



## 2023 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 700 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 site gets about **18,000 unique visitors per month**, and our newsletters are sent each to more than **10,000 engaged readers each week!**

All of the RN&R's digital archives going back to 2000 are 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.

### AND MORE!

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

**PRINT EDITION**

**2023 MONTHLY RATES**

SIZE	OPEN	3X	6X	8X	12X
<b>FULL</b>	\$2139	\$1869	\$1619	\$1399	\$1199
<b>1/2</b>	\$1119	\$969	\$849	\$769	\$699
<b>1/3</b>	\$739	\$659	\$579	\$519	\$459
<b>1/4</b>	\$579	\$529	\$489	\$449	\$389
<b>1/6</b>	\$479	\$499	\$409	\$359	\$319
<b>1/8</b>	\$369	\$349	\$319	\$289	\$259

- 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>JAN 2023</b>	Wednesday, Dec. 21	Friday, Dec. 23
<b>FEB 2023</b>	Wednesday, Jan. 18	Friday, Jan. 20
<b>MARCH 2023</b>	Wednesday, Feb. 15	Friday, Feb. 17
<b>APRIL 2023</b>	Wednesday, March 22	Friday, March 24
<b>MAY 2023</b>	Wednesday, April 19	Friday, April 21
<b>JUNE 2023</b>	Wednesday, May 17	Friday, May 19
<b>JULY 2023</b>	Wednesday, June 21	Friday, June 23
<b>AUG 2023</b>	Wednesday, July 19	Friday, July 21
<b>*SEPT 2023</b>	Wednesday, Aug. 23	Friday, Aug. 25
<b>OCT 2023</b>	Wednesday, Sept. 20	Friday, Sept. 22
<b>NOV 2023</b>	Wednesday, Oct. 18	Friday, Oct. 20
<b>DEC 2023</b>	Wednesday, Nov. 22	Friday, Nov. 24
<b>JAN 2024</b>	Wednesday, Dec. 20	Friday, Dec. 22

\*BEST OF NORTHERN NEVADA

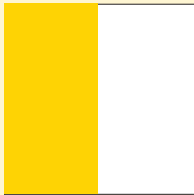
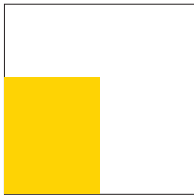
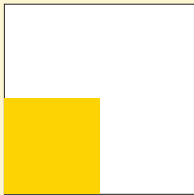
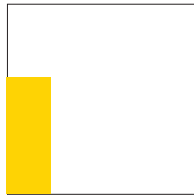
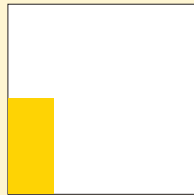
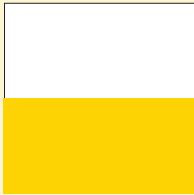
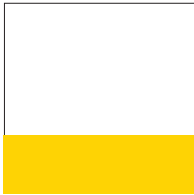
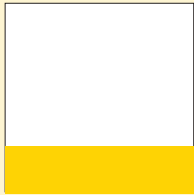
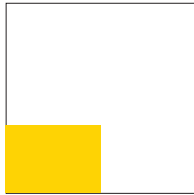
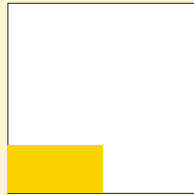
**AD SIZES**

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 ad!

**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>				
 4.86 inches wide x 9.66 inches high	 4.86 inches wide x 6.40 inches high	 4.86 inches wide x 4.74 inches high	 2.40 inches wide x 6.44 inches high	 2.40 inches wide x 4.74 inches high
<b>HORIZONTAL</b>				
 9.89 inches wide x 4.74 inches high	 9.89 inches wide x 3.16 inches high	 9.89 inches wide x 2.29 inches high	 4.86 inches wide x 3.16 inches high	 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

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)	\$1119	\$969	\$849	\$699
3/4 page (usually 600-950 words)	\$1599	\$1349	\$1149	\$949
Full page (usually 950-1250 words)	\$2139	\$1869	\$1619	\$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	\$1469	\$1199	\$999
3/4 page (usually 600-950 words)	\$2099	\$1799	\$1469	\$1199
Full page (usually 950-1250 words)	\$2599	\$2199	\$1899	\$1499

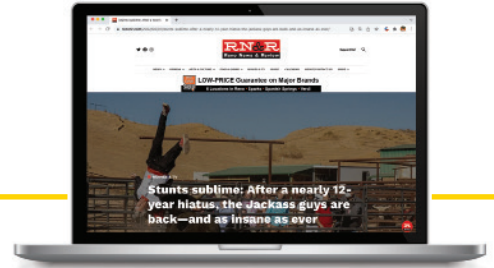
**Want us to produce your content for you, with your guidance?**

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

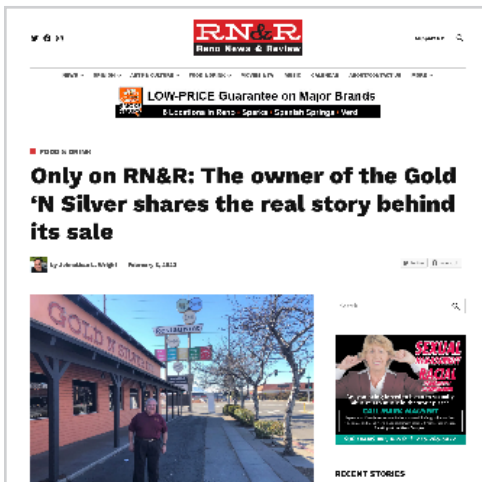
**\$399 per month**

- 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