



Classified Line Advertising

Real Estate, Rental & All Other; All other does not include Automotive or Employment

South Sound Classifieds is the marketplace where buyer and seller connect. Each week, more than 174,000 Pierce County adults say they generally look at a newspaper Classifieds section (Monday – Friday) – that’s enough to fill up the Tacoma Dome eight times!

Circulation
Daily: 82,863
Sunday: 100,562

Effective December 27, 2010

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

2011 Classified Local Open and Contract Line Rates

South Sound Classifieds readers are looking for great deals and services. That’s why they turn to the South Sound’s largest marketplace. It’s new every day. These readers are already “sold” – they are just looking for the best offer when they make their decision to buy. Frequency ensures your ad is in place when the “sold” reader is ready to buy. **Includes online! www.southsoundclassifieds.com**

	1-2x Daily	1-2x Sat/Sun	3-6x Daily	3-6x Sat/Sun	7-13x Daily	7-13x Sat/Sun	14-27x Daily	14-27x Sat/Sun	28+x Daily	28+x Sat/Sun
Open	\$11.56	\$14.91	\$9.71	\$11.13	\$8.65	\$9.78	\$8.13	\$9.30	\$6.85	\$7.76
\$1,800 ^b	\$7.56	\$8.60	\$6.95	\$8.05	\$6.96	\$8.00	\$6.86	\$7.96	\$5.58	\$6.33
\$3,600 ^b	\$7.35	\$8.28	\$6.81	\$7.76	\$6.78	\$7.78	\$6.65	\$7.70	\$5.50	\$6.26
\$9,000	\$7.26	\$8.18	\$6.65	\$7.68	\$6.60	\$7.61	\$6.53	\$7.60	\$5.38	\$6.13
\$18,000	\$7.03	\$7.95	\$6.43	\$7.41	\$6.38	\$7.46	\$6.36	\$7.38	\$5.25	\$6.05
\$25,000	\$7.00	\$7.86	\$6.36	\$7.35	\$6.33	\$7.30	\$6.30	\$7.28	\$5.21	\$5.98
\$47,000	\$6.81	\$7.66	\$6.26	\$7.21	\$6.20	\$7.18	\$6.16	\$7.03	\$5.18	\$5.93
\$83,000	\$6.65	\$7.56	\$6.16	\$7.01	\$6.11	\$7.05	\$6.05	\$6.95	\$5.13	\$5.91
\$100,000	\$6.43	\$7.36	\$5.96	\$6.83	\$5.96	\$6.80	\$5.86	\$6.76	\$5.10	\$5.86
\$150,000	\$6.36	\$7.28	\$5.93	\$6.78	\$5.86	\$6.71	\$5.78	\$6.70	\$5.06	\$5.83
\$250,000	\$6.30	\$7.05	\$5.78	\$6.70	\$5.75	\$6.65	\$5.70	\$6.51	\$5.01	\$5.75
\$370,000	\$6.13	\$6.91	\$5.56	\$6.38	\$5.48	\$6.30	\$5.45	\$6.25	\$4.98	\$5.70
\$500,000	\$6.08	\$6.83	\$5.48	\$6.31	\$5.41	\$6.25	\$5.36	\$6.21	\$4.95	\$5.63
\$675,000	\$5.95	\$6.76	\$5.41	\$6.26	\$5.38	\$6.21	\$5.31	\$6.16	\$4.90	\$5.56

- 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

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.