



SouthSound Values Preprint

Saturate your chosen zone with quality distribution

Mailed each Tuesday to non-subscribers, SouthSound Values offers verifiable household delivery via the U.S. Postal Service.

With a circulation over 212,000 (includes Peninsula), SouthSound Values, combined with The News Tribune, offers total coverage in Pierce County.

To guarantee delivery, addresses are clearly marked on each issue with state-of-the-art inkjet labeling.

For the most comprehensive preprint advertising buy in Pierce County, contact your News Tribune advertising representative today!

Effective December 27, 2010

2011 Rates

wt.	Full Run	70M to Full	Up to 70M
0.1	16.04	16.67	17.44
0.2	27.78	28.82	30.10
0.3	38.64	40.04	41.75
0.4	48.73	50.43	52.49
0.5	58.12	60.08	62.46
0.6	66.90	69.06	71.69
0.7	75.09	77.45	80.29
0.8	82.77	85.28	88.31
0.9	89.99	92.63	95.82
1	96.96	99.72	103.05
1.1	104.11	107.02	110.52
1.2	110.97	113.99	117.65
1.3	117.53	120.67	124.44
1.4	123.84	127.06	130.95
1.5	129.88	133.21	137.19
1.6	135.70	139.09	143.18
1.7	141.27	144.77	148.91
1.8	146.66	150.19	154.42
1.9	151.83	155.44	159.72
2	155.54	158.53	162.39
2.1	159.74	162.12	165.59
2.2	165.34	167.77	171.30
2.3	170.76	173.27	176.87
2.4	176.10	178.64	182.31
2.5	181.30	183.89	187.62
2.6	186.39	189.03	192.84
2.7	191.37	194.04	197.90
2.8	196.26	198.94	202.87
2.9	201.03	203.76	207.73
3	204.54	207.30	211.29

Micro Zone Preprint Rate: add \$5.00 cpm to run rate.

Minimum charge: \$500 per publication

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

A separate Frequency Agreement is needed for SouthSound Values, The News Tribune, Northwest Guardian, The Peninsula Gateway or The Herald. Brokered advertising is not accepted.

Easy to convert your preprint to mail

Approx. pages	Weight in oz.	Approx. pages	Weight in oz.
2 Tab.....	0.3	24 Tab.....	1.7
4 Tab.....	0.5	32 Tab.....	2.2
8 Tab.....	0.7	36 Tab.....	2.5
12 Tab.....	0.9	40 Tab.....	2.8
16 Tab.....	1.1	48 Tab.....	3.0
20 Tab.....	1.4		

These are approximate weights only. Insert will be priced on actual weight.

Multiple Insert Discounts

SouthSound Values Multiple Insert Discounts are available with a signed preprint agreement. Preprints must be scheduled within a 12-month period. Does not apply to special single sheet print-and-deliver program.

4-9	3%	61 -85	20%
10-19	6%	86-110	25%
20-35	9%	Over 110	30%
36-60	15%		

NOTE: Multiple advertiser supplements accepted with prior approval.

THE NEWS TRIBUNE

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2011 Rates - Heavier Weights

Weight in ounces	Full Run	70M to Full Run	up to 70M
Up to 3.1	204.54	207.30	211.29
Up to 3.2	205.81	208.60	212.62
Up to 3.3	212.25	215.12	219.27
Up to 3.4	218.68	221.64	225.91
Up to 3.5	225.12	228.16	232.55
Up to 3.6	231.54	234.68	239.20
Up to 3.7	237.97	241.20	245.84
Up to 3.8	244.41	247.72	252.48
Up to 3.9	250.84	254.22	259.14
Up to 4.0	257.27	260.74	265.78
Up to 4.1	263.70	267.26	272.42
Up to 4.2	270.14	273.78	279.07
Up to 4.3	276.57	280.30	285.71
Up to 4.4	283.00	286.82	292.36
Up to 4.5	289.43	293.34	299.00
Up to 4.6	295.86	299.86	305.64
Up to 4.7	302.29	306.38	312.29
Up to 4.8	308.72	312.89	318.93
Up to 4.9	315.16	319.41	325.57
Up to 5.0	321.59	325.93	332.23
Up to 5.1	328.02	332.45	338.87
Up to 5.2	334.45	338.97	345.51
Up to 5.3	340.89	345.49	352.16
Up to 5.4	347.32	352.01	358.80
Up to 5.5	353.74	358.53	365.44
Up to 5.6	360.18	365.04	372.09
Up to 5.7	366.61	371.56	378.73
Up to 5.8	373.05	378.08	385.37
Up to 5.9	379.47	384.60	392.02
Up to 6.0	385.91	391.12	398.66

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- Zoning by ZIP code available.
- Rates for larger preprints available upon request.
- Odd weights are rounded up.
- Minimum charge per publication for partial distribution is \$500.
- For 95,000 or more, full distribution rate per thousand applies.
- Cancellation after deadline will result in a 50% cancellation fee.
- See sales representative for special single sheet print-and-deliver pricing.
- Preprint rates subject to change, pending U.S. Postal increases.
- Actual piece weight will determine final rate.
- All rates quoted are net.
- The following holidays will delay delivery by one day: Martin Luther King Jr. Day, President's Day, Memorial Day, Labor Day and Columbus Day.

Preprints will be accepted at the publisher's option. The size (dimensions), number of pages, weight and paper stock to be used must be furnished in advance, preferably at the time of reservation, so that a decision on acceptance can be made. Scented pieces must be pre-approved.

Space reservation deadline is ten (10) days prior to publication. Cancellation after deadline will result in a 50% cancellation fee.

The number of preprints acceptable per issue is limited and reservations are needed. When in conflict, full-run reservations have priority over zoned reservations. The publisher retains the option of pre-inserting preprinted advertising sections, one inside the other, to meet mechanical and publishing requirements.

A preprint agreement is required to obtain published discounts. Advertisers will be billed at their preprint agreement rate until a lower rate is earned and thereafter at the lower rate. Advertiser has the right to cancel a preprint agreement within 30 days of effective date of a rate increase. 100% of advertiser-furnished preprint revenue will be credited toward performance of annual revenue agreements.

Preprint Delivery

Preprint delivery to newspaper is required eight (8) workdays prior to distribution.* They must be delivered banded, on skids with a maximum height and weight of 5 1/2 feet and 2,500 pounds respectively. Please do not double-stack. A protective cover must be placed on pallet before stacking, between layers, and on top of the stack.

Each skid should be labeled with the following information:

- Name of advertiser
- Date of insertion
- Total quantity to be received
- Skid/Box number (1 of ?)
- Quantity per skid/box

Preprint deliveries should be made to:

The News Tribune
1950 South State Street
Tacoma, WA 98405

Call (253) 597-8283 for delivery instructions or information.
 Receiving hours: 7 a.m.-5 p.m., 8 p.m.-1 a.m. Monday through Friday;
 Saturday 7 a.m.-2 p.m.; Closed Sundays.

*These deadlines may not apply between November 10-December 24.
 Contact your Account Executive for scheduling during this period.

We cannot guarantee optimum insertion of preprints if the material does not meet acceptability requirements below.

Acceptability Requirements

Quantities/Circulation:

- The number of preprints to be furnished by advertisers varies with our circulation and the type of preprint.
- Preprint shipments should include spoilage.
- Contact your Account Executive for needed quantities.

Sizes:

- Maximum size - 11" x 11"
- Minimum size - 5" x 7"
- Quarter fold minimum - 5" x 7"
- Maximum thickness - 128 tab pages

Paper Stock:

- Single-sheet inserts must be printed on not less than 70-pound stock.
- Inserts of less than eight tabloid pages must weigh the equivalent of 70-pound stock.
- Inserts of eight tabloid pages or larger should be printed on not less than 30-pound stock.
- Glossy/Semi-Glossy stock should be printed/treated using an anti-static process.

Other requirements:

- Glue-bound sections are preferred to staple-bound sections, as staples interfere with equipment.
- Perforations should not run the length of the insert.
- Attach cards, envelopes, belly folds, etc., to the inside pages of your preprint.
- Accordion folds cannot be accommodated – folded products should have at least one closed side and all folded sides together.

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