

Effective January 1, 2011



# TRIB TOTAL MEDIA

## 2011 NATIONAL ADVERTISING RATES

### Trib Total Media is Growing!

Year over year, according the ABC Fas-Fax, print circulation has grown.

	<u>Sunday</u>	<u>Daily</u>
March 2010	197,951	170,538
March 2009	193,507	165,563
Increase	4,444	4,975

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### TOTAL MARKET

(Includes all Daily Papers (PNG Group), Weekly Community papers & Weekly Shoppers)

Circulation:	940,000	(mid-week circulation)
Open pci	\$330.82	Gross

### Pittsburgh Newspaper Group (PNG) (Gross) All rates are per column inch.

All PNG papers: (Papers include: Tribune Review and its' branded editions: Tarentum Valley News Dispatch, Kittanning Leader Times, Monessen Valley Independent, Connellsville Daily Courier & McKeesport Daily News)

	<u>Daily</u>	<u>Sunday</u>
	176,077	201,615 circ.
	Daily Ave.	
Open (disc)	\$206.66	\$257.94
4x (4%)	\$197.95	\$247.62
8x (11%)	\$184.83	\$229.57
12x (15%)	\$175.66	\$219.25
26x (20%)	\$165.33	\$206.35
52x (25%)	\$149.77	\$193.81
Color Rates	Full \$2101	

\* Audit Bureau of Circulations FAS-FAX Report - September 30, 2010.

### PNG ROP Rates (Gross) All rates are per column inch.

PER EDITION:

	<u>Circulation</u>	<u>Daily</u>	<u>Sunday</u>
	176,077	\$194.20	\$249.79
Tribune Review			
Greensburg Edition	54,218	\$124.06	\$168.67
Pittsburgh Edition	60,742	\$70.12	\$107.01
Valley News Dispatch	24,178	\$50.76	\$54.21
Valley Independent	11,707	\$30.01	
Daily News	11,489	\$38.50	
Leader Times	7,532	\$15.98	
Daily Courier	6,210	\$15.78	

\* Tribune-Review Publishers statement by edition - September 30, 2010.

### Dealer List Rates (Gross) All rates are per column inch.

	<u>Circulation</u>	<u>Daily</u>	<u>Sunday</u>
PNG	176,077	187.84	\$240.99
By Newspaper:	Daily Ave.		
Tribune Review			
Pittsburgh/Greensburg	114,960	\$73.69	\$108.12
Valley News Dispatch	24,178	\$43.27	\$44.12
Valley Independent	11,707	\$22.18	
Daily News	11,489	\$19.94	
Leader Times	7,532	\$12.51	
Daily Courier	6,210	\$12.31	
Color Rates	Full	\$2101	

\* Tribune-Review Publishers statement by edition - September 30, 2010.

### Travel Rates (Gross)

For frequency discounts, use PNG ROP percentage discounts (4x, 8x, 12x, 26x & 52x)

Open PCI	\$142.46 PCI
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### Pre-Print Insert Rates (Gross)

	<u>Format</u>	<u>Price</u>
Tribune Review		
Pittsburgh/Greensburg	Card	53 CPM
Valley News Dispatch	4 Page Tab	60 CPM
Valley Independent	6 Page Tab	65 CPM
Daily News	8 Page Tab	70 CPM
Leader Times	12 Page Tab	75 CPM
Daily Courier		
Weekly Community papers and Shoppers	16 Page Tab	79 CPM

Please call for pages over 16

### Premium Products (Gross)

	<u>Zone</u>	<u>Full Run</u>
Poly Bags/Samples		
Distribution Only CPM	\$84.12	\$75.71
Print & Deliver CPM	\$126.47	\$113.82

### Stickers

	<u>As low as</u>
Distribution Only CPM	\$76.24 CPM
Print & Deliver CPM	\$47.06 CPM

### Front Page Post It Notes

	<u>Zone</u>	<u>Full Run</u>
Distribution Only CPM	\$109.36	\$98.42
Print & Deliver CPM	\$164.41	\$147.97

### Online/Mobile/Digital

As low as  
\$11/Impression

### Mailed Weekly Community Newspapers (Gross ROP Thur. Pub)

Circulation	232,000	
Open PCI	\$113.22	\$18.25/Edition

### Mailed Weekly Shopper (Gross ROP Thur. Pub)

Circulation	528,000	
Open PCI	\$97.45	\$9.50/Edition

### Laurel Group (Gross ROP Thur. Pub)

(Includes: Mt. Pleasant Journal, Ligonier Echo, Times Sun, Independence Observer & Jeannette Spirit)		
Circulation	14,000	
Open PCI	\$22.00	

### Blairsville (Gross ROP Friday only Pub)

Circulation	15,100	
Open PCI	\$16.15	

For frequency discounts, use PNG ROP percentage discounts (4x, 8x, 12x, 26x & 52x)  
Color rates for all weeklies \$100 per edition