



# The Herald

Reach 40,500 readers each week.

## The Herald market:

- Average household income of \$79,266
- 74% are homeowners
  - 62% are married
- 26% household growth since 2000

Reach 34,200 readers each week.

Total circulation of 18,100.

Reach a market that spends more than \$3.9 billion in annual consumer expenditures.

Effective December 27, 2010

Scarborough Research 2010 Release 2;  
Claritas 2009; Q1 2011 projections

## 2011 Rates per column inch

| Frequency                        | 4          | 13         | 26         | 52         |
|----------------------------------|------------|------------|------------|------------|
| Total Commitment                 | \$7,616    | \$24,283   | \$47,627   | \$93,308   |
| <b>Full Page 129"</b>            | \$1,904.04 | \$1,867.92 | \$1,831.80 | \$1,794.39 |
| Cost per inch                    | \$14.76    | \$14.48    | \$14.20    | \$13.91    |
| <b>Frequency</b>                 | <b>4</b>   | <b>13</b>  | <b>26</b>  | <b>52</b>  |
| Total Commitment                 | \$3,958    | \$12,619   | \$24,753   | \$48,566   |
| <b>Half Page 64.5"</b>           | \$989.43   | \$970.73   | \$952.02   | \$933.96   |
| Cost per inch                    | \$15.34    | \$15.05    | \$14.76    | \$14.48    |
| <b>Frequency</b>                 | <b>4</b>   | <b>13</b>  | <b>26</b>  | <b>52</b>  |
| Total Commitment                 | \$2,003    | \$6,392    | \$12,563   | \$24,652   |
| <b>Quarter Page 31.5"</b>        | \$500.85   | \$491.71   | \$483.21   | \$474.07   |
| Cost per inch                    | \$15.90    | \$15.61    | \$15.34    | \$15.05    |
| <b>Frequency</b>                 | <b>4</b>   | <b>13</b>  | <b>26</b>  | <b>52</b>  |
| <b>1" - 31.25"</b> Cost per inch | \$16.75    | \$16.47    | \$16.18    | \$15.90    |

Brokered advertising is not accepted.

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

|  |         |
|--|---------|
| <b>Pick up your ad from The News Tribune</b> . . . . . | \$10.80 |
| National pick-up rate . . . . .                        | \$13.34 |
| National open rate . . . . .                           | \$35.85 |

**Local Open Rate** . . . . . \$30.20

## Preprints

Use The News Tribune rates up to 60M.

## Special Rates

|   |                                      |
|---|--------------------------------------|
| Non-Profit . . . . .                        | \$14.90                              |
| National Political Commissionable . . . . . | \$35.85                              |
| Political Non-Commissionable . . . . .      | \$30.20                              |
| Preprint . . . . .                          | Use The News Tribune rates up to 60M |

## Color Rates per column inch

|                            | One Color  | Two or Full Color |
|----------------------------|------------|-------------------|
| Local (net) . . . . .      | \$2.28 pci | \$4.81 pci        |
| National (gross) . . . . . | \$2.68 pci | \$5.66 pci        |

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