



Print & Deliver

Design, production, printing and distribution for The News Tribune. The Herald, The Northwest Guardian, The Peninsula Gateway and SouthSound Values

**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 Single Sheet 8-1/2" x 11", white 70 lb. offset

	25,000	50,000	75,000	100,000	150,000
1/0	\$40.60	\$38.56	\$37.75	\$37.34	\$36.94
1/1	\$45.63	\$41.93	\$40.32	\$39.57	\$38.78
4/0	\$52.70	\$44.64	\$42.74	\$40.93	\$39.14
4/1	\$55.99	\$46.63	\$44.28	\$42.23	\$40.17
4/4	\$68.08	\$54.42	\$50.76	\$47.80	\$44.84

- Colored paper available for \$4.15 per thousand additional. Choices are Green, Blue, Yellow, Cream and Goldenrod.
- 70# Gloss paper available for \$3.90 per thousand additional.
- Bleed Trim on 4 color options only.

2009 Super Value Flyer 8-1/2" x 5-1/2", white 7 pt. return card

	25,000	50,000	75,000	100,000	150,000
1/0	\$33.31	\$28.99	\$27.86	\$27.36	\$26.81
1/1	\$37.87	\$31.41	\$29.63	\$28.80	\$27.91
4/0	\$47.41	\$36.52	\$32.96	\$31.17	\$29.35
4/1	\$52.05	\$39.14	\$34.82	\$32.68	\$30.54
4/4	\$63.89	\$45.90	\$39.90	\$36.94	\$33.94

- No bleed trim on Frequent Flyer.

All zip zoning in The News Tribune must include comparable zip zoning in SouthSound Values except in zip codes where non-subscribers delivery is unavailable.

Deadline for reservation and camera ready art 10 business days prior to publication. Allow an additional 4 business days for design work. Premium charges for rush jobs.

Delivery is inside The News Tribune any day but Monday. SouthSound Values delivers on Tuesday.

Minimum print quantity of 25,000. Less than 25,000 pieces, contact your sales representative.

Please contact your sales representative for quotes on special services and additional quantities.

All rates are net.

Revenue counts towards annual revenue contracts, if applicable. Preprint discounts do not apply.

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

Other sizes available, please ask for a custom quote.

THE NEWS TRIBUNE
[thenewstribune.com]