



## 2022 MEDIA KIT

The RN&R has been the alternative news voice for Reno, Sparks and Northern Nevada since 1995.

### IN PRINT

Our print edition is back, as a monthly, with **25,000 copies** being distributed in more than 500 locations in Reno, Sparks, Carson City and beyond!

### DIGITAL

The all-new RenoNR.com is powered by Newspack, a project of WordPress.com and the Google News Initiative—and the result is the most dynamic news website in the state. Our newsletters are sent each to more than 7,000 engaged readers each week!

Very soon, all of the RN&R's digital archives going back to 2000 will be included at RenoNR.com—searchable, and available to all, for free. The RN&R has never had a paywall or charged subscription fees, and we never will. Think free!

### AND MORE!

We also offer our print-edition Classified Marketplace; sponsored content, both in print and online—and more!

**PRINT EDITION**

**2022  
MONTHLY RATES**

| SIZE        | OPEN   | 3X     | 6X     | 8X     | 12X    |
|-------------|--------|--------|--------|--------|--------|
| <b>FULL</b> | \$2099 | \$1849 | \$1599 | \$1399 | \$1199 |
| <b>1/2</b>  | \$1099 | \$949  | \$829  | \$749  | \$679  |
| <b>1/3</b>  | \$719  | \$649  | \$569  | \$509  | \$449  |
| <b>1/4</b>  | \$569  | \$519  | \$479  | \$439  | \$379  |
| <b>1/6</b>  | \$469  | \$429  | \$399  | \$349  | \$309  |
| <b>1/8</b>  | \$359  | \$339  | \$309  | \$279  | \$249  |

- Cost is per consecutive issue
- Color included
- 12x rate to nonprofits; add 10 percent discount for at least 3x commitment
- 25% discount on matching digital commitment
- All rates are for camera-ready artwork (JPG, TIF or PDF files)

**DEADLINES**

| ISSUE             | SPACE RESERVATION DEADLINE | CAMERA-READY ARTWORK DUE |
|-------------------|----------------------------|--------------------------|
| <b>JUNE 2022</b>  | Wednesday, May 18          | Friday, May 20           |
| <b>JULY 2022</b>  | Wednesday, June 22         | Friday, June 24          |
| <b>AUG 2022</b>   | Wednesday, July 20         | Friday, July 22          |
| <b>*SEPT 2022</b> | Wednesday, Aug. 17         | Friday, Aug. 19          |
| <b>OCT 2022</b>   | Wednesday, Sept. 21        | Friday, Sept. 23         |
| <b>NOV 2022</b>   | Wednesday, Oct. 19         | Friday, Oct. 21          |
| <b>DEC 2022</b>   | Wednesday, Nov. 16         | Friday, Nov. 18          |
| <b>JAN 2023</b>   | Wednesday, Dec. 21         | Friday, Dec. 23          |

*\*BEST OF NORTHERN NEVADA*

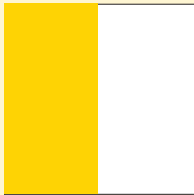
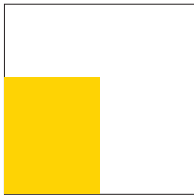
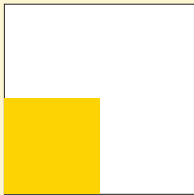
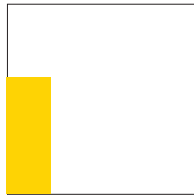
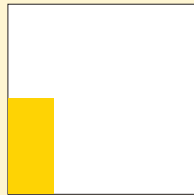
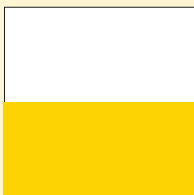
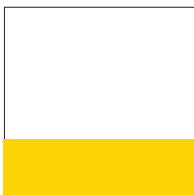
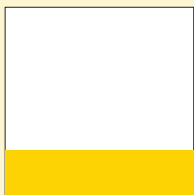
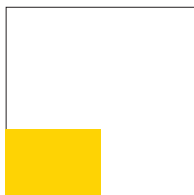
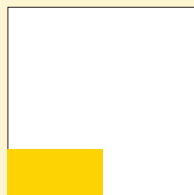
**Need us to design your ad for you? NO PROBLEM!**  
For a \$45 fee, our graphic design team will work with you to develop the perfect advertisement.

**AD SIZES**

**FULL PAGE**  
9.89 inches wide x 9.66 inches high

**BACK COVER**  
\$2,499 (OPEN RATE)  
Multi-month discounts depending on availability.

**Sticker ads** and pre-paid **inserts** available!  
**Call for details: 775-324-4440**

| 1/2 PAGE   | 1/3 PAGE   | 1/4 PAGE  | 1/6 PAGE   | 1/8 PAGE   |
|--|--|---|--|--|
| <b>VERTICAL</b>  |  |   |  |  |
| <br>4.86 inches wide x 9.66 inches high | <br>4.86 inches wide x 6.40 inches high | <br>4.86 inches wide x 4.74 inches high | <br>2.40 inches wide x 6.44 inches high | <br>2.40 inches wide x 4.74 inches high |
| <b>HORIZONTAL</b>  |  |   |  |  |
| <br>9.89 inches wide x 4.74 inches high | <br>9.89 inches wide x 3.16 inches high | <br>9.89 inches wide x 2.29 inches high | <br>4.86 inches wide x 3.16 inches high | <br>4.86 inches wide x 2.29 inches high |

# CLASSIFIED MARKETPLACE

## PRINT EDITION

Professional Services • Rentals & Real Estate  
Mind, Body & Spirit • For Sale • Odds & Ends

Got something to sell? A job to fill? A place to rent?  
A service-oriented business to promote?  
**Our Classified Marketplace is perfect for you.**

*All advertising is subject to the newspaper's standards and guidelines. The Reno News & Review reserves the right to edit or decline any ad. The RN&R assumes no financial liability for errors or omissions. The advertiser and not the newspaper assumes full responsibility for the truthful content of the advertising message.*

**Just \$99 per month!**

**Choose between:**

- A line ad, up to 60 words long (Additional words \$1.50 each)

**OR**

- A 1/20 display ad (2.35 inches wide by 1.85 inches tall)

# SPONSORED CONTENT

## PRINT & DIGITAL

Help us tell your story with sponsored content in the Reno News & Review

| PRINT ONLY: YOU WRITE  | 1x     | 3X     | 6X     | 12X    |
|--|--------|--------|--------|--------|
| 1/2 page (usually 600 words or less)                                 | \$1099 | \$949  | \$829  | \$679  |
| 3/4 page (usually 600-950 words)                                     | \$1599 | \$1349 | \$1149 | \$949  |
| Full page (usually 950-1250 words)                                   | \$2099 | \$1849 | \$1599 | \$1199 |
| DIGITAL ONLY: YOU WRITE  | 1x     | 3X     | 6X     | 12X    |
| Any length up to 1,200 words   | \$899  | \$749  | \$549  | \$499  |
| <i>Included in perpetuity at RenoNR.com; link in one newsletter.</i> |        |        |        |        |
| PRINT & DIGITAL: YOU WRITE   | 1x     | 3X     | 6X     | 12X    |
| 1/2 page (usually 600 words or less)                                 | \$1699 | \$1449 | \$1199 | \$999  |
| 3/4 page (usually 600-950 words)                                     | \$2099 | \$1799 | \$1449 | \$1199 |
| Full page (usually 950-1250 words)                                   | \$2599 | \$2199 | \$1899 | \$1499 |

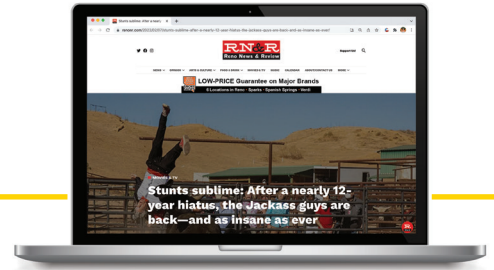
**Want us to produce your content for you, with your guidance?**

For 6x or 12x  
Add \$300 per month

For 1x or 3x  
Add \$350 per month

# DIGITAL OFFERINGS

**RENONR.COM**



## LEADERBOARD PACKAGE

**\$599 per month**

- 728x90 leaderboard at the top of RenoNR.com, run of site
- Ad in at least one newsletter per week

## BILLBOARD PACKAGE

**\$599 per month**

- 970x250 ad above the fold at RenoNR.com, run of site
- Ad in at least one newsletter per week

## WIDE SKYSCRAPER PACKAGE

**\$499 per month**

- 160 x 600 skyscraper at RenoNR.com, run of site
- Ad in at least one newsletter per week

## RECTANGLE PACKAGE

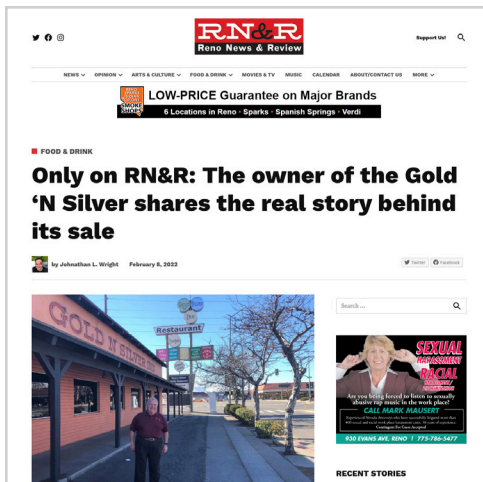
**\$399 per month**

- 300 x 250 rectangle at RenoNR.com, run of site
- Ad in at least one newsletter per week

## BANNER PACKAGE

**\$299 per month**

- 468 x 60 footer banner ad at RenoNR.com, run of site
- Ad in at least one newsletter per week



- Maximum of three ads in rotation per zone at RenoNR.com
- Weekly rate: 40% of monthly price
- Half-month rate: 67% of monthly price
- 20 percent discount to nonprofits
- Discounted 25 percent with matching print buy
- Other sizes available per request
- Social media posts available per request