

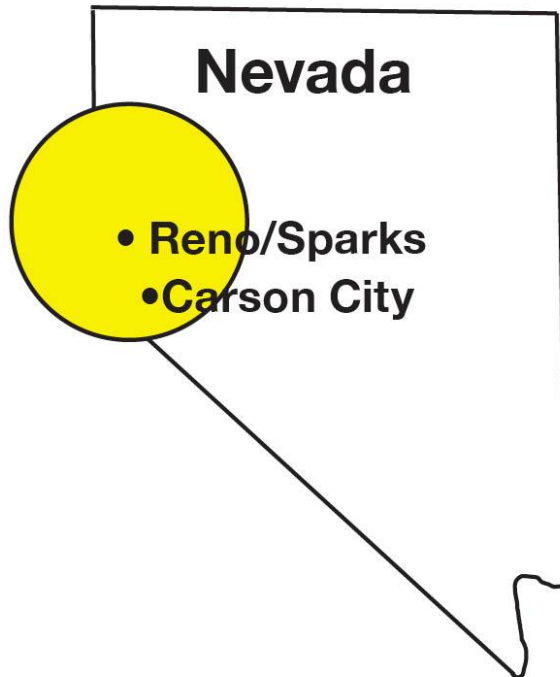


Working For You . . . All Week Long!

Welcome to The Big Nickel!

Bringing Buyers & Sellers Together Since 1967

- Want to increase your customer base?*
- Interested in more people knowing about your business?*
- Want to create more name recognition?*
- Need an economical way to promote your business?*



The Big Nickel is the answer!

- 50,000 copies distributed every Thursday
- Available FREE at over 500 pick-up locations throughout the area
- **In Nevada:** Sparks & Reno, Carson City, Minden, Gardnerville, Topaz Lake, Fernley, Fallon, Silver Springs, Dayton, Virginia City, Incline Village
- **In California:** Doyle, Susanville, Portola, Graeagle, Quincy, Truckee, Kings Beach and North Shore Lake Tahoe

Also online: www.DailySparksTribune.com

(775) 358-8061 ❖ 1002 C Street, Sparks, Nevada 89431

Display ads: ext. 237, 238 or 239

Classified ads: ext. 244, 247 or 248

e-mail: advertising@DailySparksTribune.com



2011 Advertising Rates & Information

Publication day: Thursdays ❖ **Advertising deadline:** Tuesdays at 3:00 p.m.

Display Advertising

Display Advertising Rates

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

Consecutive Week Agreements

6-weeks \$27.50
13-weeks \$14.75
26-weeks \$12.75
52-weeks \$10.50

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	62	10-5/16

Ads running in the Sparks Tribune may be picked up into the Big Nickel at a rate of \$10.50

Classified Advertising

Commercial & Business Line Ads

\$17

10-words with a bold headline – plus your ad will also appear in the Sparks Tribune and on our website

Add 45¢ for each additional word

Private Party Line Ads

\$18

15-words with a bold headline – plus your ad will also appear in the Sparks Tribune and on our website

Add 25¢ for each additional word

Discounts are available for ads running 13 or more consecutive weeks.

To place your ad and for more information, call 775-358-8061

Carolyn Burciaga, ext. 244 ❖ Teresa Planka, ext. 247 ❖ Hannah O'Brien, ext. 248

You can also place your classified ad by going to our website:

www.DailySparksTribune.com

"Place Your Big Nickel Ad."

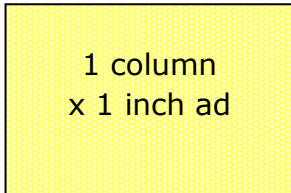
Click on the yellow type: the Big Nickel, click on

For a 10% discount, enter promo code: online



Sample Ad Sizes

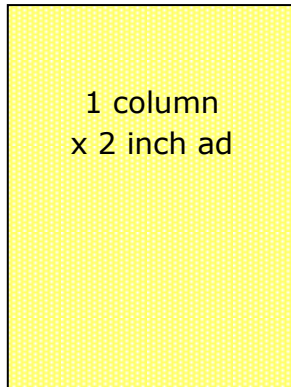
- Lower advertising rates are given for consecutive week space agreements.
- Copy and ad size can change as often as needed, as long as a display ad runs every week for the number of weeks in your space agreement.
- Ad sizes are available from a one column inch ad to a full page (84 column inches)



1 column
x 1 inch ad

1 column x 1 inch ❖ 1 column inch ad

1 to 5 weeks \$37.00 week
 6 - consecutive weeks \$27.50 week
 13 - consecutive weeks . . . \$14.75 week
 26 - consecutive weeks . . . \$12.75 week
 52 - consecutive weeks . . . \$10.50 week



1 column
x 2 inch ad

1 column x 2 inch ❖ 2 column inch ad

1 to 5 weeks \$74.00 week
 6 - consecutive weeks \$55.00 week
 13 - consecutive weeks . . . \$29.50 week
 26 - consecutive weeks . . . \$25.50 week
 52 - consecutive weeks . . . \$21.00 week

2 column x 2 inch ❖ 4 column inches
"Business Card Size"

1 to 5 weeks \$148 week
 6 - consecutive weeks . . \$110 week
 13 - consecutive weeks . . . \$ 59 week
 26 - consecutive weeks . . . \$ 51 week
 52 - consecutive weeks . . . \$ 42 week

**For additional ad sizes
and costs, call us at:**

(775) 358-8061

Karen Streeby, ext. 237
 Angel Correa, ext. 238
 Dave Zybert, ext. 239

e-mail:

Advertising@DailySparksTribune.com

The Big Nickel is Online Every Week

www.DailySparksTribune.com



Go to our Sparks Tribune website:

www.DailySparksTribune.com

Click on the Big Nickel image in the top right corner

You can also search classified line ads by category, click on the yellow type, the big nickel, in the blue bar

When you place your ad in the Big Nickel – *display ad or a classified line ad* – it will automatically appear on our website at no additional cost. When you place your ad in the Big Nickel, the Sparks Tribune and on our website, you'll get 100,000 readers weekly at one low, affordable price.

Policies and Terms of Payment

- 1. All advertising must be prepaid** until credit has been approved. For display advertising, an advertiser pre-paying their entire contract (6 weeks or more) 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 re-billed at the open rate.
- 5. All 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 and Big Nickel.
- 7. Credit for errors** shall not exceed the cost of that portion of the space occupied by the error. The Sparks Tribune/Big Nickel will not be responsible for errors after the first publication of the ad.