



# Print & Deliver

Design, production, printing and distribution for The News Tribune. The Herald, The Northwest Guardian, The Peninsula Gateway 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**

	25,000	50,000	75,000	100,000	150,000
1/0 .....	\$40.60	\$38.56	\$37.75	\$37.34	\$36.94
1/1 .....	\$45.63	\$41.93	\$40.32	\$39.57	\$38.78
4/0 .....	\$52.70	\$44.64	\$42.74	\$40.93	\$39.14
4/1 .....	\$55.99	\$46.63	\$44.28	\$42.23	\$40.17
4/4 .....	\$68.08	\$54.42	\$50.76	\$47.80	\$44.84

- Colored paper available for \$4.15 per thousand additional. Choices are Green, Blue, Yellow, Cream and Goldenrod.
- 70# Gloss paper available for \$3.90 per thousand additional.
- Bleed Trim on 4 color options only.

## 2011 Super Value Flyer

**8-1/2" x 5-1/2", white 7 pt. return card**

	25,000	50,000	75,000	100,000	150,000
1/0 .....	\$33.31	\$28.99	\$27.86	\$27.36	\$26.81
1/1 .....	\$37.87	\$31.41	\$29.63	\$28.80	\$27.91
4/0 .....	\$47.41	\$36.52	\$32.96	\$31.17	\$29.35
4/1 .....	\$52.05	\$39.14	\$34.82	\$32.68	\$30.54
4/4 .....	\$63.89	\$45.90	\$39.90	\$36.94	\$33.94

- No bleed trim on Frequent Flyer.

All zip zoning in The News Tribune must include comparable zip zoning in SouthSound Values except in zip codes where non-subscribers delivery is unavailable.

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 any day but Monday. SouthSound Values delivers on Tuesday.

Minimum print quantity of 25,000. Less than 25,000 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.

# THE NEWS TRIBUNE

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