



# National

Reach the South Puget Sound with The News Tribune and The Olympian, the No. 1 newspaper in Pierce and Thurston County respectively

**More than 610,000 adults read The News Tribune/The Olympian in print and online each week.**

**thenewstribune.com and theolympian.com reach more than 259,500 adults each month.**

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

- 59% of South Sound adults with a household income over \$75,000
- 61% of South Sound homeowners
  - 68% of South Sound college graduates
  - 64% of South Sound management/professionals

Increase your reach by using frequency. Among South Sound adults you reach the following:

- 29% daily
- 36% Sunday
- 56% over seven days (print and online)

Reach a market that spends more than \$20 billion in annual consumer expenditures.

Since 2000, the region has been one of the fastest growing areas in the state of Washington. From 2000 to 2009 South Sound households have grown 15.7% compared to the US average of 9.3%

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

**Circulation**

Daily: 107,476; Sunday: 130,233

**Effective December 27, 2010**

Scarborough Research 2010 Release 2; Claritas 2009; September 2010 ABC Publisher Statements; Includes copies per JDA Agreement; MORI Research "How America Uses Advertising 2009". South Sound: Pierce and Thurston Counties

**South Sound Media Group 2011 Rates – GROSS\***

Agreement Level	Daily <sup>a</sup>	Sat/Sunday <sup>b</sup>
Open/Super National**	\$222.22	\$266.08
\$9,000	\$164.51	\$192.68
\$18,000	\$162.87	\$190.76
\$25,000	\$161.26	\$188.82
\$47,000	\$156.87	\$180.93
\$83,000	\$151.58	\$177.82
\$100,000	\$149.30	\$172.10
\$150,000	\$146.11	\$168.33
\$300,000	\$142.59	\$164.17
\$500,000	\$139.05	\$159.16
\$600,000	\$132.06	\$150.57
\$750,000	\$125.51	\$143.41
\$850,000	\$119.33	\$136.24
\$950,000	\$113.50	\$129.06
1,050,000	\$107.68	\$121.89
1,200,000	\$102.59	\$115.72
1,400,000	\$97.50	\$108.14

\*The News Tribune and The Olympian

**\*\*Super National Rate**

includes bonus distribution in The Herald, The Northwest Guardian and The Peninsula Gateway. Call your sales representative for details.

**Includes online**  
[www.thenewstribune.com](http://www.thenewstribune.com)  
[www.theolympian.com](http://www.theolympian.com)

<sup>a</sup> Friday's entertainment buy on Friday add \$4.73 per column inch for Northwest Guardian's Weekender.

<sup>b</sup> 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.

Brokered advertising is not accepted.

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

All rates are gross per column inch.

**Add to your News Tribune/Olympian advertising buy:**

The Northwest Guardian..... \$13.34 pci  
 Weekly circulation: 20,700

The Herald..... \$13.34 pci  
 Reach 40,500 readers each week

The Gateway..... \$17.66 pci  
 Reach 17,800 readers each week.

**THE NEWS TRIBUNE**  
 [ [thenewstribune.com](http://thenewstribune.com) ]

**The Olympian**  
[www.theolympian.com](http://www.theolympian.com)

## 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).

### National Color Rates – GROSS

	Daily	Saturday & Sunday <sup>b</sup>
1 color.....	\$25.88	\$31.50
2 or more color .....	\$31.50	\$38.07

### Minimum Color Charge – GROSS

One Color Daily	One Color Saturday/Sunday	Two or Full Color Daily	Two or Full Color Saturday/Sunday/Holiday
\$215.00 .....	\$340.00.....	\$525.00.....	\$615.00.....

### Tabloid Pages

Tabloid pages are six (6) columns wide.  
A full page is 10 inches by 10 inches.  
A tabloid double truck is 21 inches by 10 inches.

### Depth Requirements

Advertisements 19 inches or deeper for standard pages will be charged at 21.5 inches (does not apply to comics).  
Advertisements 8 inches or deeper for tabloid pages will be charged at 10 inches.

### Double Truck

Double truck measurements are 21 inches by 21.5 inches. Minimum size for a double truck is 13 columns by 2 inches. Full double trucks take precedence over partial; less than full width double trucks subject to being positioned flush left or right at publisher's option. The standard page gutter is counted as an extra column.

### Electronic Submission Guidelines

Please download and review our Electronic Submission Guide before sending your file. Go to [thenewstribune.com](http://thenewstribune.com), click on 'About Us' and under the 'Advertising' portion, scroll down to the bottom left.

### Standard ROP and Classified Pages

All SAU sizes accepted.  
A full page is billed at 129 column inches per page.  
Actual measurements are 10 inches by 21.5 inches.

#### Image Area:

Column .....	Column Width Inches
1 .....	1.562
2 .....	3.25
3 .....	4.938
4 .....	6.625
5 .....	8.312
6 .....	10
13 (Double Truck) .....	21

## Non-profit Rate – GROSS

Available to recognized charitable, civic, fraternal or worship organizations. Non-profit rate is offered to organizations who offer services free of charge. No additional discount allowed. Rates per column-inch. Evidence of tax exempt status is not a sole qualifier.

Advertiser Classification	Daily	Saturday	Sunday <sup>b</sup>
National .....	\$164.51.....	\$192.68 .....	\$192.68

## Political Rate – GROSS

No additional discount allowed. Rates per column-inch.

	Daily	Saturday	Sunday <sup>b</sup>
National .....	\$164.51 .....	\$192.68 .....	\$192.68
Commissionable			

## National Ad Discounts

**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 days. Discount applies to space only. No copy changes.

## Premium Positioning – COMMISSIONABLE

Specific section .....

25%  
Section placement adds 25% to the advertisers applicable space and color rate. Certain page restrictions exist and does not prevent other ads on the same page.

Specific page .....

50%  
Page demand adds 50% to the advertisers applicable space and color rate. Certain page restrictions exist and does not prevent other ads on the same page.

**Front page strip** available upon request.

**Spadea wrap** available upon request.

## Art Services – GROSS

Artwork PER HOUR .....

\$77.00  
We can provide original artwork, modification of existing artwork or original logo design.

## Advertising Deadlines - ROP Display

Publish Date.....	Deadline
Monday .....	Thursday, 5pm
Tuesday .....	Friday, 5pm
Wednesday .....	Friday, 5pm
Thursday .....	Monday, 5pm
Friday .....	Tuesday, 5pm
Saturday .....	Wednesday, 5pm
Sunday .....	Wednesday, 5pm