



# Retail

Reach, rates and results...your recipe for success

**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

(ROP) Net-rates per column inch (6-column format)

Agreement Level	Daily	Friday GO <sup>a</sup> & Guardian	Saturday	Sunday <sup>b</sup>
Open	\$99.70	\$103.72	\$112.00	\$127.30
\$1,800 <sup>c</sup>	\$85.80	\$89.82	\$96.30	\$108.20
\$3,600 <sup>c</sup>	\$79.10	\$83.12	\$88.50	\$97.20
\$9,000	\$73.90	\$77.92	\$82.50	\$90.50
\$18,000	\$71.80	\$75.82	\$80.50	\$88.60
\$25,000	\$70.20	\$74.22	\$78.40	\$85.40
\$47,000	\$69.40	\$73.42	\$77.40	\$84.40
\$83,000	\$68.70	\$72.72	\$76.90	\$83.80
\$100,000	\$64.80	\$68.62	\$72.60	\$81.60
\$150,000	\$64.20	\$68.22	\$72.10	\$77.90
\$250,000	\$63.40	\$67.42	\$71.50	\$77.40
\$370,000	\$62.90	\$66.92	\$70.90	\$76.80
\$500,000	\$62.30	\$66.32	\$70.20	\$76.30
\$675,000	\$61.80	\$65.82	\$69.60	\$75.60
\$850,000	\$61.30	\$65.32	\$68.90	\$75.10
\$1,000,000	\$60.80	\$64.82	\$68.40	\$74.60

## Annual agreements & open rates

A signed Annual Revenue Agreement is required to qualify for these discounted rates.

Advertisers without signed Annual Revenue Agreements will be billed at the open rate.

All expenditures on advertising purchased through The News Tribune will be applied toward fulfillment of the revenue agreement in force with the exception of commercial printing, production charges, finance charges and postage charges.

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

<sup>a</sup> Friday's entertainment buy includes The News Tribune's GO section and the 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.

<sup>c</sup> No rebates at these levels.

Brokered advertising is not accepted.

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

### 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](http://thenewstribune.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).

	Monday - Friday	Saturday - Sunday <sup>b</sup>
1 color.....	\$13.05 PCI	\$15.75 pci
2 or more color.....	\$17.15 PCI	\$20.80 pci

### Color discounts are available with revenue agreement.

Agreement Level	Color Rate Discount
83,000 .....	5%
100,000 .....	10%
150,000 .....	15%
250,000 .....	20%
370,000+.....	25%

## Ten Reasons to Color your ad

1. Readers prefer to see ads in color. Today's reader lives in a four color world and is more receptive to color than black and white.
2. Adding one color to a black and white ad produces higher noting scores 20% higher than black and white ads.
3. Talk about stopping power. Four-color ROP ads are noted 13% more often than two-color ads-and 20% more often than black-and-white ads.
4. Color ads do more than capture incremental attention. Color compels people to read ads. One color "read most scores" are higher than black and white. Conversion rates from noting is higher, 62% higher "read most scores" than black and white ads.
5. A full-color ad doesn't just draw the reader's attention - it rivets it! By more than 60%, it boosts the in-depth reading of your ad compared to black-and-white ads. Four color "read most scores" are higher than one color and conversion rates from noting is higher, 40% higher "read most scores" than two color ads.
6. Newspapers offer excellent color reproduction. Your color will not just jump off the page, it will clearly and vividly represent your image.
7. Because you can! More newspapers offer color on more pages and in more sections than ever before.
8. Color more closely depicts product offerings. Color influences image and attitude and really involves readers.
9. Color is more cost efficient than ever. Color garners results significantly in excess of its incremental cost.
10. Color offers a competitive advantage both building your brand and jumping out on the page.

## Non-profit Rate

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	Friday GO <sup>a</sup>	Saturday	Sunday <sup>b</sup>
Local .....	\$73.90	\$77.92	\$82.50	\$90.50
National ....	\$120.52	\$125.25	\$141.16	\$141.16

## Political Rate

No additional discount allowed. Rates per column-inch.

	Daily	Saturday	Sunday <sup>b</sup>
Local .....	\$73.90	\$82.50	\$90.50
Non-commissionable			
Local .....	\$86.94	\$97.06	\$106.47
Commissionable			
National .....	\$120.52	\$141.16	\$141.16
Commissionable			

## Retail Ad Discounts

### Repeat your ad and save:

Run ad 1st time .....	Full price
Run ad 2nd time.....	25%
Run ad 3rd time .....	35%
Run ad 4th time or more .....	50%

The same ad may be repeated within a 7-day period (copy changes are not allowed for the repeat discount). Monday through Saturday are discountable days. Sundays and holidays are not discountable days. Discounts apply to space only. No other discounts allowed.

## Premium Positioning

Specific section .....	25%
Section placement adds 25% to the advertisers applicable space 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 rate. Certain page restrictions exist and does not prevent other ads on the same page.	
Stock Island ads .....	25%
Minimum ad size 24 inches	

## Art Services

Artwork PER HOUR .....

Artwork PER HOUR .....	\$65.00
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We can provide original artwork, modification of existing artwork or original logo design.

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