

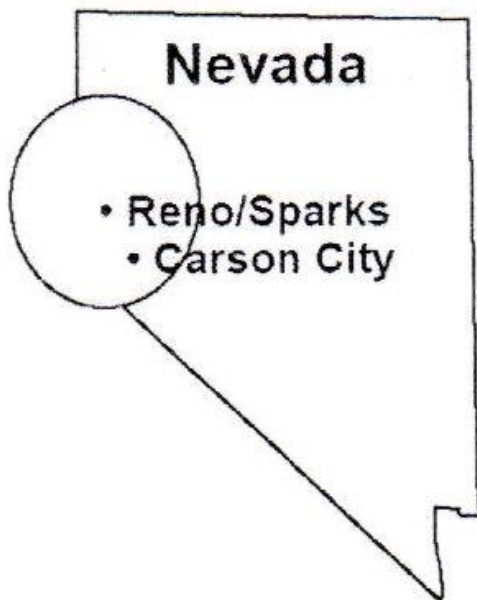


**Working For You . . . All Week Long!**

## **Welcome to The Big Nickel!**

*Bringing Buyers & Sellers Together Since 1967*

- *Want to increase your customer base?*
- *Interested in more people knowing about your business?*
- *Want to create more name recognition?*
- *Need an economical way to promote your business?*



### **The Big Nickel is the answer!**

- 50,000 copies distributed every Thursday
- Available FREE at over 500 pick-up locations throughout the area
  - **In Nevada:** Sparks & Reno, Carson City, Minden, Gardnerville, Topaz Lake, Fernley, Fallon, Silver Springs, Dayton, Virginia City, Incline Village
  - **In California:** Doyle, Susanville, Portola, Graeagle, Quincy, Truckee, Kings Beach and North Shore Lake Tahoe
- Printed on yellow paper so the Big Nickel is easily recognized throughout the region

**(775) 358-8061 ❖ 1002 C Street, Sparks, Nevada 89431**

**Display ads:** ext. 237 or 239

**Classified ads:** ext. 244, 247 or 248

e-mail: [advertising@DailySparksTribune.com](mailto:advertising@DailySparksTribune.com)



# 2010 Advertising Rates & Information

**Publication day:** Thursdays ❖ **Advertising deadline:** Tuesdays at 3:00 p.m.

## Display Advertising

### 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

### 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	62	10-5/16

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

## Classified Advertising

Your classified line ad will automatically appear on our website.  
 Ads are posted Wednesday afternoons.

[www.DailySparksTribune.com](http://www.DailySparksTribune.com) click on the Big Nickel logo

### Commercial & Business Line Ads

10-word minimum . . . . . \$13.00  
 With a bold headline . . . . . \$15.00

- 10-word minimum, add 45¢ for each additional word
- For 7-days in the Sparks Tribune, add \$2.00

### Private Party Line Ads

15-word minimum . . . . . \$14.00  
 With a bold headline . . . . . \$16.00

- 15-word minimum, add 25¢ for each additional word
- For 7-days in the Sparks Tribune, add \$2.00

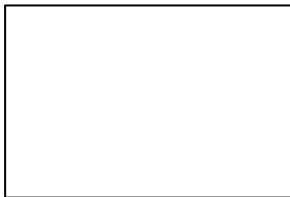
**Discounts are available for ad running 13 or more consecutive weeks.**

You can also place your classified ad by going to our website:  
[www.DailySparksTribune.com](http://www.DailySparksTribune.com) Click on the Big Nickel logo, click on "Place Your Big Nickel Ad." For a 10% discount, enter promo code: online



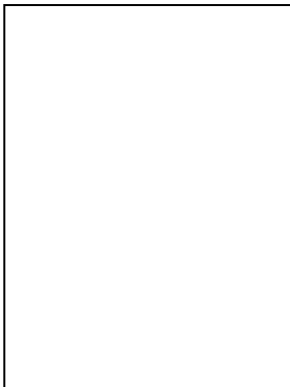
# Sample Ad Sizes

Lower advertising rates are given for consecutive week space agreements.  
Copy and ad size can change as often as needed, as long as a display ad runs every week for the number of weeks contracted for.



1 column x 1 inch ❖ 1 column inch ad

1 to 5 weeks . . . . . \$37.00 week  
 6 - consecutive weeks . . . . \$27.50 week  
 13 - consecutive weeks . . . \$14.50 week  
 26 - consecutive weeks . . . \$12.50 week  
 52 - consecutive weeks . . . . \$10.25 week



1 column x 2 inch ❖ 2 column inch ad

1 to 5 weeks . . . . . \$74.00 week  
 6 - consecutive weeks . . . . \$55.00 week  
 13 - consecutive weeks . . . \$29.00 week  
 26 - consecutive weeks . . . \$25.00 week  
 52 - consecutive weeks . . . . \$20.50 week

2 column x 2 inch "Business Card Size"

1 to 5 weeks . . . . . \$148 week  
 6 - consecutive weeks . . \$110 week  
 13 - consecutive weeks . . . \$ 58 week  
 26 - consecutive weeks . . . \$ 50 week  
 52 - consecutive weeks . . . \$ 41 week

**Additional ad sizes  
available, call us at:**

**(775) 358-8061**

Karen Streeby, ext. 237

Dave Zybert, ext. 239

Nancy Streets, ext. 236

**e-mail:**

[Advertising@DailySparksTribune.com](mailto:Advertising@DailySparksTribune.com)

## Showcase your business on the World Wide Web

- Business profiles with Google map, customer testimonials and more – *customized for your business!*
- Link to your website
- If you don't have a website – this is a low-cost way to have an internet presence
- Our site 20,000 hits each month – driver by the Big Nickel classifieds and local Sparks Tribune news & sports
- Monthly costs as low as \$20



**Banner ads on our website . . .** as low as \$200 monthly  
(minimum 3 consecutive months)

With online and print combination packages, you'll maximize exposure while promoting your business and stretching advertising dollars. Contact your advertising representative for more information.

## Policies and Terms of Payment

- 1. All advertising must be prepaid** until credit has been approved. For display advertising, an advertiser pre-paying their entire contract (6 weeks or more) 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 re-billed at the open rate.
- 5. All 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 rate are net (non-commissionable).
- 6. All advertising is subject to the approval** of the Publisher of the Sparks Tribune and Big Nickel.
- 7. Credit for errors** shall not exceed the cost of that portion of the space occupied by the error. The Sparks Tribune/Big Nickel will not be responsible for errors after the first publication of the ad.