



# Employment Line and Display Advertising

Classified Local and National Employment Line and Display Rates

- Add The News Tribune to your Seattle Sunday recruitment buy (two ads) and increase the number of adults reached by 29% in the Seattle-Tacoma DMA.
- The Sunday Seattle Times is read by just 4.5% of Pierce County adults.
- 13% of Pierce County adults plan to look for a new job in the next 12 months.

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; US Census Bureau

If you're buying only Seattle, think Tacoma! Seattle newspapers don't reach the dynamic South Sound market. The South Puget Sound offers a rich mix of high-tech, financial, health care and trade professionals, skilled manufacturing workers and savvy retail employees who live in one of the most dynamic markets in the Puget Sound. While the South Sound work force is on the move, (more than 80,000 Pierce County commuters work in King County) they live, play and read The News Tribune at home. Changing and growing with these exciting developments is the News Tribune, the newspaper for the South Sound. In print or online The News Tribune and **thenewstribune.com** are your best ways to reach this growing market.

Increase your reach. Lower your cost. Hire the best. Do all three with The News Tribune and **thenewstribune.com**.

## 2011 Employment Local Open and Contract Line Rates

	1-2x Daily	1-2x Sat	1-2x Sun.	3-6x Daily	3-6x Sat.	3-6x Sun.	7-27x Daily	7-27x Sat.	7-27x Sun.	28+x Daily	28+x Sat.	28+x Sun.
open.....	\$13.26	17.41	18.84	11.38	13.21	14.64	9.21	10.90	12.33	7.28	8.05	9.48
\$1,800 <sup>a</sup> .....	\$7.96	9.01	10.96	7.25	8.36	10.23	7.23	8.31	10.20	5.61	6.38	8.20
\$3,600 <sup>b</sup> .....	\$7.53	8.45	10.38	6.95	7.88	9.73	6.88	7.86	9.75	5.40	6.18	7.96
\$9,000.....	\$7.41	8.35	10.51	6.75	7.78	9.61	6.66	7.73	9.60	5.26	5.98	7.80
\$18,000.....	\$7.33	8.26	10.18	6.65	7.63	9.48	6.60	7.60	9.48	5.21	5.95	7.75
\$25,000.....	\$7.30	8.15	10.06	6.55	7.55	9.40	6.50	7.51	9.36	5.16	5.91	7.71
\$47,000.....	\$7.05	7.91	9.81	6.41	7.40	9.23	6.35	7.33	9.20	5.10	5.88	7.68
\$83,000.....	\$6.83	7.78	9.65	6.30	7.18	8.98	6.23	7.13	9.00	5.08	5.85	7.63
\$100,000.....	\$6.61	7.51	9.36	6.10	6.93	8.73	6.01	6.90	8.75	5.05	5.81	7.60
\$150,000.....	\$6.55	7.46	9.35	6.01	6.86	8.68	5.93	6.85	8.70	5.03	5.78	7.55
\$250,000.....	\$6.45	7.25	9.06	5.85	6.78	8.57	5.78	6.71	8.53	4.98	5.70	7.45
\$370,000.....	\$6.25	6.96	8.81	5.61	6.43	8.22	5.50	6.33	8.13	4.91	5.65	7.38
\$500,000.....	\$6.21	6.90	8.75	5.50	6.36	8.15	5.45	6.28	8.08	4.83	5.60	7.33
\$675,000.....	\$6.08	6.85	8.70	5.45	6.31	8.08	5.38	6.23	8.03	4.78	5.50	7.25

## 2011 Employment National Open Line and Display Rates

	1-2x Daily	1-2x Sat	1-2x Sun <sup>d</sup>	3-6x Daily	3-6x Sat	3-6x Sun <sup>d</sup>	7-27x Daily	7-27x Sat	7-27x Sun <sup>d</sup>	28+x Daily	28+x Sat	28+x Sun <sup>d</sup>
Per Line. . . .	\$16.13	\$21.11	\$22.36	\$13.86	\$16.03	\$17.19	\$11.28	\$13.13	\$14.21	\$8.41	\$9.73	\$10.76
Per Inch . . .	\$191.09	\$249.70	\$260.56	\$165.15	\$216.20	\$226.41	\$133.31	\$178.11	\$187.61	\$100.16	\$133.30	\$141.89

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.

<sup>d</sup> Minimum online charge 1-30 days: \$300.

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

# 2011 Employment Local Open and Contract Display Rates

	1-2x Daily	1-2x Sat	1-2x Sun.	3-6x Daily	3-6x Sat.	3-6x Sun.	7-27x Daily	7-27x Sat.	7-27x Sun.	28+x Daily	28+x Sat.	28+x Sun.
Open .....	\$167.17	212.32	217.10	135.91	184.53	189.31	109.46	167.17	171.95	82.33	115.87	120.65
\$1,800.....	\$94.61	100.66	108.29	80.00	85.23	92.35	65.31	70.24	76.95	60.61	69.76	76.44
\$3,600.....	\$89.66	95.46	102.91	75.72	80.67	87.66	61.88	67.32	73.29	58.53	66.51	72.45
\$9,000.....	\$88.28	94.03	101.44	74.35	79.15	86.10	60.88	66.29	72.20	57.59	65.46	71.37
\$18,000.....	\$87.27	92.80	100.21	73.42	78.20	85.10	60.11	65.51	71.39	56.86	64.59	70.47
\$25,000.....	\$86.25	91.60	98.96	72.40	77.14	84.03	59.29	64.61	70.51	56.11	63.69	69.57
\$47,000.....	\$83.58	89.03	96.29	70.49	75.02	81.88	57.69	62.82	68.69	54.59	62.03	67.86
\$83,000.....	\$81.10	86.48	93.68	68.56	73.00	79.78	56.13	61.19	67.01	53.18	60.38	66.17
\$100,000.....	\$78.52	83.58	90.70	66.07	70.37	77.05	54.13	58.94	64.72	51.18	58.13	63.91
\$150,000.....	\$78.02	83.05	90.15	65.46	69.69	76.35	53.50	58.28	64.06	50.70	57.56	63.31
\$250,000.....	\$76.45	81.37	88.41	64.12	68.31	74.94	52.53	57.16	62.91	49.63	56.43	62.18
\$370,000.....	\$73.04	77.75	84.70	60.78	64.71	71.25	49.66	54.38	60.09	47.28	53.43	59.11
\$500,000.....	\$70.42	74.85	81.70	58.13	61.86	68.32	47.58	52.18	57.84	45.43	51.13	56.78
\$675,000.....	\$69.66	74.12	80.95	57.59	61.24	67.69	47.08	51.70	57.36	44.98	50.60	56.24
\$850,000.....	\$69.66	74.12	80.95	57.59	61.24	67.69	47.08	51.70	57.36	44.98	50.60	56.24
\$1,000,000.....	\$69.66	74.12	80.95	57.59	61.24	67.69	47.08	51.70	57.36	44.98	50.60	56.24