



Local Flight Plan with Online

Express yourself four times a week and save big!

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

Inches Per Ad	Cost of 4 Ads With Online	Inches Per Ad	Cost of 4 Ads With Online	Inches Per Ad	Cost of 4 Ads With Online	Inches Per Ad	Cost of 4 Ads With Online
5	\$1,130	37	\$6,762	69	\$12,394	101	\$18,026
6	\$1,306	38	\$6,938	70	\$12,570	102	\$18,202
7	\$1,482	39	\$7,114	71	\$12,746	103	\$18,378
8	\$1,658	40	\$7,290	72	\$12,922	104	\$18,554
9	\$1,834	41	\$7,466	73	\$13,098	105	\$18,730
10	\$2,010	42	\$7,642	74	\$13,274	106	\$18,906
11	\$2,186	43	\$7,818	75	\$13,450	107	\$19,082
12	\$2,362	44	\$7,994	76	\$13,626	108	\$19,258
13	\$2,538	45	\$8,170	77	\$13,802	109	\$19,434
14	\$2,714	46	\$8,346	78	\$13,978	110	\$19,610
15	\$2,890	47	\$8,522	79	\$14,154	111	\$19,786
16	\$3,066	48	\$8,698	80	\$14,330	112	\$19,962
17	\$3,242	49	\$8,874	81	\$14,506	113	\$20,138
18	\$3,418	50	\$9,050	82	\$14,682	114	\$20,314
19	\$3,594	51	\$9,226	83	\$14,858	115	\$20,490
20	\$3,770	52	\$9,402	84	\$15,034	116	\$20,666
21	\$3,946	53	\$9,578	85	\$15,210	117	\$20,842
22	\$4,122	54	\$9,754	86	\$15,386	118	\$21,018
23	\$4,298	55	\$9,930	87	\$15,562	119	\$21,194
24	\$4,474	56	\$10,106	88	\$15,738	120	\$21,370
25	\$4,650	57	\$10,282	89	\$15,914	121	\$21,546
26	\$4,826	58	\$10,458	90	\$16,090	122	\$21,722
27	\$5,002	59	\$10,634	91	\$16,266	123	\$21,898
28	\$5,178	60	\$10,810	92	\$16,442	124	\$22,074
29	\$5,354	61	\$10,986	93	\$16,618	125	\$22,250
30	\$5,530	62	\$11,162	94	\$16,794	126	\$22,426
31	\$5,706	63	\$11,338	95	\$16,970	127	\$22,602
32	\$5,882	64	\$11,514	96	\$17,146	128	\$22,778
33	\$6,058	65	\$11,690	97	\$17,322	129	\$22,954
34	\$6,234	66	\$11,866	98	\$17,498		
35	\$6,410	67	\$12,042	99	\$17,674		
36	\$6,586	68	\$12,218	100	\$17,850		

All ads run 4 days per week, with one day being Sunday. Choose two from Monday, Tuesday, Wednesday, and one from Thursday, Friday, Saturday. No copy changes per week. Discounts do not apply to color. Must run within 7 days before or after Sunday ad.

Your leaderboard ad will receive 26,315 impressions on the thenewstribune.com website

Brokered advertising is not accepted.

For GO/Entertainment buy on Friday add \$4.02 per column inch for Northwest Guardian Weekender.

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

Your business must have a local store front to qualify for Local Flight Plan rates.

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
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%

THE NEWS TRIBUNE

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