



# Video Week

Make a first – and lasting – impression with your customers

**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 Agreement

#### Black & White

52 weeks .....	\$51.25
26 weeks .....	\$58.58
13 weeks .....	\$68.86

#### One Color

52 weeks .....	.50% OFF REGULAR COLOR RATES
26 weeks .....	.30% OFF REGULAR COLOR RATES
13 weeks .....	.25% OFF REGULAR COLOR RATES

#### 2 Color or Full Color

52 weeks .....	.50% OFF REGULAR COLOR RATES
26 weeks .....	.30% OFF REGULAR COLOR RATES
13 weeks .....	.25% OFF REGULAR COLOR RATES

## Minimum Color Charge

One Color Sunday	Two or Full Color Sunday
\$195.00 .....	\$390.00

No additional  
discounts apply.

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

**Includes online  
www.thenewstribune.com**

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