



Restaurant

We've got a menu of options to satisfy your advertising needs.

**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

Frequency Commitment	Daily	Friday GO ^a and Guardian
52 week	\$39.26	\$43.28
26 week	\$49.26	\$53.28
13 week	\$54.71	\$58.73
Appetizer Pkg.	\$60.72	\$65.67

^aFriday insertion in
GO includes Northwest
Guardian Weekender and
includes online
www.thenewstribune.com

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

All days include online! www.thenewstribune.com

Color Rates

	Daily	Saturday & Sunday
1 color	\$12.50	\$15.10
2 or more color	\$16.35	\$19.90

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

Add to your News Tribune advertising buy:

The Northwest Guardian \$10.80 pci
Reach 25,000 readers each week

The Herald \$10.80 pci
Reach 34,000 readers each week

The Gateway \$14.30 pci
Reach 25,000 readers each week.

THE NEWS TRIBUNE
[thenewstribune.com]