



### Northwest News & Tribune

Wednesday Subscribers: 10,587

Readership: 36,000

Males: 51%

Females: 49%

Median Age: 52

Median Income: \$77,900

Homeowners: 81%

Renters/Other: 19%

ZIP Codes: 33556 (split), 33614, 33615, 33625, 33626, 33634, 33635.

(Source: ABC Audit 2010 and Scarborough 2011 & 2010 Release 1)

### Full Color Front Page Banner

Size	Rate
6 columns x 1"	\$205

### Full Page Ad

Black & White	\$470
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### Deadlines

Publication Date	Ad reservation	Ad Release
Wednesday	5 p.m. Wednesday	5 p.m. Friday

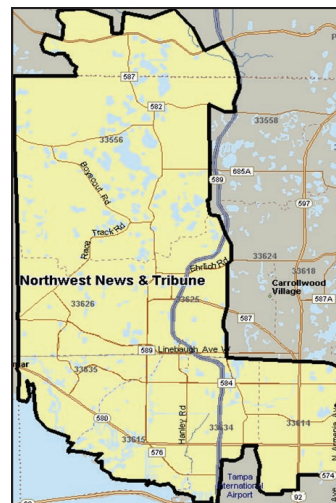
	Investment Level	
	Open	\$19.95
<b>D</b>	\$750	15.75
	1,950	14.70
	3,750	13.65
	7,250	12.60
<b>C</b>	14,000	10.50
	19,250	
	26,750	
	37,000	
<b>B</b>	51,000	8.40
	61,750	
	74,750	
	90,750	
<b>A</b>	110,000	7.35
	141,750	
	182,750	
	235,750	
Frequency Level		
	7 weeks	\$12.60
	14 weeks	10.50
	21 weeks	8.40
	52 weeks	7.35

### Color Rate

35% of Space Charge

### Special Category Rate

Political	3,750
Non-Profit	7,250
Church	37,000



Northwest News

Rates are effective Jan. 1, 2012. Rates are net and non-commissionable.