



# Triple Feature/Movie

Take advantage of this block buster advertising opportunity

**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

	Daily	Friday GO <sup>a</sup> and Guardian
Open .....	\$59.71	\$60.65
4x week, any size .....	\$56.35	\$57.29
3x week, 10" min. ....	\$52.04	\$52.98

<sup>a</sup> Friday's entertainment buy includes The News Tribune's GO section, the Northwest Guardian's Weekender and **includes online** [www.thenewstribune.com](http://www.thenewstribune.com)

No additional discounts apply.

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

### Add to your News Tribune advertising buy:

The Northwest Guardian ..... \$10.80 pci  
Reach 20,700 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](http://thenewstribune.com) ]