R N & R

Reno News & Review

MEDIA KIT 2026-2027

OUR MISSION

RN&R Reno News & Review

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.

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

RN&R Reno News & Review

OUR AUDIENCE

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

over 30% open rate

DIGITAL PACKAGES

RN&R Reno News & Review

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!

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11 DAYS A WEEK

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 (about 200 words) 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.

Andelin Family Farm pumpkin patch. Photo/Kelley Lang

RN&R
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PRINT QUARTERLIES AND BEST OF NORTHERN NEVADA

In **March**, **June** and **December**, we **produce small-circulation glossy magazine quarterlies.** They are mailed to subscribers and available for purchase, with a limited number placed at local libraries and other locations. **The PDF is emailed to more than 20,000 readers, and made available for free download at RenoNR.com**!

- Be an issue sponsor (includes a full-page ad): $899
- Half-page ad: $499
- Quarter-page ad: $299

As for the other "quarterly": Some 25,000 copies of **Best of Northern Nevada print edition** hit the streets of Reno, Sparks, Carson City and beyond in mid-September! For rates and advertising deadlines, call 775-324-4440, or email advertising@renonr.com.

RN&R Reno News & Review

INSIDERS' GUIDE

The RN&R's Insiders' Guide includes a selection of stories, lists and resources, for both Reno-area newcomers and established locals who want to get to know the area better!

Print: 15,000 copies, distributed at select locations, produced yearly

2027 print date: Mid-July

Digital: A special section at RenoNR.com, updated with new stories regularly!

ADVICE ADVERTORIALS: $999

Position yourself as a knowledgeable resource! Each advertorial includes two parts. Available for purchase year-round!

1. An article, up to 1,000 words (plus a photo/piece of art), in which you share your knowledge on a topic of local interest. The article is not about promoting yourself—it's about providing pertinent, accurate information to readers. All pieces must meet RN&R editorial guidelines.

• *An attorney could write about a quirky local law or a recent legal change, or share tips on a specific legal topic.*

• *A restaurant could share a recipe for a classic local dish.*

• *A medical professional could write a piece on a local health issue—like precautions to take while working out at higher altitude.*

2. A blurb, up to 250 words, about you, your business or your organization—this is the part for promoting yourself!

Online for a year in our Annual Guide special section, and in one print edition.

DISPLAY ADS

Online for a year in our Annual Guide special section, and in one print edition

Full page in print plus digital rectangle: $999

Half page in print plus digital rectangle: $599

Quarter page in print plus digital rectangle: $349

SPONSORED CONTENT

RN&R Reno News & Review

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

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RECENT ACCOLADES

2026 NEVADA PRESS FOUNDATION AWARDS OF EXCELLENCE

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

FIRST PLACE

Advertising General Excellence
Best Business Feature
Page One/Cover Design

SECOND PLACE

Feature Writing
Health Reporting
Overall Design

THIRD PLACE

Special Section or Campaign (Advertising)
Art and Culture Commentary
Business Feature
Email Newsletter
Environmental Reporting
Special Section (Editorial)

2026 AAN (ALTWEEKLY) AWARDS

FIRST PLACE

Feature Story—Shorter Form

SECOND PLACE

Arts Feature—Shorter Form
Health Care Reporting

HONORABLE MENTION

Special Section—Print

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!