

Advertising done your way!

One call, one bill, 5 areas, 3 sizes.

Northern Region

This region has more than 340,000 readers. It includes Mineral, Churchill, Lander, Eureka and White Pine counties, the state capital, Reno and Elko. This region has 17 network newspapers.

Southern Region

This region has more than 530,000 readers. It reaches Esmeralda, Nye, Lincoln and Clark counties. It includes Las Vegas and the surrounding regions. It has a total of 4 network newspapers.

Community Reach

This specialized advertising section has over 227,000 readers. It reaches all counties of Nevada and includes all participating network newspapers, except Las Vegas Review-Journal and Reno Gazette-Journal. This reach includes 18 network newspapers.

Metro Reach

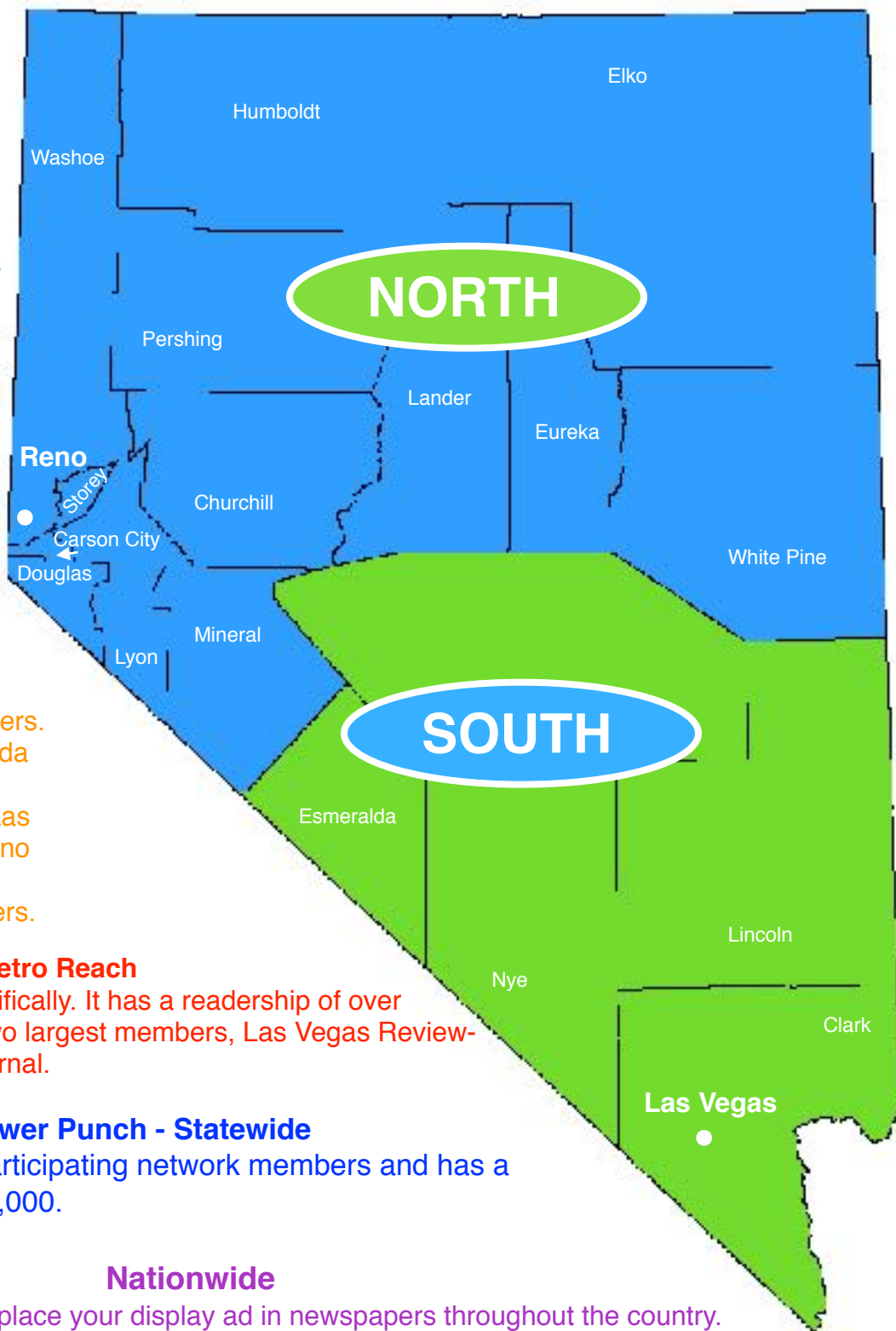
This section focuses very specifically. It has a readership of over 644,000. It includes only our two largest members, Las Vegas Review-Journal and Reno Gazette-Journal.

Power Punch - Statewide

This includes all 21 of our participating network members and has a readership of more than 871,000.

Nationwide

With one call to NPA, you can place your display ad in newspapers throughout the country. Place your ad in any combination of state press networks at the applicable rates.



Deadline for ads and payment is Monday noon the week prior to publication.



Nevada Press Association
102 North Curry Street, Carson City, NV 89703 • T (775) 885-0866 F (775) 885-8233 • www.nevadapress.com

Maximize your budget

2x2

2 column x 2 inches

SAVE
\$\$*

Metro (Reno & Las Vegas)	\$490
Community (hits all counties)	\$290
Northern	\$390
Southern	\$490
Power Punch (all papers)	\$690

2x4

2 column x 4 inches

SAVE
\$\$\$*

Metro (Reno & Las Vegas)	\$699
Community (hits all counties)	\$399
Northern	\$560
Southern	\$690
Power Punch (all papers)	\$999

2x6

2 column x 6 inches

SAVE
\$\$\$\$*

Metro (Reno & Las Vegas)	\$999
Community (hits all counties)	\$599
Northern	\$799
Southern	\$999
Power Punch (all papers)	\$1499

10% surcharge is added to any ad needing to be built.

* By buying in the network, your ad is greatly discounted from what you would pay by selecting individual newspapers.



Participating network newspapers

Daily Newspapers

Elko Daily Free Press (N, C)
Las Vegas Review-Journal (S, M)
Las Vegas Sun (inside LVRJ) (S, M)
Nevada Appeal (Carson City) (N, C) *
Reno Gazette-Journal (N, M)

Non-Daily Newspapers

Battle Mountain Bugle (N, C)
Ely Times (N, C)
Eureka Sentinel (N, C)
The Humboldt Sun (Winnemucca) (N, C)
Lahontan Valley News (Fallon) (N, C) *
Lincoln County Record (Caliente) (S, C)
Lovelock Review-Miner (N, C)
Mineral County Independent-News (Hawthorne) (N, C)
North Lake Tahoe Bonanza (Incline Village) (N, C) *
Pahrump Valley Times (S, C)
The Record-Courier (Gardnerville) (N, C) *
Sierra Sun (Truckee, CA) (N, C) *
Sparks Tribune (N, C)
Tahoe Daily Tribune (South Lake Tahoe) (N, C) *
Wells Progress (N, C)
Wendover Times (N, C)

N=Northern Region Newspaper

S=Southern Region Newspaper

M=Metro Newspaper

C=Community Newspaper

All newspapers are part of the statewide Power Punch coverage

* NOTE: 2x6 ads for these newspapers is actually 4.917"x5".

Sizing from paper to paper can differ dramatically. If your ad cannot be re-sized, please contact NPA Office for exact sizes.

