads on the same page.

Specific page 50%
Page demand adds 50% to the advertisers applicable space and color rate. Certain page restrictions exist and does not prevent other ads on the same page.

Stock Island ads 25%
Minimum ad size 24 inches

Art Services – GROSS

Artwork PER HOUR \$77.00
We can provide original artwork, modification of existing artwork or original logo design.