



MEDIA KIT 2026

OUR MISSION



Since 1993, the Reno News & Review has been the source of independent news, arts coverage, commentary and culture for Reno, Sparks, Carson City, Minden, Gardnerville and the Lake Tahoe area.

We believe in true, honest journalism: We want to afflict the comfortable, and comfort the afflicted. We want to be a mirror for the entire greater Reno-Sparks area. We want to inform, enlighten and entertain.

We will never let advertisers determine what we cover, and how we cover things. In other words, we will always tell it how we see it. If we lose an advertiser due to an unflattering story, a negative review or something else, so be it.





RENONR.com
20,000-plus
Unique Monthly Visitors

EDITOR'S NEWSLETTER

Our News Newsletter—Thursdays

20,500

Subscribers

over 30% open rate

11 DAYS A WEEK

Our Events Newsletter—Wednesdays

19,300

Subscribers

over 35% open rate

FROM THE ARCHIVES

Our History Newsletter—Mondays

20,000

Subscribers

*Andy Johnson puts a finishing touch
on a hot buttered rum at Rum Sugar
Lime. Photo/David Robert*

DIGITAL PACKAGES



RENONR.COM

Each digital package includes the ad in at least one newsletter per week. Multiple-month discounts available.

AD SIZE	DIMENSIONS PIXEL WIDTH x HEIGHT	LOCATION	RATE MONTHLY
Leaderboard	728 x 90	Top of site	\$619
Billboard	970 x 250	Above the fold	\$619
Rectangle	300 x 250	In-story and right-hand sidebar	\$499
Banner	468 x 60	Footer of site	\$349

SPECS 72 dpi, as a .jpg or .gif

SOCIAL MEDIA POSTS on request

ONE WEEK 40% of monthly price

HALF-MONTH 67% of monthly price

SAVE!

- Multiple-month discounts available
- 20% discount for nonprofits

LOCAL SPOTLIGHT JUST \$99 PER MONTH

A photo, headline and short description/offer, located in the right sidebar area of all pages!





Every Wednesday, 11 Days a Week features our curated recommendations on what to do over the next 11 days—in other words, the coming weekend and the following week.

NEWSLETTER SPONSOR

\$299 *(one per week)*

Your message leads off that week's newsletter! It can also include a display ad further down—giving your message twice the space.

THE GIVEAWAY

\$249 *(one per week)*

Want to promote your event by giving away tickets? Swag? Something else? Promote that via a photo and message (about 160 words); you can handle the digital fulfillment, or we can, your choice!

SPONSORED LISTING

\$199 *(up to four per week)*

Promote your event with a photo and a write-up (up to about 160 words), mixed in with our curated event selections! The write-up can (and should) include links to ticketing or information websites, of course! Listings are marked as sponsored.

DISPLAY AD

\$179 *(up to three per week)*

Share your message via either a 300x250 or 728x90 ad, with clicks redirected to your website or ticketing page.

All prices per week. Multi-week discounts available, and nonprofits receive a 20 percent discount. Promoted listings on our online calendar available for no extra charge by request.



PRINT

The Reno News & Review is primarily digital now—but **print is far from dead!**

In **March, June and December**, we're producing **small-circulation magazine quarterlies**. They will be available for purchase, with a limited number placed at local libraries and other locations. **The PDF will be emailed to more than 20,000 readers, and made available for free at RenoNR.com!**

As for the other “quarterly”: More than 20,000 copies of our **2026 Best of Northern Nevada print edition** will hit the streets of Reno, Sparks, Carson City and beyond **the week of Monday, Sept. 14!** For rates and advertising deadlines, call 775-324-4440, or email advertising@renonr.com.

Want to sponsor the quarterly print magazine? Reach out! Again, call us at 775-324-4440, or email advertising@renonr.com!

SPONSORED CONTENT



Tell your own story, in your own words!
Write your own copy (up to 1,250 words in length), or have one of the RN&R's talented scribes help you craft your message.

ONE PIECE: \$599

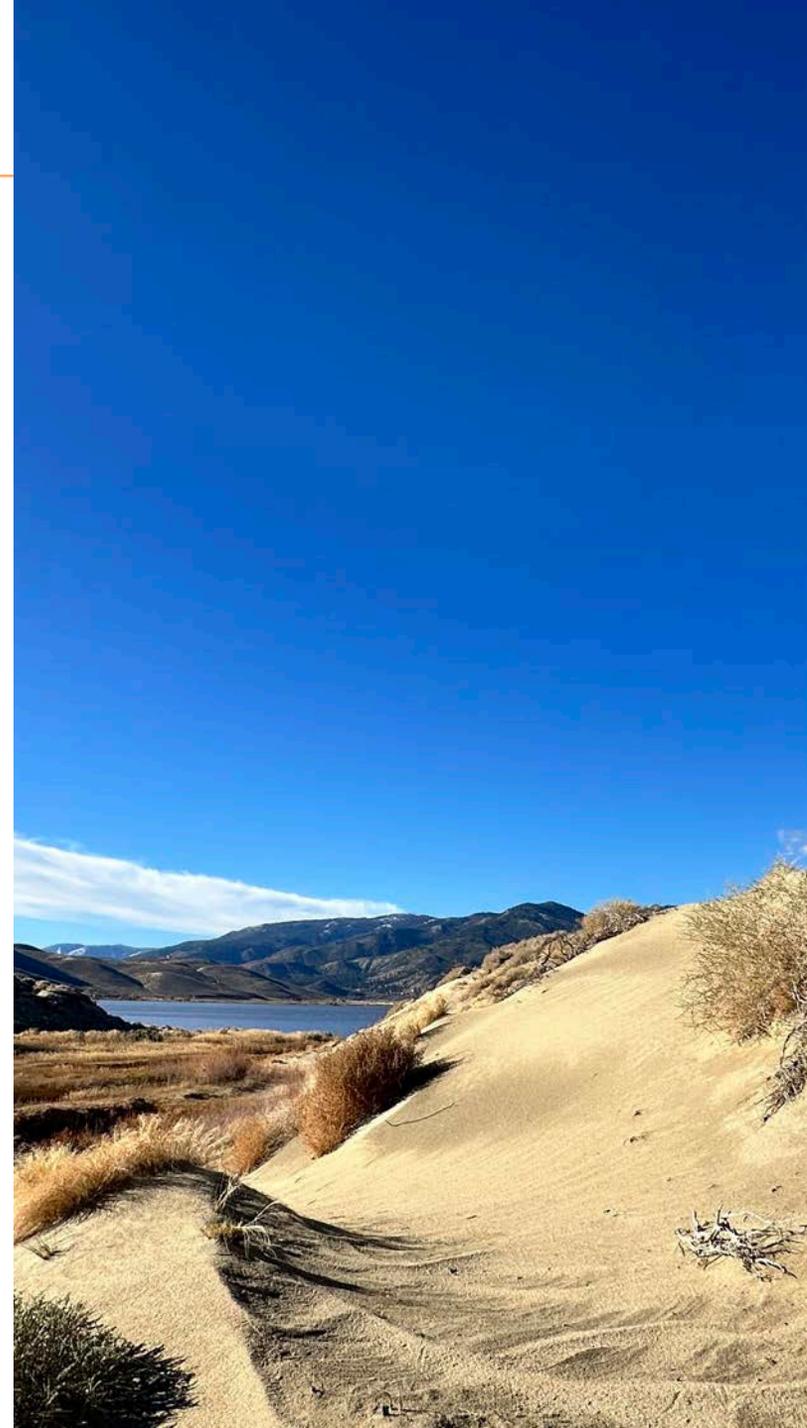
TWO PIECES: \$499 EACH

THREE PIECES: \$399 EACH

All sponsored content requires at least one piece of art. Rates are per piece, with all content supplied. Nonprofits receive a 20 percent discount. A blurb for each piece will run in one Editor's Newsletter. All pieces are marked as sponsored content, and remain at RenoNR.com in perpetuity.

WANT US TO PRODUCE YOUR CONTENT FOR YOU,
WITH YOUR GUIDANCE? ADD \$300 PER PIECE

*The Dune Trek at Washoe Lake State
Park. Photo/Helena Guglielmino*





2025 NEVADA PRESS FOUNDATION AWARDS OF EXCELLENCE

(Urban category—including all of Nevada's largest news publications)

FIRST PLACE

Advertising General Excellence
Entertainment Feature Story
Food/Dining Writing
Local Column

SECOND PLACE

Education Writing
General Online Excellence
Page One/Cover Design
Special Section or Campaign (Advertising)
Special Section (Editorial)

THIRD PLACE

Editorial Page
Overall Design
Special Section (Editorial)

2025 ASSOCIATION OF ALTERNATIVE NEWS MEDIA AWARDS

THIRD PLACE

Music Writing
Right-Wing Extremism Coverage

HONORABLE MENTION

Health Care Reporting

CONTACT US

Questions? Need help figuring out what products are right for you?
We are here for you. Feel free to reach out and get things started!

PHONE: 775-324-4440

EMAIL: advertising@renonr.com

MAILING ADDRESS: 31855 Date Palm Drive #3-263, Cathedral City, CA 92234

Follow us on our socials @RenoNewsReview!