



Local Preprint

For local retail, classified, co-op, destination travel and financial advertisers

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

	Daily Full Run 75,001+	Daily 60,001-75,000	Daily up to 60M		Sunday Full run 95,001+	Sunday 70,001-95,000	Sunday up to 70M
SINGLE SHEET	\$40.50	\$44.90	\$48.60	SINGLE SHEET	\$43.16	\$47.80	\$51.63
2 tab	\$40.50	\$44.90	\$48.60	2 tab	\$43.16	\$47.80	\$51.63
4 tab	\$47.30	\$52.50	\$55.70	4 tab	\$50.26	\$55.73	\$59.01
6 tab	\$50.40	\$55.70	\$58.60	6 tab	\$53.54	\$59.01	\$62.01
8 tab	\$53.60	\$58.80	\$61.50	8 tab	\$56.83	\$62.28	\$65.02
10 tab	\$55.40	\$61.20	\$64.90	10 tab	\$58.73	\$64.75	\$68.57
12 tab	\$57.50	\$63.30	\$68.30	12 tab	\$60.91	\$66.93	\$72.12
14 tab	\$58.30	\$64.10	\$69.30	14 tab	\$61.75	\$67.75	\$73.21
16 tab	\$59.10	\$64.90	\$70.10	16 tab	\$62.56	\$68.57	\$74.04
18 tab	\$61.20	\$67.00	\$72.20	18 tab	\$64.75	\$70.76	\$76.23
20 tab	\$63.30	\$69.10	\$74.30	20 tab	\$66.93	\$72.94	\$78.41
22 tab	\$65.90	\$72.20	\$77.50	22 tab	\$69.67	\$76.23	\$81.69
24 tab	\$68.30	\$75.40	\$80.70	24 tab	\$72.12	\$79.51	\$84.96
26 tab	\$71.20	\$78.00	\$83.30	26 tab	\$75.13	\$82.24	\$87.69
28 tab	\$73.80	\$80.90	\$87.00	28 tab	\$77.86	\$85.24	\$91.53
30 tab	\$76.70	\$83.80	\$88.80	30 tab	\$80.87	\$88.25	\$93.43
32 tab	\$79.30	\$86.40	\$91.20	32 tab	\$83.59	\$90.97	\$95.89
34 tab	\$82.20	\$89.30	\$94.00	34 tab	\$86.60	\$93.99	\$98.90
36 tab	\$85.10	\$91.90	\$96.90	36 tab	\$89.61	\$96.71	\$101.91
38 tab	\$88.00	\$94.30	\$99.60	38 tab	\$92.62	\$99.17	\$104.64
40 tab	\$90.60	\$96.70	\$102.40	40 tab	\$95.35	\$101.63	\$107.64
42 tab	\$93.50	\$100.10	\$105.30	42 tab	\$98.35	\$105.18	\$110.65
44 tab	\$96.40	\$103.20	\$108.20	44 tab	\$101.36	\$108.47	\$113.65
46 tab	\$99.00	\$106.10	\$110.90	46 tab	\$104.09	\$111.47	\$116.39
48 tab	\$101.90	\$108.80	\$113.50	48 tab	\$107.10	\$114.21	\$119.12
50 tab	\$104.60	\$111.60	\$116.40	50 tab	\$109.83	\$117.20	\$122.12
52 tab	\$107.40	\$114.30	\$119.30	52 tab	\$112.84	\$119.93	\$125.13

Micro Zone Preprint Rate: add \$5.00 cpm to run rate.

Cancellation policy – If an ad is cancelled after deadline, a 50% cancellation fee will be incurred. Minimum charge: \$500

Multiple Insert Discounts

News Tribune (Local and National) Multiple insert discounts are available with a signed News Tribune preprint agreement. Preprints must be scheduled within a 12-month period. A separate Frequency Agreement is needed for SouthSound Values, Northwest Guardian, The Peninsula Gateway or The Herald. Does not apply to special single sheet print-and-deliver program.

4-93%	61-8520%
10-196%	86-11025%
20-359%	Over 11030%
36-60	15%		

NOTE: Advertiser-furnished preprinted sections are not included with mailed copies. Brokered advertising is not accepted.

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

- Zoning by ZIP code available. No Monday distribution available.
- Rates for larger preprints available upon request.
- Odd page sizes are rounded up. Pieces smaller than a two-page tab will be charged two-page rate.
- Minimum charge per publication for partial distribution. Tuesday through Sunday is \$500.
- For 95,000 or more, full distribution rate per thousand applies.
- Full run distribution required on these days: Thanksgiving, day after Thanksgiving, Christmas and New Years.
- Cancellation within one week of publication date may result in cancellation charges.
- See sales representative for special single sheet print-and-deliver Print and Deliver rate sheet.

Preprint insertion is available Tuesday through Sunday.

Preprints will be accepted at the publisher's option. The size (dimensions), number of pages and paper stock to be used must be furnished in advance, preferably at the time of reservation, so that a decision on acceptance can be made. Scented pieces must be pre-approved.

Space reservation deadline is 6 business days prior to publication for a daily and 10 business days prior for a Sunday. Cancellation within these deadlines may result in non-commissionable cancellation charges.

The number of preprints acceptable per issue is limited and reservations are needed. When in conflict, full-run reservations have priority over zoned reservations. The publisher retains the option of pre-inserting preprinted advertising sections, one inside the other, to meet mechanical and publishing requirements.

A preprint agreement is required to obtain published discounts. Advertisers will be billed at their preprint agreement rate until a lower rate is earned and thereafter at the lower rate. Advertiser has the right to cancel a preprint agreement within 30 days of effective date of a rate increase. 100% of advertiser-furnished preprint revenue will be credited toward performance of annual revenue agreements.

Sunday rates and distribution quantities are used on the following holidays: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.

Preprint Delivery

Preprint delivery to newspaper is required eight (8) workdays prior to publication for Sunday or five (5) workdays prior to daily distribution.* They must be delivered banded, on skids with a maximum height and weight of 5 1/2 feet and 2,500 pounds respectively. Please do not double-stack. A protective cover must be placed on pallet before stacking, between layers, and on top of the stack.

Each skid should be labeled with the following information:

- Name of advertiser
- Date of insertion
- Total quantity to be received
- Skid/Box number (1 of ?)
- Quantity per skid/box

*These deadlines may not apply between November 10-December 24. Contact your Account Executive for scheduling during this period.

Preprint deliveries should be made to:

The News Tribune
1950 South State Street
Tacoma, WA 98405

Call (253) 597-8283 for delivery instructions or information.
 Receiving hours: 7 a.m.-5 p.m., Monday through Friday;
 Saturday 7 a.m.-1 p.m.; Closed Sundays.

Please note:

We cannot guarantee optimum insertion of preprints if the material does not meet acceptability requirements below.

Acceptability Requirements

Quantities/Circulation:

- The number of preprints to be furnished by advertisers varies with our circulation and the type of preprint.
- Preprint shipments should include spoilage.
- Contact your Account Executive for needed quantities.

Sizes:

- Maximum size - 11" x 11"
- Minimum size - 5" x 7"
- Quarter fold minimum - 5" x 7"
- Maximum thickness - 128 tab pages

Paper Stock:

- **Single-sheet inserts** must be printed on not less than 70-pound stock (.006").
- Inserts of less than eight tabloid pages must weigh the equivalent of 70-pound stock (.006").
- Inserts of eight tabloid pages or larger should be printed on not less than 30-pound stock (.003").
- Glossy/Semi-Glossy stock should be printed/treated using an anti-static process.

Other requirements:

- Glue-bound sections are preferred to staple-bound sections, as staples interfere with equipment.
- Perforations should not run the length of the insert.
- Attach cards, envelopes, belly folds, etc., to the inside pages of your preprint.
- Accordion folds cannot be accommodated – folded products should have at least one closed side and all folded sides together.

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