



Automotive Classified Display

The News Tribune puts your advertising in the driver's seat

Net rates per column-inch. In order to receive frequency rates, ad must stay same. See your sales representative for details.

Circulation
Daily: 82,863
Sunday: 100,562

Effective December 27, 2010

Scarborough Research 2010 Release 1; September 2010 ABC Publisher Statement; Includes copies per JDA Agreement; Cross-Sell 2009

South Sound consumers turn to The News Tribune when they're ready to buy a new or used car, truck or van. More useful than TV, radio and direct mail. More than 174,000 Pierce County adults say they generally look at a newspaper Classifieds section (Monday – Friday). 16% of Pierce County adults plan to purchase a vehicle in the next year, and most will drive an average of 16 miles to find the right make and model. Pierce County residents purchased more than 48,000 new and used vehicles in 2009 worth more than \$1.3 billion.

2011 Automotive Open and Contract Display Rates

Contract Level	1x Daily	1x Sat	1x Sun	2x Daily	2x Sat	2x Sun	3-6x Daily	3-6x Sat	3-6x Sun	7-13x Daily	7-13x Sat	7-13x Sun	14-27x Daily	14-27x Sat	14-27x Sun	28+x Daily	28+x Sat	28+x Sun
Open	\$70.32	\$74.20	\$80.30	\$57.66	\$63.14	\$67.62	\$52.43	\$57.43	\$61.53	\$47.20	\$51.68	\$55.34	\$44.98	\$49.26	\$52.75	\$44.63	\$52.38	\$52.38
\$1,800 ^a	\$68.21	\$72.09	\$78.52	\$56.04	\$61.43	\$65.77	\$50.95	\$55.88	\$59.81	\$45.88	\$50.30	\$53.90	\$43.78	\$47.96	\$51.35	\$43.50	\$50.98	\$50.98
\$3,600 ^a	\$66.02	\$69.67	\$75.35	\$54.01	\$59.21	\$63.41	\$49.05	\$53.76	\$57.61	\$44.25	\$48.45	\$51.90	\$42.18	\$46.26	\$49.46	\$41.85	\$49.13	\$49.13
\$9,000	\$65.66	\$69.22	\$74.90	\$53.53	\$58.68	\$62.77	\$48.61	\$53.26	\$57.06	\$43.77	\$47.96	\$51.35	\$41.80	\$45.80	\$48.95	\$41.42	\$48.55	\$48.55
\$18,000	\$64.29	\$67.86	\$73.47	\$52.46	\$57.49	\$61.54	\$47.66	\$52.28	\$55.98	\$42.93	\$47.03	\$50.41	\$40.95	\$44.83	\$48.01	\$40.57	\$47.63	\$47.63
\$25,000	\$61.46	\$64.81	\$70.11	\$49.71	\$54.46	\$58.38	\$45.13	\$49.45	\$53.01	\$40.58	\$44.53	\$47.70	\$38.75	\$42.50	\$45.50	\$38.63	\$45.32	\$45.32

Holiday rates at 10% premium apply to the following days: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.

b No rebates at these levels.

THE NEWS TRIBUNE
[thenewstribune.com]

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