



northern • nevada
BusinessWeekly
nbnw • biz

**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.



NORTHERN NEVADA HUMAN RESOURCE ASSOCIATION

Publishes: February 8th, 2010

Advertising Deadline: January 19, 2010

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 2010.



ASSOCIATED BUILDERS AND CONTRACTORS

Publishes: February 15, 2010

Advertising Deadline: January 26, 2010

The members of ABC will be giving NNBW readers a look at their organization and what to expect for 2010 for their industry in 2010.



MINING

Publishes: April 5, 2010

Advertising Deadline: March 15, 2010

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.

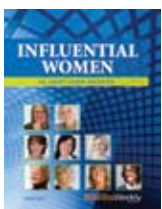


MEETING PLANNERS DIRECTORY

Publishes: May 3, 2010

Advertising Deadline: April 12, 2010

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.

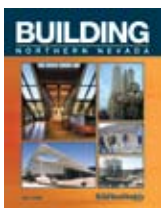


INFLUENTIAL WOMEN IN NORTHERN NEVADA

Publishes: June 7, 2010

Advertising Deadline: May 17, 2010

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

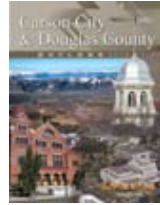


CONSTRUCTION OUTLOOK

Publishes: July 5, 2010

Advertising Deadline: June 14, 2010

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!



CARSON CITY & LYON COUNTY OUTLOOK

Publishes: August 2, 2010

Advertising Deadline: July 12, 2010

A look at the growth and development in Carson City and Dayton for 2009.



BUSINESS LAW GUIDE

Publishes: August 2, 2010

Advertising Deadline: September 13, 2010

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.

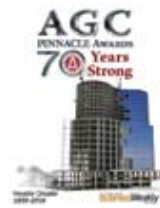


COMMERCIAL REAL ESTATE IN NORTHERN NEVADA

Publishes: November 1, 2010

Advertising Deadline: October 11, 2010

Commercial Real Estate in northern Nevada, will it continue to thrive in 2009? Check out this magazine which will coincide with an online component for free Commercial Real Estate listings.



AGC - Associated General Contractors Pinnacle Awards

Publishes: November 8, 2010

Advertising Deadline: October 18, 2010

This magazine will feature the nominees for the 2009 AGC Pinnacle awards and will be used as the official program for the awards held in November.



BUSINESS PREVIEW 2010

Publishes: January 3, 2011

Advertising Deadline: December 13, 2010

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 2010.



BOOK OF LISTS

Publishes: January 10, 2011

Advertising Deadline: December 20, 2010

This magazine will include all of the "lists" published in the NNBW in 2009. 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.biz

► 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.**

► 2010 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
\$300 Per Week - 6 consecutive week minimum

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

► Additional Advertising

NNBW in the Web

Web Banner Ad	\$425/monthly
Front page Button Ad	\$225/monthly
Button Ad	\$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:

\$825.00 for full insert run (single sheet)

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

Print & Mail Program

Double sided 8.5 x 11 printed on glossy stock and mailed with the Northern Nevada Business Weekly.

Full Distribution: \$2300

Four sided 8.5 X 11 printed on glossy stock and mailed with the Northern Nevada Business Weekly. Also included will be two 1/8th page full color ads.

Total cost: \$3000

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.



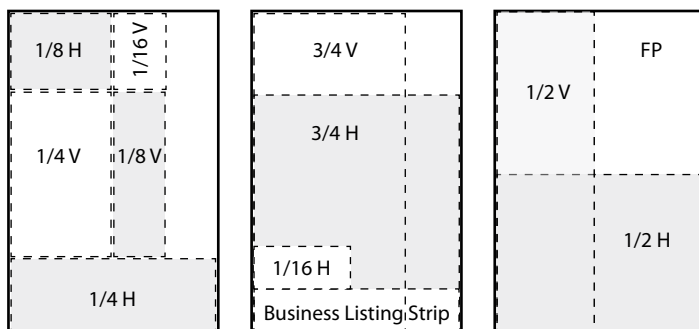
► 2010 List Schedule

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.

Publication Date	Category	Publication Date	Category
Jan. 11	Credit union	July 12	Special events
Jan. 25	Hospitals	July 26	Accounting firms
Feb. 8	Hotels/casinos	Aug. 9	Higher education
Feb. 22	Law firms	Aug. 23	Mining producers
March 8	Largest employers	Sept. 13	Manufacturers
March 22	Commercial RE brokerages	Sept. 27	Contractors
April 12	IT outsource companies	Oct. 11	Engineering firms
April 26	Advertising agencies	Oct. 25	Banks
May 10	Golf courses	Nov. 8	Telecommunications
May 24	Architectural firms	Nov. 22	Ski resorts
June 7	Residential RE brokerages	Dec. 13	Staffing agencies
June 21	Oldest businesses	Dec. 27	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-bolf 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.