

Daily SPARKS TRIBUNE PUBLICATIONS

Sparks Tribune ❖ Big Nickel

2008 Advertising Rates and Information

Effective January 1, 2008

1002 C Street • Sparks, NV 89431 • FAX (775) 358-8947
775-358-8061 • 1-800-669-1338

Display Ads: Ext. 237, 238, or 239
e-mail: tribuneads@sparkstribune.net

Classified Ads: ext. 244, 247, or 248
e-mail: bignickel@sparkstribune.net

Ed McCaffrey Publisher
Cheryl Lynne Bain... Production Director

Nancy Streets..... Advertising Director
Cindy Mikkelson Controller

Daily Sparks Tribune
your community newspaper since 1910

Publishing Mornings
7-Days A Week

Display Advertising Rates

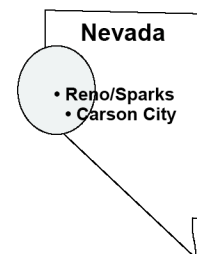
	Weekday	Sunday	Annual Bulk Contract Rates	
Open Rate	\$17.00	\$20.00	100 Inches	\$12.50 \$14.50
Non-profit rate	\$8.00	\$10.00	200 Inches	\$9.00 \$10.25
Repeat Ad Rates	\$5.00	\$6.50	350 Inches	\$8.25 \$9.25
			500 Inches	\$8.00 \$9.50
			650 Inches	\$7.50 \$8.75
Consecutive Week Agreements			1,500 Inches	\$7.00 \$8.25
6 Consecutive Weeks	\$8.50	\$11.50	2,500 Inches	\$6.75 \$7.75
13 Consecutive Weeks	\$5.75	\$6.75	5,000 Inches	\$6.00 \$6.00
26 Consecutive Weeks	\$5.25	\$6.25	6,500 Inches	\$4.50 \$5.25
52 Consecutive Weeks	\$4.50	\$5.50		

These rates also apply to classified display ads. To qualify for the repeat ad rates, all ads must run within seven (7) days of the first scheduled run date. For example, a seven day period would be from Sunday to Saturday. Sparks Tribune daily and Sunday distribution is 6,500.



The Big Nickel reaches over 100,000 readers weekly throughout northern Nevada and eastern California.

The Big Nickel is a free distribution shopper published every Thursday and available at over 500 locations throughout our distribution area.



Display Advertising Rates

Open rate	\$37.00
Non-profit Rate	\$16.50

Consecutive Week Agreements

6 - Weeks	\$27.50
13 -Weeks	\$14.50
26 - Weeks	\$12.50
52 - Weeks	\$10.25

Ads running in the Sparks Tribune may be picked up into the Big Nickel at a rate of \$10.25 per column inch.

Mechanical Specifications

Columns	Pica-Point	Inches
1	9.6	1 9/16
2	20	3 5/16
3	30.6	5 1/16
4	41	6 13/16
5	51.6	8 9/16
6	60	10 5/16

Published Every Thursday
Advertising Deadline Tuesday, 3:00 p.m.

Sparks Tribune Mechanical Specifications

A Standard size page is 6 columns wide, 21.5 inches deep. Advertising ordered at more than 19 inches in depth will be billed at 21.5 inches. Screen requirement is 85 line.

Columns	Pica-Point	Inches
1	11.1	1 13/16
2	22.5	3 3/4
3	34	5 5/8
4	46	7 5/8
5	57.5	9 1/2
6	69.6	11 1/2

Classified column measurements are the same as the Big Nickel. For more information please call your advertising representative.

Sparks Tribune Color Rates

One color and black	\$150.00
Two colors and black	\$250.00
Three colors and black	\$350.00

There may be an additional charge of \$150 per separation if four-color separations are not provided.

Sparks Tribune Advertising Deadlines

Space reservations must be made by 3:00 p.m. two business days prior to publication date.

Ads running in the Sunday classified section must be in by noon on Friday.

Policies and Terms of Payment

1. All Advertising must be prepaid until credit has been approved. An advertiser pre-paying their entire contract in advance will receive a 5% pre-payment discount.

2. All accounts are due net 30 days. Overdue accounts are charged at a rate of 1.5% per month.

3. Cancellation of a scheduled advertisement less than 24 hours in advance is subject to a 25% charge of the ads cost.

4. Cancellation of an advertising contract must be in writing. All advertising published prior to cancellation date will be rebilled at the open rate.

5. Advertising placed by advertising agencies wishing to receive their 15% commission and submitting camera ready copy will be billed at the open rate. Color, non-profit, special offers, repeat and pre-print rates are net (non-commissionable.)

6. All advertising is subject to the approval of the Publisher of the Sparks Tribune & Big Nickel.

7. Publisher of the *The Sparks Tribune and the Big Nickel* has the right to refuse any advertisement.

8. Credit for errors shall not exceed the cost of that portion of the space occupied by the error. *The Sparks Tribune/Big Nickel* will be responsible for the first run date only.

9. Guaranteed Placement - is available on 1/4 page or larger ads in *The Sparks Tribune* and 15" or larger ads in *The Big Nickel* for an additional 25% of the ad cost.

Sparks Tribune Pre-Printed Inserts

Open Rate \$45 per thousand

- Frequency rates available upon request
- Minimum of 5,000 inserts
- Inserts need to be scheduled ten working days prior to run date and received five days prior to run date.
- A limited number of pre-prints are available on any given day. You will be notified when you schedule the pre-print of availability on that day.

Meet Our Readers

Sparks Tribune readers are homeowners with money to spend

- 22% are 55 years or older
- 45% are between 35 and 54 years old
- 51% have some college or a college degree
- 45% have household incomes over \$50,000
- 49% are married; 38% have children at home
- 25% are professional or managerial
- 60% own their own home
- 18% are retired
 - 52% have a dog and 38% have a cat
 - 24% are working women
 - 40% do not read another daily newspaper
 - 71% voted in the last election
 - 70% shopped at a hardware or building supply store 3 or more times in the last 4 weeks
 - 27% ate at a fast food restaurant 3 or more times in the past week
 - 23% ate at a casino restaurant at least once in the past couple of weeks
 - 70% spend over \$100 each week on groceries
 - 74% own a cell phone
 - 68% have access to the internet
- In the next year...**
 - 21% plan to buy a vehicle
 - 29% plan to buy a major appliance or new TV
 - 21% plan to buy new furniture
 - 22% plan to buy a different home within the next couple of years

Source: Media Audit