



Weather Page

Advertise in a position as unique as the Northwest weather

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

6 col. x 6" ad - Includes Full color & Back Page Positioning

52 times annually	\$1,292.65
26 times annually	\$1,755.12
13 times annually	\$2,332.95

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

Guaranteed position

Reserve your space for the entire year

**Includes online
www.thenewstribune.com**

THE NEWS TRIBUNE

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