



2011

northern • nevada
BusinessWeekly
www.nnbw.com

500 Double Eagle Court,
Reno, NV 89521
(775) 770-1173



► Special Section Magazine Editions*

Our Annual Magazine Sections are included as a supplement to the NNBW. Additional copies are distributed throughout the year at the various business functions in which we participate. These sections are 8.5" x 11" trim size and utilize an 80-lb coated cover stock with 70-lb coated stock for the inside pages.

Nevada Association of Employers

Publishes: February 21, 2011

Advertising Deadline: January 21, 2011

The Nevada Association of Employers publication will focus on its history and current mission, its role in human resources, government affairs and advocacy, as well as training the NAE offers to its members. This publication will be a invaluable tool for recruiting new members.



Elko Business Outlook

Publishes: September 5, 2011

Advertising Deadline: August 15, 2011

Take a look at what is going on in Elko. This booming economy will feature articles on agriculture, business to business, mining, small businesses and much more for 2011-12. The NNBW has collaborated with the Elko Chamber of Commerce to create an annual show piece for this Eastern Nevada community.

NORTHERN NEVADA HUMAN RESOURCE ASSOCIATION

Publishes: February 28, 2011

Advertising Deadline: February 9, 2011

This magazine will be written by the NNHRA members and will give the NNBW readers insight on employment and hiring issues, human resource solutions and other key issues for their industry in 2011.



BUSINESS LAW GUIDE

Publishes: September 26, 2011

Advertising Deadline: September 5, 2011

The top 10 things your business lawyer should tell you during these tough times. A partnership with the Nevada Bar Association on how to protect and grow your business.

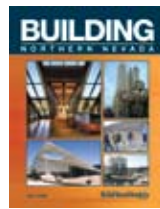


MINING

Publishes: March 28, 2011

Advertising Deadline: March 9, 2011

Mining, the bedrock of Nevada's economy since its earliest days, remains important to every person who lives and works in the state. Northern Nevada Business Weekly looks at new developments in the industry as well as its many contributions.

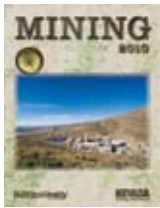


BUILDING NORTHERN NEVADA

Publishes: October 3, 2011

Advertising Deadline: September 12, 2011

Will the construction industry continue to drive the region's economy? Gain insight and meet important players within the designated industries of Construction Outlook. A special edition in Northern Nevada Business Weekly!

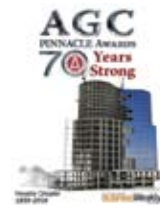


MEETING PLANNERS DIRECTORY

Publishes: May 2, 2011

Advertising Deadline: April 11, 2011

This directory will include listings for all of the meeting and convention options available in the area. These listings will include the essential information on each facility along with location and contact information.



AGC - Associated General Contractors Pinnacle Awards

Publishes: November 7, 2011

Advertising Deadline: October 17, 2011

This magazine will feature the nominees for the 2011 AGC Pinnacle awards and will be used as the official program for the awards held in November.



INFLUENTIAL WOMEN IN NORTHERN NEVADA

Publishes: June 6, 2011

Advertising Deadline: May 16, 2011

A salute to professional women in business who make significant contributions to their companies, their industries and their communities.

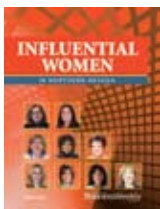


BUSINESS PREVIEW 2012

Publishes: January 2, 2012

Advertising Deadline: December 12, 2012

This special section will be the same size and format as the standard NNBW newspaper. This publication will be distributed to 12,000 businesses and review the trends and events that will affect businesses in 2011.



CARSON CITY & LYON COUNTY OUTLOOK

Publishes: July 4, 2011

Advertising Deadline: June 13, 2011

A look at the growth and development in Carson City and Dayton for 2011.

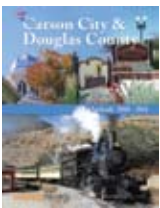


BOOK OF LISTS

Publishes: January 19, 2012

Advertising Deadline: December 19, 2012

This magazine will include all of the "lists" published in the NNBW in 2011. It will be mailed with the NNBW in late December with extra copies available for purchase.



* Other Magazines and In-Paper Special Sections are added throughout the year.

Please contact your sales representative for more information at

775.770.1173 or visit us at www.nnbw.com

▶ Deadlines

- **Advertising Space Reservation Deadline:** Tuesday prior to publication date by 5 p.m.
- **Digital File Deadline:** Thursday prior to publication date by 1 p.m.
- **Published every Monday**
- **Preprinted Insert Deadline:** Wednesday prior to publication date
- **Print & Mail Program Deadline:** 14 days prior to publication date
- **Ads Cancelled After Space Reservation Deadlines Are Subject To a 25% Cancellation Charge**

- ▶ **Advertising Agencies receive a 15% discount off the rate card with all signed contracts.**
- ▶ **We also honor umbrella contracts.**

▶ 2011 Rates

Size	Open	6x	13x	26x	52x
Basic Ad Cost - Per Issue					
FP	\$2,883	\$2,326	\$2,063	\$1,820	\$1,575
3/4 pg	\$2,177	\$1,876	\$1,695	\$1,482	\$1,260
1/2 pg	\$1,722	\$1,431	\$1,233	\$1,045	\$937
1/4 pg	\$952	\$768	\$708	\$566	\$499
1/8 pg	\$508	\$418	\$388	\$322	\$267
1/16 pg			\$200	\$175	\$145
Basic Ad Cost Plus Full Color - Per Issue					
FP	\$3,739	\$3,089	\$2,703	\$2,355	\$2,049
3/4 pg	\$2,947	\$2,533	\$2,226	\$1,903	\$1,498
1/2 pg	\$2,370	\$1,918	\$1,611	\$1,313	\$1,153
1/4 pg	\$1,471	\$1,155	\$1,039	\$800	\$669
1/8 pg	\$952	\$771	\$651	\$525	\$401
1/16 pg			\$325	\$275	\$225

▶ Exclusive Sponsorships

Size	6x	13x	26x	52x
Front Page Ad Plus Full Color (4.8" x 1.6")				
Consecutive Weeks	\$425	\$375	\$325	\$275

Daily Email Update: Monday - Friday

Large Ad (728 x 90 pixels) \$300 Per Week - 6 consecutive week minimum

Small Ad (300 x 100 pixels) \$150 Per Week - 6 consecutive week minimum



▶ Additional Advertising

Subscription Prices: \$1 per week \$52 per year

NNBW in the Web

Web Banner Ad	(468 x 60 pixels)	\$425/monthly
Box Ad	(160 x 578 pixels)	\$225/monthly
Button Ad	(164 x 120 pixels)	\$150/monthly

Business Listing Strip Ad (Agate)

Located under the business listings (single ad per page)
9.75"x 2" (Includes Full Color) single ad per page
(limited availability)

Open	\$400	13 time	\$325
26 time	\$275	52 time	\$200

Preprinted Inserts:

\$500.00 for full insert run (single sheet)

Call your account representative for other sizes, print options and a quote.

Wraps*

Front Page Wraps (4 pages)

Open	13X	26x
\$1,595	\$1,395	\$1,095

Inside Wraps (4 pages)

Open	13x	26
\$995	\$795	\$595

*net rates

Sizes

width **height**
10" x 5.25

(The front page wraps has areas you want to avoid having images. Please ask your sales representative for a template)

Commercial Real Estate Section

Publishes: 3rd Monday of each month

Advertising Deadline: Thursday-10 days prior publication

Monthly section featuring the area's commercial real estate offering and related services. Office, retail, industrial and land, this is the area's premier source for these commercial categories.

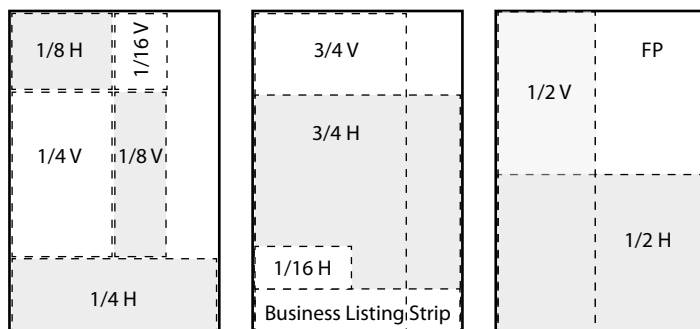
► 2011 List Schedule

The "List" will run the 2nd and 4th Mondays of each month. Below are the dates and categories that will be featured. Ad placement can be requested adjacent to the list page with priority given by date of order. The weekly list will also be available online.

Pub Date	Category	Pub Date	Category
Jan. 10	Credit unions	July 11	Special events
Jan. 24	Hospitals	July 25	Accounting firms
Feb. 7	Hotels/casinos	Aug. 8	College, university, career schools
Feb. 21	Law firms	Aug. 22	Mining producers
March 7	Largest employers	Sept. 5	Manufacturers
March 21	Commercial RE brokerages	Sept. 19	Contractors
April 4	IT outsource companies	Oct. 3	Engineering firms
April 18	Advertising agencies	Oct. 17	Providers of business telecommunications
May 2	Sign companies	Oct. 31	Banks
May 16	Golf courses	Nov. 14	Ski resorts
May 30	Architectural firms	Nov. 28	Alarm Companies
June 13	Residential RE brokerages	Dec. 12	Staffing agencies
June 27	Oldest businesses	Dec. 26	Insurance companies

► Ad Specs

Sizes	Width		Height
FP	9.75"	x	13.7"
3/4 V	7.3"	x	13.7"
3/4 H	9.75"	x	10"
1/2 V	4.8"	x	13.7"
1/2 H	9.75"	x	6.8"
1/4 V	4.8"	x	6.8"
1/4 H	9.75"	x	3.3"
1/8 V	2.35"	x	6.8"
1/8 H	4.8"	x	3.3"
Business Listing Strip	9.75"	x	2"
1/16 V	2.35"	x	3.3"
1/16 H	4.8"	x	1.6"



WE ACCEPT THE FOLLOWING FILE FORMATS:

- **QuarkXpress (version up to 6.5) native file** - Collect for output (fonts and all the links included), and send us a compressed file. Include a low resolution PDF file for proofing purpose only.
- **Photoshop (up to version CS3) file** - Collect all the fonts used and flatten all the layers. Save the file as EPS, TIF or high resolution JPG.
- **Illustrator (up to version CS3) file** - Outline all the fonts used and flatten all the layers. If there are raster images used in the file, send them with the document. Save the file as EPS or high resolution PDF. Include a low resolution PDF file for proofing purpose only.
- **InDesign (up to version CS3) file** - Outline fonts or collect them for output with links, and send us a compressed file. Include a low resolution PDF file for proofing purpose only.
- **Adobe Acrobat PDF files** - The files should be made with Acrobat Distiller with the setting we provide.

PRINT RESOLUTIONS:

Inside pages 100 line screen. Glossy pages 133 line screen.

AD SUBMISSION:

We accept ads on CDs, DVDs, USB Memory Sticks, via FTP sites, or e-mails. If you are sending files through FTP sites or e-mails, please make sure to compress files into SIT or ZIP format.

TYPE TIPS

- Recommended color is 100 % black
- Do not use point sizes smaller than 8 points
- Reverse type smaller than 12 points may not reproduce well, especially serif and non-bold fonts.

ART TIPS

- All photos and artwork should be scanned at 300 dpi or higher. All lineart should be scanned at 1200 dpi or higher.
- All art placed in the final document should be using CMYK, and saved as TIF or EPS.
- Line art: color mode in grayscale, saved as TIF or EPS.