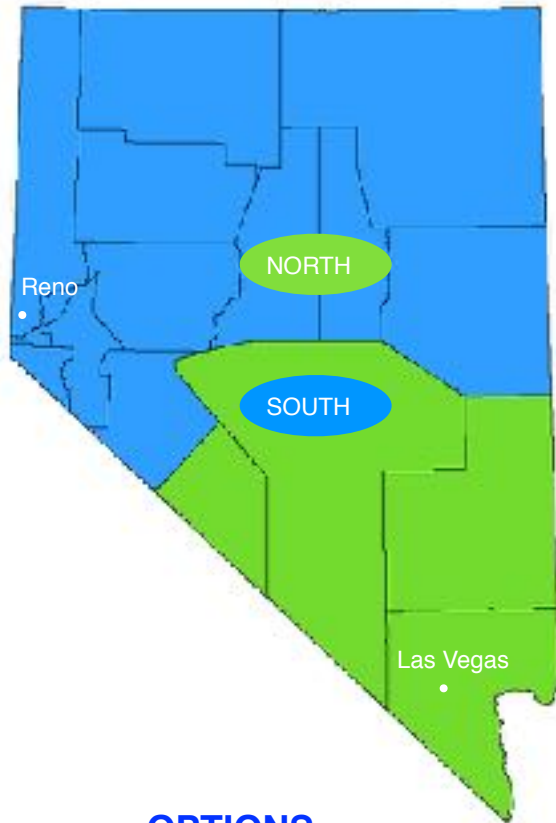


Nevada Classified Advertising Network (NVCAN) has you covered!



One call,
one bill,
big bang,
little dough,
5 choices!

5 daily, 19 non-daily newspapers, over
880,000 readers, 25 words for just \$149. And
that's only one choice.

OPTIONS

Metro (Reno & Las Vegas)	\$ 99
Community (hits all counties)	\$ 89
Northern	\$ 89
Southern	\$ 99
Power Punch (all papers)	\$149

add \$5 each additional word over 25 for all

SAVE \$\$\$\$\$\$*

Word Count. A telephone number is one word. Street addresses (house number, street name; or PO and box number; or rural route and box number) count as two words. City, state and ZIP Code each count as one word. Web site addresses count as two words. All other words each count as one word.

THE FIRST two words of your ad appear in all capital letters.

NATIONWIDE

With one call to NPA, you can place your classified advertising in newspapers throughout the country. Place your ad in any combination of state press networks at the applicable rates. Call NPA at (775) 885-0866 for more information.

HOW

Email the text of your ad to nevadapress2@att.net with the date(s) and form of payment (please call with credit card; do not put in email) or complete the order form and fax or email to NPA. Or can work with your local community newspaper for placement. Include payment with your order form, either check or credit card number and expiration. Ad and payment must be received by noon Wednesday of the week prior to publication. We accept company checks, cashier's checks, money orders, Visa, MC and American Express. Pre-payment is required before publication of a statewide advertisement. Your ad will run the same week in the newspapers of the region(s) you select.

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

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

NVCAN Standards of Acceptance

The variety of subjects in a newspaper's classified ad section is attractive to readers. These standards are designed to improve your ad's credibility and appeal. The Nevada Press Association or any NvCAN member newspaper will gladly work with you to develop a proper and effective ad.

The Nevada Press Association reserves the right to reject any ad for any reason; individual newspapers reserve the right to properly classify, edit or reject any advertising in compliance with local regulations and policies. The newspapers also reserve the right to typeset and produce the ads into their individual formats.

NvCAN may reject advertising if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal or in poor taste, in objectionable format or for any other cause.

Advertising will be rejected if it is known or determined to discriminate based on age, race, color, national origin, religion, sex or marital status, and where other legal restrictions prevail.

Advertisers must be able to provide the name, street, city, state, zip code and phone number of the individual or organization submitting the ad.

Advertisers may be subject to credit or Better Business Bureau reference checks. NvCAN does not guarantee responses to any advertising.

Order Form

Date(s) ad is Run _____

Advertiser Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email _____

Payment Information

Pre-payment required for ads.

Payment Method _____ Check _____ VISA _____ MC _____ AMEX

Card Number _____ Exp. Date _____

Total Amount Paid \$ _____ Date _____

Signature _____

Ad copy

The following types of ads ARE NOT ACCEPTABLE:

Repair Credit Ads: Ads claiming to repair credit or bankruptcy ads or similar programs.
 1-900 Telephone Numbers: Ads containing a 1-900 telephone number or a 1-800 telephone number that activates information retrieved by subsequently calling a 1-900 number.
 Some Business Opportunities: Any business opportunity advertisement which, in the judgment of the association, is not a legitimate business opportunity or job offer.
 Others: Advertisements for a product or service that the network deems undesirable or offensive to readers of its member newspapers. Advertisements that make undocumented claims for the benefits of a product or service. Advertisements for an unlawful product or service.
 Certain types of work-at-home ads.

The following types of ads are subject to certain RESTRICTIONS AND GUIDELINES:

Directories: Ads selling directories must state "directory" in the copy.
 Employment: Advertising must be for a bona fide job offering and must state the nature of the work offered. Earnings claims must be based on fact.
 Sales/Help Wanted: Advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. Ads must state the type or name of product to be sold.
 Real Estate for Sale: Real estate advertising must comply with "Truth in Lending" guidelines and HUD's Fair Housing regulations.
 Business Opportunities: Business opportunity and investment advertising must indicate the type of business to be invested in and the amount to be invested.

Dietary products: Ads for weight control, appetite suppressants or food supplements must meet FDA requirements.

Adoption Ads: As of Oct. 1, 2009, state law requires any child-placement agency advertising in a Nevada newspaper to be licensed by the Nevada Division of Child and Family Services and to publish the license number in the ad.

4. A child-placing agency shall include in any advertisement concerning its services published in any periodical or newspaper or by radio or other public medium a statement which:

(a) Confirms that the child-placing agency holds a valid, unrevoked license issued by the Division; and

(b) Indicates any license number issued to the child-placing agency by the Division.

Adoption ads must abide by the regulations of [NRS127.310](#).



Participating NVCAN 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)
Boulder City Review (S, C)
Comstock Chronicle & Virginia City News (N, C)
Ely Times (N, C)
Eureka Sentinel (N, C)
High Desert Advocate (Wendover) (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)
Mesquite Local News (S, 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)
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

