



Northwest Guardian

Tap into the economic power of the Joint Base Lewis-McChord military force.

20,700 Circulation each week

The Northwest Guardian was named the "Army's Best Newspaper" in 2004, 2005, 2006, 2007, and 2008

Joint Base Lewis-McChord:

The largest employer in the South Sound with over 55,000 employees

The largest military installation on the west coast of the United States with more than 415,000 acres, including Yakima Training Center in central Washington

Annual economic impact of military payroll, contracts & aid to schools surpasses \$3.0 billion

60% of payroll spent in the local economy

Effective December 27, 2010
Joint Base Lewis-McChord Public Affairs Office;
Q1 2011 projections

*Pick-up rates apply to ads on consecutive weeks within a 30-day period, no copy/material changes.

2011 Rates

Local Weekly Open and Frequency Rate

Open.....	\$30.20
4x	\$16.90
12x	\$15.90
26x	\$15.50
52x & Non-Profit.....	\$14.90

National Weekly Open and Frequency Rate*

Open.....	\$35.85
4x	\$20.08
12x	\$19.00
26x	\$18.28
52x & Non-Profit.....	\$17.54

Pickup Rate

Retail and Classified Display*

Pickup rate	\$10.80
Nat'l pick-up rate	\$13.34

Preprints

Use The News Tribune rates up to 60M.

Special Rates

Special Section	\$14.90
Nat'l Special Section.....	\$17.54

Color Rates per column inch

	One Color	Two or Full Color
Local (net).....	\$2.28 pci	\$4.81 pci
National (gross).....	\$2.68 pci	\$5.66 pci

Guardian Classified Line Rate

	1x	2x	3x	4x
Local Open	\$6.72	\$5.63	\$5.23	\$4.92
National/Out of State	\$7.92	\$6.63	\$6.13	\$5.77
Non-Profit Open	\$5.68			
Pick-up Local (including Non-Profit)	\$3.35			
Pick-up National/Out of State	\$3.93			
Legals	\$2.17			

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

THE NEWS TRIBUNE

[thenewstribune.com]