



# Triple Feature/Movie

Take advantage of this block buster advertising opportunity

**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

	Daily	Friday GO <sup>a</sup> and Guardian
Open . . . . .	\$59.71	\$60.65
4x week, any size . . . . .	\$56.35	\$57.29
3x week, 10" min. . . . .	\$52.04	\$52.98

<sup>a</sup> Friday's entertainment buy includes The News Tribune's GO section, the Northwest Guardian's Weekender and **includes online** [www.thenewstribune.com](http://www.thenewstribune.com)

No additional discounts apply.

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) ]