





# Magazine Editions

Our Annual Magazine Sections are included as a supplement to the NNBW. Additionally, 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.



## HUMAN RESOURCES

**Publishes: March 3, 2009**

Advertising Deadline: February 13, 2009

Some of the best human relations specialists in northern Nevada share their insight and expertise with the readers of Northern Nevada Business Weekly in a special section readers will keep handy all year long.



## MINING

**Publishes: April 6, 2009**

Advertising Deadline: March 11, 2009

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.

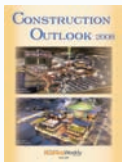


## MEETING PLANNERS DIRECTORY

**Publishes: April 27, 2009**

Advertising Deadline: April 10, 2009

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.



## CONSTRUCTION OUTLOOK

**Publishes: May 25, 2009**

Advertising Deadline: May 8, 2009

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!

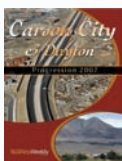


## WOMEN IN BUSINESS

**Publishes: June 29, 2009**

Advertising Deadline: June 12, 2009

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



## CARSON CITY & LYON COUNTY PROGRESSION

**Publishes: July 27, 2009**

Advertising Deadline: July 10, 2009

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



## HOW TO GUIDE

**Publishes: August 31, 2009**

Advertising Deadline: August 7, 2009

NNBW's "How To" Guide will provide the information that purchasers of business goods and services need and puts a suppliers' name in front of them when they're ready to buy. Advice from professional groups and trusted local resources make the NNBW "How To" Guide a publication that decision-makers will keep on hand for many months to come.



## BUSINESS LAW GUIDE

**Publishes: September 28, 2009**

Advertising Deadline: September 11, 2009

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 N. NEVADA

**Publishes: October 26, 2009**

Advertising Deadline: October 9, 2009

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 9, 2009**

Advertising Deadline: October 23, 2009

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 4, 2010**

Advertising Deadline: December 14, 2009

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: Late December**

Advertising Deadline: December 2, 2009

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.



Advertising space: Tuesday 5pm  
Camera Ready: Thursday 1pm

Published first of each week  
Preprints: 5 days prior to publication  
Print & Mail 12 days prior to publication

Ads Cancelled After Reservation Deadlines Are Subject To a 25% Cancellation Charge

## Deadlines

Size	Open	6x	13x	26x	52x
------	------	----	-----	-----	-----

### Basic Ad Cost - Per Issue

FP	\$2883	\$2326	\$2063	\$1820	\$1575
3/4 pg	\$2177	\$1876	\$1695	\$1482	\$1260
1/2 pg	\$1722	\$1431	\$1233	\$1045	\$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	\$3739	\$3089	\$2703	\$2355	\$2049
3/4 pg	\$2947	\$2533	\$2226	\$1903	\$1498
1/2 pg	\$2370	\$1918	\$1611	\$1313	\$1153
1/4 pg	\$1471	\$1155	\$1039	\$800	\$669
1/8 pg	\$952	\$771	\$651	\$525	\$401
1/16 pg			\$325	\$275	\$225

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

Daily Email Newsletter Sponsorship, exclusive marketing to a targeted audience.  
Contact your sales professional for more information

NNBW on the Web: Web Banner ad \$475 a month, Front page Button ad \$225 a month,  
Button Ad \$150 a month



## Additional Advertising

### Market Awareness Program (1/16)

The Most Cost Effective Way To Reach Over 28,000 Business to Business Contacts in The Reno, Sparks & Carson Area.

### 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:

\$150.00 per thousand (single sheet)  
Call your account representative for other sizes, print options and a quote

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

### 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.

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

<b>Jan 26</b> Hospitals	<b>May 25</b> Architectural firms	<b>Sept. 28</b> Contractors
<b>Feb . 9</b> Hotels/casinos	<b>June 8</b> Residential RE brokerages	<b>Oct. 12</b> Engineering firms
<b>Feb. 23</b> Law firms	<b>June 22</b> Oldest businesses	<b>Oct. 26</b> Banks
<b>March 9</b> Largest employers	<b>July 13</b> Special events	<b>Nov. 9</b> Telecommunications
<b>March 23</b> Commercial RE brokerages	<b>July 27</b> Accounting firms	<b>Nov. 23</b> Ski resorts
<b>April 13</b> IT outsource companies	<b>Aug. 10</b> Manufacturers	<b>Dec. 14</b> Staffing agencies
<b>April 27</b> Advertising agencies	<b>Aug. 24</b> Mining producers	<b>Dec. 28</b> Insurance companies
<b>May 11</b> Golf courses	<b>Sept. 14</b> Logistics providers	

## AD Specs

Sizes	Inches	Ad Specs
FP	9.75" x 13.7"	<p><b>Scanning Photos &amp; Artwork:</b> All photos and artwork should be scanned at 300 dpi or higher. All lineart should be scanned at 1200 dpi or higher.</p> <p><b>We Accept the Following File Formats:</b></p> <p><b>QuarkXpress (version up to 6.5) native file -</b> Collect for output (fonts and all the links included), and send us a compressed file. Include a low resolution PDF file for <i>proofing purpose only</i>.</p> <p><b>Photoshop (up to version CS3) file -</b> Outline all the fonts used and flatten all the layers. Save the file as EPS, TIF or high resolution JPG.</p> <p><b>Illustrator (up to version CS3) file -</b> 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 <i>proofing purpose only</i>.</p> <p><b>InDesign (up to version CS3) file -</b> Outline fonts or collect them for output with links, and send us a compressed file. Include a low resolution PDF file for <i>proofing purpose only</i>.</p> <p><b>Adobe Acrobat PDF files -</b> The files should be made with Acrobat Distiller with the setting we provide.</p> <p><b>Print Resolutions:</b> Inside pages 100 line screen. Glossy pages 133 line screen.</p> <p><b>Ad Submission:</b> We accept ads in Zip 100 disks, 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.</p>
3/4v pg	7.3" x 13.7"	
3/4h pg	9.75" x 10"	
1/2v pg	4.8" x 13.7"	
1/2h pg	9.75" x 6.8"	
1/4v pg	4.8" x 6.8"	
1/4h pg	9.75" x 3.3"	
1/8v pg	2.35" x 6.8"	
1/8h pg	4.98" x 3.3"	
Business Listing Strip	9.75" x 2"	
1/16h pg	4.8" x 1.6"	
1/16v pg	2.35" x 3.3"	
Business & Service	2.8" x 1.5"	

### 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 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.

