



Restaurant

We've got a menu of options to satisfy your advertising needs.

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

Frequency Commitment	Daily	Friday GO ^a and Guardian
52 week	\$39.26	\$43.28
26 week	\$49.26	\$53.28
13 week	\$54.71	\$58.73
Appetizer Pkg.	\$61.65	\$65.67

^aFriday insertion in GO includes Northwest Guardian Weekender and **includes online** www.thenewstribune.com

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

All days include online! www.thenewstribune.com

Color Rates

	Daily	Saturday & Sunday
1 color	\$13.15	\$15.90
2 or more color	\$17.20	\$20.90

Add to your News Tribune advertising buy:

The Northwest Guardian. \$10.80 pci
Reach 20,700 readers each week

The Herald. \$10.80 pci
Reach 40,500 readers each week

The Gateway. \$14.30 pci
Reach 17,800 readers each week

THE NEWS TRIBUNE
[thenewstribune.com]