



Micro Zone Print & Deliver

Design, production, printing and distribution for The News Tribune on Wednesday or Sunday and SouthSound Values

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 Single Sheet 8-1/2" x 11", white 70 lb. offset

	10,000 - 49,999	50,000	75,000	100,000	150,000
4/4	\$62.40	\$54.41	\$50.76	\$47.80	\$44.84

- Based on white paper.
- Full-color both sides.
- Finished art completed 2 weeks prior to distribution date.

Deadline for reservation and camera ready art 10 business days prior to publication. Allow an additional 4 business days for design work. Premium charges for rush jobs.

Delivery is inside The News Tribune Wednesday or Sunday only.

Minimum print quantity of 10,000. Less than 10,000 pieces, contact your sales representative.

Please contact your sales representative for quotes on special services and additional quantities.

All rates are net.

Revenue counts towards annual revenue contracts, if applicable. Preprint discounts do not apply.

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

Other sizes available, please ask for a custom quote.

For standard preprints \$5 cpm surcharge.

THE NEWS TRIBUNE
[thenewstribune.com]