



2023-2024 MEDIA KIT

The RN&R has been the alternative news voice for Reno, Sparks and Northern Nevada since 1993.

IN PRINT

Our monthly print edition is popular as ever, with **25,000 copies** distributed in 700 locations in Reno, Sparks, Carson City, Tahoe and beyond!



DIGITAL

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 **20,000 unique visitors per month**, and our newsletters are sent to about **18,000 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. Think free!

AND MORE!

We also offer sponsored content, both in print and online; events sponsorships—and more!

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

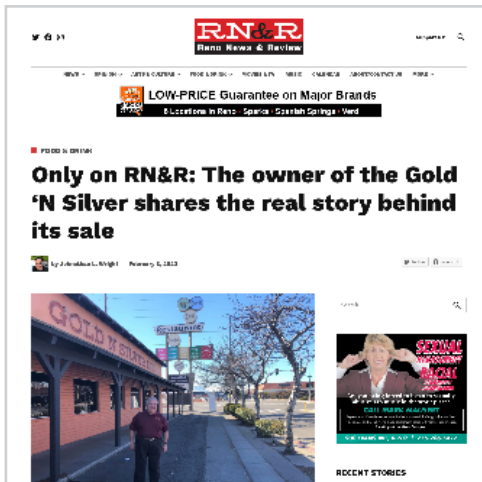
\$399 per month

- 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



- Specs: 72 DPI, as a JPG or GIF
- 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 on request
- Social media posts available on request

PRINT EDITION

2023-2024 MONTHLY RATES

SIZE	OPEN	3X	6X	8X	12X
FULL	\$2159	\$1889	\$1639	\$1409	\$1209
1/2	\$1139	\$989	\$869	\$779	\$709
1/3	\$759	\$679	\$599	\$529	\$469
1/4	\$599	\$549	\$499	\$459	\$399
1/6	\$499	\$519	\$419	\$369	\$329
1/8	\$389	\$369	\$329	\$299	\$269

- 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
*SEPT 2023	Wednesday, Aug. 23	Friday, Aug. 25
OCT 2023	Wednesday, Sept. 20	Friday, Sept. 22
NOV 2023	Wednesday, Oct. 18	Friday, Oct. 20
DEC 2023	Wednesday, Nov. 22	Friday, Nov. 24
JAN 2024	Wednesday, Dec. 20	Friday, Dec. 22
FEB 2024	Wednesday, Jan. 17	Friday, Jan. 19
MAR 2024	Wednesday, Feb. 21	Friday, Feb. 23
APR 2024	Wednesday, March 20	Friday, March 22
MAY 2024	Wednesday, April 17	Friday, April 19
#JUNE 2024	Wednesday, May 22	Friday, May 24
JULY 2024	Wednesday, June 19	Friday, June 21
AUG 2024	Wednesday, July 17	Friday, July 19
*SEPT 2024	Wednesday, Aug. 21	Friday, Aug. 23

*BEST OF NORTHERN NEVADA
#SUMMER GUIDE

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
VERTICAL				
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
HORIZONTAL				
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

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)	\$1139	\$989	\$869	\$709
3/4 page (usually 600-950 words)	\$1619	\$1369	\$1169	\$959
Full page (usually 950-1250 words)	\$2159	\$1889	\$1639	\$1209
DIGITAL ONLY: YOU WRITE	1x	3X	6X	12X
Any length up to 1,200 words	\$699	\$599	\$499	\$399
<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)	\$1599	\$1269	\$999	\$899
3/4 page (usually 600-950 words)	\$1899	\$1589	\$1299	\$1089
Full page (usually 950-1250 words)	\$2349	\$2049	\$1799	\$1349

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

AWARDS Since 2021

- **Election Coverage, First Place**

2023 Association of Alternative Newsmedia Award (national award)

- **Right-Wing Extremism Coverage, Third Place**

2023 Association of Alternative Newsmedia Award (national award)

- **Investigative Reporting, Second Place**

2022 Association of Alternative Newsmedia Award (national award)

- **News Obituary, First Place (Urban)**

2022 Nevada Press Association Awards of Excellence