



# National Preprint

Saturate or target your market with affordable rates and quality distribution

**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 29, 2008

2008 Scarborough Release 2; 2008 Belden

## 2009 Rates

	Daily		Sunday		
	Full Run 101,000+	70,001-100,999	Full Run 120,000+	70,001-119,999	up to 70M
SINGLE SHEET.....	\$50.70	\$56.50	\$54.85	\$60.98	\$64.05
2 .....	\$50.70	\$56.50	\$54.85	\$60.98	\$64.05
4 .....	\$54.10	\$61.20	\$58.47	\$66.00	\$68.52
6 .....	\$57.80	\$65.70	\$62.37	\$70.74	\$74.08
8 .....	\$61.70	\$70.10	\$66.55	\$75.48	\$79.65
10 .....	\$65.10	\$72.80	\$70.17	\$78.26	\$84.40
12 .....	\$68.30	\$75.40	\$73.52	\$81.05	\$89.40
14 .....	\$73.60	\$81.20	\$79.09	\$87.18	\$99.16
16 .....	\$78.80	\$87.20	\$84.68	\$93.60	\$108.63
18 .....	\$82.00	\$89.80	\$88.02	\$96.38	\$110.87
20 .....	\$85.40	\$92.50	\$91.63	\$99.16	\$112.83
22 .....	\$90.40	\$96.40	\$96.93	\$103.34	\$117.29
24 .....	\$95.10	\$100.30	\$101.94	\$107.52	\$121.46
26 .....	\$100.10	\$108.00	\$107.24	\$115.61	\$135.39
28 .....	\$104.80	\$115.90	\$112.26	\$123.97	\$149.33
30 .....	\$108.20	\$119.50	\$115.89	\$127.87	\$154.07
32 .....	\$111.40	\$122.90	\$119.22	\$131.49	\$158.53
34 .....	\$115.30	\$126.90	\$123.40	\$135.68	\$163.53
36 .....	\$119.30	\$131.10	\$127.60	\$140.13	\$168.28
38 .....	\$123.20	\$134.50	\$131.78	\$143.77	\$173.02
40 .....	\$127.10	\$137.90	\$135.94	\$147.37	\$178.03
42 .....	\$131.10	\$142.40	\$140.13	\$152.11	\$183.05
44 .....	\$135.30	\$147.10	\$144.59	\$157.13	\$188.08
46 .....	\$139.20	\$151.10	\$148.77	\$161.31	\$192.80
48 .....	\$142.90	\$155.00	\$152.68	\$165.49	\$197.54
50 .....	\$146.80	\$158.90	\$156.86	\$169.68	\$202.28
52 .....	\$150.80	\$170.20	\$161.03	\$181.66	\$207.30

**Micro Zone Preprint Rate: add \$5.75 cpm to run rate.**

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

## Multiple Insert Discounts

News Tribune (Local and National) Multiple insert discounts are available with a signed News Tribune preprint agreement. Preprints must be scheduled within a 12-month period. A separate Frequency Agreement is needed for SouthSound Values, Northwest Guardian, The Peninsula Gateway or The Herald. Does not apply to special single sheet print-and-deliver program.

4-9 .....	.3%	61-85 .....	.20%
10-19 .....	.6%	86-110 .....	.25%
20-35 .....	.9%	Over 110 .....	.30%
36-60 .....	.15%		

NOTE: Advertiser-furnished preprinted sections are not included with mailed copies.  
Brokered advertising is not accepted.

**THE NEWS TRIBUNE**  
[ [thenewstribune.com](http://thenewstribune.com) ]

■ Zoning by ZIP code available. Rates are gross, cost per thousand (M). No Monday distribution available.

■ Rates for larger preprints available upon request.

■ Minimum charge per publication is \$600 (net).

■ Odd page sizes are rounded up. Pieces

smaller than a two-page tab will be charged the two-page rate.

■ For 125,000 or more, full distribution rate per thousand applies. Surcharge: \$12 per page per thousand inserts circulated for retail advertising contained in national inserts, billed to and payable by the inserter.

■ Cancellation within three weeks of publication date may result in

non-commissionable cancellation charges. National Preprint envelope additional charge is \$450 (net).

Preprint insertion is available Tuesday through Sunday. Preprints will be accepted at the publisher's option. The size (dimensions), number of pages and paper stock to be used must be furnished in advance, preferably at the time of reservation, so that a decision on acceptance can be made. Scented pieces must be pre-approved.

Space reservation deadline is 6 days prior to publication for a daily and 10 days prior for a Sunday. Cancellation within these deadlines may result in non-commissionable cancellation charges.

The number of preprints acceptable per issue is limited and reservations are needed. When in conflict, full-run reservations have priority over zoned reservations. The publisher retains the option of pre-inserting preprinted advertising sections, one inside the other, to meet mechanical and publishing requirements.

A preprint agreement is required to obtain published discounts. Advertisers will be billed at their preprint agreement rate until a lower rate is earned and thereafter at the lower rate. Advertiser has the right to cancel a preprint agreement within 30 days of effective date of a rate increase. 100% of advertiser-furnished preprint revenue will be credited toward performance of annual revenue agreements.

Sunday rates and distribution quantities are used on the following holidays: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.

### Preprint Delivery

Preprint delivery to newspaper is required eight (8) workdays prior to publication for Sunday or five (5) workdays prior to daily distribution.\* They must be delivered banded, on skids with a maximum height and weight of 5 1/2 feet and 2,500 pounds respectively. Please do not double-stack. A protective cover must be placed on pallet before stacking, between layers, and on top of the stack.

Each skid should be labeled with the following information:

- Name of advertiser
- Date of insertion
- Total quantity to be received
- Skid/Box number (1 of ?)
- Quantity per skid/box

\*These deadlines may not apply between November 10-December 24. Contact your Account Executive for scheduling during this period.

### Preprint deliveries should be made to:

**The News Tribune**  
**1950 South State Street**  
**Tacoma, WA 98405**

Call (253) 597-8283 for delivery instructions or information. Receiving hours: 7 a.m.-5 p.m., 8 p.m.-1 a.m. Monday through Friday; Saturday 7 a.m.-2 p.m.; Closed Sundays.

### Please note:

**We cannot guarantee optimum insertion of preprints if the material does not meet acceptability requirements below.**

### Acceptability Requirements

#### Quantities/Circulation:

- The number of preprints to be furnished by advertisers varies with our circulation and the type of preprint.
- Preprint shipments should include spoilage.
- Contact your Account Executive for needed quantities.

#### Sizes:

- Maximum size - 11" x 12.5"
- Minimum size - 5" x 7"
- Quarter fold minimum - 5" x 7"
- Maximum thickness - 128 tab pages

### Paper Stock:

- **Single-sheet inserts** must be printed on not less than 70-pound stock (.006").
- Inserts of less than eight tabloid pages must weigh the equivalent of 70-pound stock (.006").
- Inserts of eight tabloid pages or larger should be printed on not less than 30-pound stock (.003").
- Glossy/Semi-Glossy stock should be printed/treated using an anti-static process.

### Other requirements:

- Glue-bound sections are preferred to staple-bound sections, as staples interfere with equipment.
- Perforations should not run the length of the insert.
- Attach cards, envelopes, belly folds, etc., to the inside pages of your preprint.
- Accordion folds cannot be accommodated – folded products should have at least one closed side and all folded sides together.

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1950 S. State Street, Tacoma, WA 98405-2860 ■ Advertising 253.597.8748 ■ Research 253.597.8564 ■ Classified 253.428.8000 ■ Represented nationally by Metro Suburbia 212.697.8020