

## 2010 Advertising Rates and Information

Effective January 1, 2010

**1002 C Street • Sparks, NV 89431 • FAX (775) 358-8947**  
**775-358-8061 • 1-800-669-1338**

Display Ads: ext. 237, 238, or 239  
 e-mail: advertising@DailySparksTribune.com

Classified Ads: ext. 244, 247, or 248  
 e-mail: BigNickel@DailySparksTribune.com

Ed McCaffrey.....Publisher  
 Cheryl Lynne Bain.....Production Director

Nancy Streets..... Advertising Director  
 Cindy Mikkelson..... Controller



For 100 years, since 1910, the *Sparks Tribune* has been the source for local Sparks news and coverage of Sparks high school sports.

### Display Advertising Rates

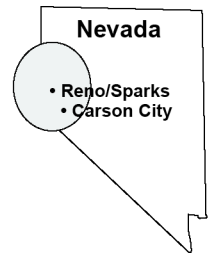
	Weekday	Sunday	Annual Bulk Contract Rates	
			Weekday	Sunday
Open Rate	\$17.00	\$18.00		
Non-profit Rate	\$8.00	\$9.00	100 Inches . . . . .	\$12.50 . . . . . \$13.50
Repeat Ad Rates	\$5.00	\$6.00	200 Inches . . . . .	\$9.00 . . . . . \$10.00
			350 Inches . . . . .	\$8.25 . . . . . \$9.25
<b>Consecutive Week Agreements</b>			500 Inches . . . . .	\$8.00 . . . . . \$9.00
6 Consecutive Weeks	\$8.50	\$9.50	650 Inches . . . . .	\$7.50 . . . . . \$8.50
13 Consecutive Weeks	\$5.75	\$6.75	1,500 Inches . . . . .	\$7.00 . . . . . \$8.00
26 Consecutive Weeks	\$5.25	\$6.25	2,500 Inches . . . . .	\$6.75 . . . . . \$7.75
52 Consecutive Weeks	\$4.50	\$5.50	5,000 Inches . . . . .	\$6.00 . . . . . \$6.00

These rates also apply to classified display ads. To qualify for the repeat ad rates, all ads must run within seven (7) days of the first scheduled run date. For example, a seven day period would be from Sunday to Saturday. *Sparks Tribune* daily and Sunday distribution is 6,500.



The *Big Nickel* reaches over 100,000 readers weekly throughout northern Nevada and eastern California.

The *Big Nickel* is a free distribution shopper published every Thursday and available at over 500 locations throughout our distribution area.



### Display Advertising Rates

Open Rate . . . . .	\$37.00
Non-profit Rate . . . . .	\$16.50

### Consecutive Week Agreements

6 - Weeks	\$27.50
13 - Weeks	\$14.50
26 - Weeks	\$12.50
52 - Weeks	\$10.25

Ads running in the *Sparks Tribune* may be picked up into the *Big Nickel* at a rate of \$10.25 per column inch.

### Mechanical Specifications

Columns	Pica-Point	Inches
1	9.6	1 9/16
2	20	3 5/16
3	30.6	5 1/16
4	41	6 13/16
5	51.6	8 9/16
6	60	10 5/16

**Published Every Thursday**  
**Advertising Deadline Tuesday, 3:00 p.m.**

## Sparks Tribune Mechanical Specifications

A Standard size page is 6 columns wide, 21.5 inches deep. Advertising ordered at more than 19 inches in depth will be billed at 21.5 inches. Screen requirement is 85 line.

Columns	Pica-Point	Inches
1	10p4.5	1.75"
2	21p6	3.50"
3	32p7.5	5.25"
4	43p9	7.25"
5	54p10.5	9.00"
6	66p	11.00"

*Classified column measurements are the same as the Big Nickel. For more information please call your advertising representative.*

## Sparks Tribune Color Rates

One color and black . . . . .	\$150.00
(Red, blue or yellow)	
Full color . . . . .	\$350.00
<i>Frequency discounts available</i>	

## Sparks Tribune Advertising Deadlines

Space reservations must be made by 3:00 p.m. two business days prior to publication date.

*Ads running in the Sunday classified section must be in by noon on Friday.*

## Policies and Terms of Payment

**1. All Advertising must be prepaid** until credit has been approved. An advertiser pre-paying their entire contract in advance will receive a 5% pre-payment discount.

**2. All accounts are due net 30 days.** Overdue accounts are charged at a rate of 1.5% per month.

**3. Cancellation of a scheduled advertisement** less than 24 hours in advance is subject to a 25% charge of the ads cost.

**4. Cancellation of an advertising contract** must be in writing. All advertising published prior to cancellation date will be rebilled at the open rate.

**5. Advertising placed by advertising agencies** wishing to receive their 15% commission and submitting camera ready copy will be billed at the open rate. Color, non-profit, special offers, repeat and pre-print rates are net (non-commissionable.)

**6. All advertising is subject to the approval** of the Publisher of the Sparks Tribune & The Big Nickel.

**7. Publisher of the Sparks Tribune and The Big Nickel** has the right to refuse any advertisement.

**8. Credit for errors** shall not exceed the cost of that portion of the space occupied by the error. *The Sparks Tribune/Big Nickel* will be responsible for the first run date only.

**9. Guaranteed Placement** - is available on 1/4 page or larger ads in *The Sparks Tribune* and 15" or larger ads in *The Big Nickel* for an additional 25% of the ad cost.

## Sparks Tribune Pre-Printed Inserts

Open Rate . . . . . \$45 per thousand

- Frequency rates available upon request
- Minimum of 5,000 inserts
- Inserts need to be scheduled ten working days prior to run date and received five days prior to run date.
- A limited number of pre-prints are available on any given day. You will be notified when you schedule the pre-print of availability on that day.

**www.DailySparksTribune.com**

## Showcase your business on the World Wide Web

- Business profile, photo gallery, Google map, customer testimonials and more - *customized for your business!*
- Link to your website
- If you don't have a website . . . this is a low cost way to have an internet presence
- Our site averages more than 20,000 hits each month - driven by the *Big Nickel* classified ads and local *Sparks Tribune* news
- Monthly cost as low as \$20



**Banner ads** . . . as low as \$200 monthly (minimum 3 consecutive months)

With online and print combination packages, you'll maximize exposure while promoting your business and stretching your advertising dollars. Contact your advertising representative for more information.

