



# Automotive

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

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.

Circulation  
Daily: 82,863  
Sunday: 100,562

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Scarborough Research 2010 Release 2;  
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Includes copies per JDA Agreement;  
Cross-Sell 2009

## 2011 Automotive Open and Contract Line Rates

Includes online! [www.southsoundclassifieds.com](http://www.southsoundclassifieds.com)

|                            | 1-2x<br>Daily | 1-2x<br>Sat/Sun | 3-6x<br>Daily | 3-6x<br>Sat/Sun | 7-13x<br>Daily | 7-13x<br>Sat/Sun | 14-27x<br>Daily | 14-27x<br>Sat/Sun | 28+x<br>Daily | 28+x<br>Sat/Sun |
|----------------------------|---------------|-----------------|---------------|-----------------|----------------|------------------|-----------------|-------------------|---------------|-----------------|
| Open .....                 | \$13.83       | \$17.03         | \$12.03       | \$13.40         | \$11.00        | \$12.12          | \$10.53         | \$11.63           | \$9.32        | \$10.15         |
| \$1,800 <sup>b</sup> ..... | \$8.67        | \$9.53          | \$8.10        | \$9.12          | \$8.12         | \$9.08           | \$8.02          | \$9.03            | \$6.78        | \$7.50          |
| \$3,600 <sup>b</sup> ..... | \$8.52        | \$9.32          | \$8.02        | \$8.93          | \$7.95         | \$8.95           | \$7.83          | \$8.85            | \$6.75        | \$7.48          |
| \$9,000.....               | \$8.37        | \$9.15          | \$7.78        | \$8.75          | \$7.73         | \$8.70           | \$7.67          | \$8.68            | \$6.60        | \$7.32          |
| \$18,000.....              | \$8.28        | \$9.08          | \$7.70        | \$8.63          | \$7.65         | \$8.68           | \$7.63          | \$8.60            | \$6.55        | \$7.27          |
| \$25,000.....              | \$8.25        | \$9.00          | \$7.63        | \$8.58          | \$7.60         | \$8.53           | \$7.57          | \$8.52            | \$6.50        | \$7.25          |
| \$47,000.....              | \$8.05        | \$8.78          | \$7.53        | \$8.45          | \$7.47         | \$8.42           | \$7.43          | \$8.28            | \$6.47        | \$7.23          |
| \$83,000.....              | \$7.87        | \$8.67          | \$7.43        | \$8.27          | \$7.40         | \$8.32           | \$7.33          | \$8.20            | \$6.45        | \$7.17          |
| \$100,000.....             | \$7.67        | \$8.45          | \$7.27        | \$8.07          | \$7.27         | \$8.03           | \$7.13          | \$8.00            | \$6.42        | \$7.13          |
| \$150,000.....             | \$7.63        | \$8.43          | \$7.23        | \$8.02          | \$7.13         | \$7.93           | \$7.03          | \$7.92            | \$6.38        | \$7.10          |
| \$250,000.....             | \$7.57        | \$8.23          | \$7.03        | \$7.92          | \$7.00         | \$7.87           | \$6.97          | \$7.77            | \$6.37        | \$7.00          |
| \$370,000.....             | \$7.42        | \$8.02          | \$6.87        | \$7.65          | \$6.78         | \$7.57           | \$6.73          | \$7.52            | \$6.28        | \$6.97          |
| \$500,000.....             | \$7.37        | \$7.95          | \$6.78        | \$7.58          | \$6.73         | \$7.52           | \$6.70          | \$7.48            | \$6.25        | \$6.92          |
| \$675,000.....             | \$7.25        | \$7.92          | \$6.73        | \$7.53          | \$6.70         | \$7.48           | \$6.63          | \$7.43            | \$6.18        | \$6.87          |

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.  
<sup>b</sup> No rebates at these levels.

**THE NEWS TRIBUNE**  
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