



Classified Display Advertising

Real Estate, Rental & All Other; All other does not include Automotive or Employment
 The News Tribune closes the deal for south sound homebuyers

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

Effective December 27, 2010

Scarborough Research 2010 Release 2;
 September 2010 ABC Publisher Statement; Includes copies per JDA Agreement; Claritas 2009; Northwest MLS

Display ads allow you to make offers and feature the many benefits of your product or service. Classified readers are already "sold" – they are looking for the best offer on goods and services when they make their buying decision. Frequency ensures your ad is in place when the "sold" reader is ready to buy.

2011 Classified Local Open and Contract Display Rates

Contract Level	1-2x Daily	1-2x Sat	1-2x 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	\$124.33	\$163.67	\$163.67	\$98.61	\$116.32	\$116.32	\$85.47	\$101.06	\$101.06	\$79.53	\$94.15	\$94.15	\$64.54	\$74.99	\$74.99
\$1,800 ^b	\$82.00	\$88.11	\$93.61	\$61.89	\$68.44	\$73.27	\$55.54	\$61.46	\$65.81	\$52.98	\$58.64	\$62.67	\$51.56	\$56.73	\$61.08
\$3,600 ^b	\$79.23	\$85.17	\$90.50	\$59.68	\$66.01	\$70.77	\$53.65	\$59.36	\$63.61	\$51.13	\$56.58	\$60.54	\$50.78	\$55.86	\$60.06
\$9,000.....	\$77.99	\$83.88	\$89.15	\$58.66	\$64.86	\$69.44	\$52.80	\$58.39	\$62.49	\$50.30	\$55.64	\$59.56	\$49.91	\$54.91	\$59.11
\$18,000.....	\$75.59	\$81.22	\$86.03	\$56.76	\$62.81	\$67.26	\$51.08	\$56.51	\$60.53	\$48.75	\$53.90	\$57.66	\$48.31	\$53.16	\$57.28
\$25,000.....	\$74.72	\$80.18	\$84.62	\$55.99	\$61.89	\$66.34	\$50.40	\$55.73	\$59.71	\$48.10	\$53.18	\$56.98	\$47.70	\$52.48	\$56.54
\$47,000.....	\$72.44	\$77.89	\$82.72	\$54.49	\$60.31	\$64.59	\$49.06	\$54.28	\$58.11	\$46.76	\$51.73	\$55.38	\$46.41	\$51.06	\$54.98
\$83,000.....	\$70.26	\$75.70	\$80.83	\$53.00	\$58.64	\$62.79	\$47.73	\$52.81	\$56.59	\$45.52	\$50.35	\$53.88	\$45.23	\$49.76	\$53.55
\$100,000....	\$68.02	\$73.15	\$77.59	\$51.00	\$56.48	\$60.48	\$46.01	\$50.90	\$54.48	\$43.48	\$48.58	\$51.93	\$43.23	\$47.55	\$51.58
\$150,000....	\$67.61	\$72.67	\$77.12	\$50.56	\$55.91	\$59.89	\$45.50	\$50.35	\$53.88	\$43.38	\$48.10	\$51.41	\$43.08	\$47.40	\$50.98
\$250,000....	\$66.26	\$71.22	\$75.65	\$49.60	\$54.88	\$58.76	\$44.65	\$49.35	\$52.90	\$42.58	\$47.10	\$50.41	\$42.18	\$46.40	\$50.01
\$370,000....	\$63.31	\$68.04	\$72.15	\$46.93	\$51.91	\$55.66	\$42.22	\$46.75	\$50.08	\$40.33	\$44.62	\$47.78	\$40.18	\$44.20	\$47.58
\$500,000....	\$61.01	\$65.51	\$69.31	\$44.82	\$49.63	\$53.25	\$40.43	\$44.72	\$47.85	\$38.65	\$42.75	\$45.68	\$38.62	\$42.47	\$45.67
\$675,000+	\$60.38	\$64.86	\$68.66	\$44.38	\$49.11	\$52.73	\$40.03	\$44.28	\$47.35	\$38.27	\$42.33	\$45.28	\$38.25	\$42.07	\$45.23

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.

- More than 174,000 Pierce County adults say they generally look at a newspaper Classifieds section (Monday – Friday).
- 71% of Pierce County adults own their home and 26% rent their home.
- Pierce County had more than 8,400 home sales in 2009 worth more than \$2.1 billion.
- Reach a market that spends more than \$15.1 billion in annual consumer expenditures.
- Circulation: Daily: 82,863; Sunday: 100,562

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