

Daily SPARKS TRIBUNE PUBLICATIONS

Sparks Tribune ❖ Big Nickel ❖ www.DailySparksTribune.com

2012 Advertising Rates and Information

Effective January 1, 2012

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: advertising@DailySparksTribune.com

Classified Ads: ext. 244, 247, or 248
e-mail: BigNickel@DailySparksTribune.com

Ed McCaffrey.....Publisher
Cheryl Lynne Bain.....Production Director

Nancy Streets..... Advertising Director
Cindy Mikkelsen..... Controller



Since 1910, the *Sparks Tribune* has been the source for local Sparks news and coverage of Sparks high school sports.

Display Advertising Rates

	Weekday	Sunday	Annual Bulk Contract Rates	
			Weekday	Sunday
Open Rate	\$13.00	\$14.00		
Non-profit Rate	\$8.00	\$9.00		
			100 Inches	\$10.50 \$11.50
			200 Inches	\$9.00 \$10.00
			350 Inches	\$8.25 \$9.25
			500 Inches	\$8.00 \$9.00
			650 Inches	\$7.50 \$8.50
			1,500 Inches	\$7.00 \$8.00
			2,500 Inches	\$6.75 \$7.75

Consecutive Week Agreements

6 Consecutive Weeks	\$8.50	\$9.50
13 Consecutive Weeks	\$5.75	\$6.75
26 Consecutive Weeks	\$5.25	\$6.25
52 Consecutive Weeks	\$4.50	\$5.50

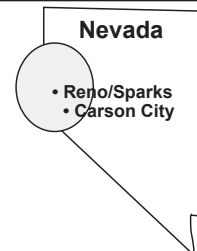
Repeat Ad Rates: Within 7-days of the first publication: \$5.00 per column inch or 25% discount on the 2nd day. Additional days at 35% discount

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	\$25.00
Non-profit Rate	\$15.00

Consecutive Week Agreements

6 - Weeks	\$20.00
13 - Weeks	\$15.00
26 - Weeks	\$13.00
52 - Weeks	\$10.75

Ads running in the *Sparks Tribune* may be picked up into the *Big Nickel* at a rate of \$10.75 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	62	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	10p4.5	1.75"
2	21p6	3.50"
3	32p7.5	5.25"
4	43p9	7.25"
5	54p10.5	9.00"
6	66p	11.00"

For classified column measurements, please call your advertising representative.

Sparks Tribune Color Rates

One color and black	\$150.00
(Red, blue or yellow)	
Full color	\$350.00
Frequency discounts available	

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* and *The Big Nickel*.

7. Publisher of 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* and *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.

The Big Nickel is Online Every Week

www.DailySparksTribune.com



Go to our Sparks Tribune website:

www.DailySparksTribune.com

Click on the Big Nickel image in the top right corner

You can also search classified line ads by category, click on the yellow type, the big nickel, in the blue bar

When you place your ad in the Big Nickel - *display ad or a classified line ad* - it will automatically appear on our website at no additional cost. *When you place your ad in the Big Nickel, the Sparks Tribune and on our website, you'll get 100,000 readers weekly at one low, affordable price.*