



Financial

Invest now in an advertising program that works for you

More than 496,000 adults read The News Tribune in print or online each week.

thenewstribune.com reaches more than 192,700 adults each month.

Each week, The News Tribune (print and online) reaches:

- 55% of Pierce County adults with a household income over \$75,000
 - 57% of Pierce County homeowners
 - 66% of Pierce County college graduates
 - 57% of Pierce County management/professionals

Increase your reach by using frequency. Among Pierce County adults you reach the following:

- 27% daily
- 35% Sunday
- 52% over seven days (print and online)

Reach a market that spends more than \$15.1 billion in annual consumer expenditures.

59% of U.S. adults used a newspaper in the past 7 days for shopping planning and purchasing decisions.

Circulation

Daily: 82,863
Sunday: 100,562

Effective December 27, 2010

Scarborough Research 2010 Release 2; Claritas 2009; September 2010 ABC Publisher Statement; Includes copies per JDA Agreement; MORI Research "How America Uses Advertising 2009"

2011 Rates

(ROP) Net-rates per column inch (6-column format)

Agreement Level	Daily	Friday GO ^a & Guardian	Sat & Sun ^b
Open	\$104.53	\$108.55	\$127.02
\$1,800 ^c	\$91.85	\$95.87	\$107.78
\$3,600 ^c	\$84.11	\$88.13	\$97.81
\$9,000	\$81.49	\$85.51	\$94.77
\$18,000	\$80.52	\$84.54	\$93.64
\$25,000	\$79.37	\$83.39	\$92.93
\$47,000	\$78.40	\$82.42	\$92.22
\$83,000	\$77.94	\$81.96	\$91.71
\$100,000	\$75.26	\$79.28	\$86.10
\$150,000	\$74.59	\$78.61	\$85.41
\$250,000	\$73.59	\$77.61	\$84.35
\$370,000	\$72.48	\$76.50	\$83.14
\$500,000	\$70.32	\$74.34	\$80.87
\$675,000	\$68.45	\$72.47	\$80.07
\$850,000	\$67.43	\$71.45	\$78.89
\$1,000,000	\$66.58	\$70.60	\$77.90

2011 Color Rates

Ads benefit from the impact of color. Newspaper color ads attract 40% more attention than black and white ads. They also generate excitement, enhance the appeal of advertising, and increase an ad's selling power. For ads that are not full-color, please choose an ink from The News Tribune's Color Selection Guide (request a copy from your sales representative).

	Monday - Friday	Saturday - Sunday ^b
1 color.....	\$13.05 PCI	\$15.75 pci
2 or more colors.....	\$17.15 PCI	\$20.80 pci

Color discounts are available with revenue agreement.

Agreement Level	Color Rate Discount
83,000	5%
100,000	10%
150,000	15%
250,000	20%
370,000+	25%

ALL RATES ARE NET

REPEAT YOUR AD AND SAVE

15% off earned rate within 7 days, on second and subsequent insertions. Monday through Saturday are discountable days. Sundays and holidays are not discountable. No copy changes. Discount applies to space only.

Includes online
www.thenewstribune.com

^a Friday's entertainment buy includes The News Tribune's GO section and the Northwest Guardian's Weekender.

^b Sunday rates apply to the following holidays: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.

^c No rebates at these levels.

No brokered advertising accepted.

Cancellation policy – If an ad is cancelled after deadline, a 50% cancellation fee will be incurred.

Add to your News Tribune advertising buy:

The Northwest Guardian.....
..... \$10.80 pci
Reach 20,700 readers each week

The Herald..... \$10.80 pci
Reach 40,500 readers each week

The Gateway..... \$14.30 pci
Reach 17,800 readers each week

THE NEWS TRIBUNE

[thenewstribune.com]