ABOUT
THE NEVADA
SAGEBRUSH

One of the oldest student newspapers in the nation, The Nevada Sagebrush has remained a consistent and aggressive voice of the Nevada Wolf Pack since 1893. The newspaper offers students real-world experience in print, digital and graphic design, but it also provides you with the perfect platform to reach a diverse community of students, their parents and the faculty at the University of Nevada, Reno.

The Nevada Sagebrush publishes 3,500 copies most weeks during the academic year and provides new digital content to the web daily at nevadasagebrush.com. We distribute at more than 70 locations on campus and throughout the Reno/Sparks communities.

Whatever your advertising needs might be, you can rest assured that the award-winning Sagebrush is your place to reach more than 30,000 readers in our community at an affordable cost.

DEAR WOLF PACK ADVERTISER,

It’s great to be a member of the Wolf Pack Family!

Whether it’s filling the stands for Nevada Athletic events or working to connect our University to the rest of the Reno/Sparks community, the Nevada Wolf Pack is a definite presence throughout Northern Nevada. To help connect to their community and surroundings the students, faculty and staff at the University of Nevada, Reno, turn to The Nevada Sagebrush as their premiere media outlet.

College newspapers thrive with the progressing media. With over 125 years of excellence in the world of college publications, the Sagebrush never ceases to be the best place to get news on campus. Through print editions released weekly during the academic year and our ever popular and growing website nevadasagebrush.com, updated daily, the award-winning Sagebrush reaches an audience of more than 30,000 readers within the University community and beyond.

In this changing economy there is still one constant in the Reno/Sparks community: the University of Nevada, Reno, community contributes to approximately $1.1 billion in economic output across the state of Nevada. The Sagebrush is here to provide you with a direct outlet to our University community. Please take a look at 2019-2020 media kit to learn more about the exciting opportunities available to you here at the Sagebrush.

If you have any questions, please do not hesitate to contact our office. We look forward to working with you!

CONTACT US

Phone: 775-784-7773 | Fax: 775-784-7774

Email: adnevadasales@gmail.com

Mailing Address:
The Nevada Sagebrush
1664 N. Virginia St.
MS 0058
Reno, Nevada 89557-0058

The Sagebrush offices are located on the 3rd floor of the Joe Crowley Student Union in the Center for Student Engagement.

Connect with us online
nevadasagebrush.com
**2018-19 SAGEBRUSH STATS**

- **Total Online Users**: 152,826
- **Total Page Views**: 234,929
- **Total Distribution**: 90,000
- **Male No. of Readers**: 56.6%
- **Female No. of Readers**: 43.3%

**AGE of readers**
- 65+ 5.6%
- 55-64 9.7%
- 45-54 14.3%
- 35-44 18.1%
- 25-34 32.7%
- 18-24 19.6%

**TOP 10 COUNTRY OF READERS**
- United States of America
- Canada
- South Africa
- Europe & United Kingdom
- France, Norway, Germany
- India, Philippines
- Asia
- Australia
- South Africa
- Canada

**Social Media Data**

- **Facebook Page Likes**: 6,345
- **Average Monthly Impressions**: 29,387
- **Twitter Followers**: 5,659
- **Average Monthly Tweet Impressions**: 31,179

*All data derived from Google Analytics of Website*
# 2018-19 UNIVERSITY STATS

## Enrolled Students

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate students</td>
<td>17,513</td>
</tr>
<tr>
<td>Professional Employees</td>
<td>10,575</td>
</tr>
<tr>
<td>University Programs</td>
<td>555</td>
</tr>
</tbody>
</table>

## Quick Facts

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubs and Organizations</td>
<td>250+</td>
</tr>
<tr>
<td>Active Greek Life Chapters</td>
<td>25</td>
</tr>
<tr>
<td>NCAA Standing</td>
<td>11</td>
</tr>
<tr>
<td>Male Students</td>
<td>46.6%</td>
</tr>
<tr>
<td>Female Students</td>
<td>53.3%</td>
</tr>
<tr>
<td>DIVERSITY OF INCOMING FRESHMEN</td>
<td>43%</td>
</tr>
<tr>
<td>Nevada Residents</td>
<td>71.7%</td>
</tr>
</tbody>
</table>

*All information gathered from unr.edu*
DISTRIBUTION Locations

Community Delivery

- Tri Delta Sorority House
- Kappa Alpha Theta Sorority House
- Delta Gamma Sorority House
- Alpha Tau Omega Fraternity House
- Sigma Phi Epsilon Fraternity House
- Sigma Kappa Sorority House
- Sigma Alpha Epsilon Fraternity House
- Pub’n’Sub
- Archie’s Giant Hamburgers
- Little Waldorf Saloon
- Capriotti’s
- Sterling Summit
- Purple Bean
- Magpie Coffee
- Walden’s Coffee
- Lev Apartments
- The Hub
- Laughing Planet
- The Republic
- Silver Peak
- Plato’s Closet
- Reno Visitor Center
- Antique Treasures
- Antonio’s
- The Stick
- Campo
- The Jungle
- Our Bar
- Noble Pie (Downtown & Midtown)
- Sup
- Jus
- Batch Cupcakery
- Shea’s Tavern
- Recycled Records
- Two Chicks
- Mari Chuy’s

Don’t see your business listed? We’ll gladly deliver copies of the Sagebrush each week for your customers to enjoy.

Email us at adnevadassales@gmail.com
## PRINT/DISPLAY advertising sizes & pricing

### Rates

<table>
<thead>
<tr>
<th></th>
<th>Full</th>
<th>Half</th>
<th>Quarter</th>
<th>Eighth</th>
<th>Cover Page Banner</th>
<th>Sports or Entertainment Page Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$1,600</td>
<td>$800</td>
<td>$400</td>
<td>$200</td>
<td>$475 - Above the fold $375 - Below the fold</td>
<td>$450 - Above the fold $350 - Below the fold</td>
</tr>
<tr>
<td>Premium Placement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Page 2A, 3A or Back Page</td>
<td>+10%</td>
<td>+10%</td>
<td>+15%</td>
<td>+15%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Discounts

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Organizational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepayment - 10%</td>
<td>5 issues - 10%</td>
<td>University department - 20%</td>
</tr>
<tr>
<td></td>
<td>10 issues - 12%</td>
<td>Pack Friendly Business - 10%</td>
</tr>
<tr>
<td></td>
<td>15 issues - 15%</td>
<td>Local (Reno/Tahoe) Small Business - 10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-profit - 10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chamber of Commerce - 10%</td>
</tr>
</tbody>
</table>

### DEADLINES

- Reserve your space with a signed contract by **WEDNESDAY** prior to publication date.
- Submit or approve your artwork by **FRIDAY** prior to publication date.
Advertising sizes & pricing

**PRINT/DISPLAY**

- **Full Page:** 11.2 in W x 20 in H
- **Half Vertical:** 5.5 in W x 20 in H
- **Half Horizontal:** 11.2 in W x 10 in H
- **Quarter Vertical:** 5.5 in W x 10 in H
- **Quarter Horizontal:** 11.2 in W x 5.0 in H
- **Eighth Page:** 5.5 in W x 5.0 in H
- **Cover Page (Above):** 11.2 in W x 2.5 in H
- **Cover Page (Below):** 11.2 in W x 2.5 in H

**COLUMNS**

<table>
<thead>
<tr>
<th>COLUMNS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.9&quot;</td>
</tr>
<tr>
<td>2</td>
<td>3.8&quot;</td>
</tr>
<tr>
<td>3</td>
<td>5.7&quot;</td>
</tr>
<tr>
<td>4</td>
<td>7.6&quot;</td>
</tr>
<tr>
<td>5</td>
<td>9.5&quot;</td>
</tr>
<tr>
<td>6</td>
<td>11.4&quot;</td>
</tr>
</tbody>
</table>

**Size Restrictions**

- Minimum size to place an advertisement: 10 column inches
- Ads more than 18.0” in height will be billed at the full page height of 20.0”
- Advertisers purchase the exact amount of space for each size; if the artwork is not the exact dimensions, it will be shrunk to fit and/or a white border will be added.
No discounts offered on online advertising.
All files should be submitted as JPEG or PDF, 72 DPI, RGB.
Social Media Advertising

Our strong social media following and presence could be a great opportunity to reach our vast audience.

3 Tweets Over 3 Weeks - $50 or $25 per Tweet

3 Posts Over 3 Weeks - $50 or $25 per post

We also offer a Bundle on 1 post per week on all platforms

1 Tweet + 1 Facebook Post + 1 Instagram Post = $50

You can also advertise with us on Social Media as an addition in the week of any Print or Online Ads.

Social Media Add-Ons

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>$20</td>
</tr>
<tr>
<td>Facebook</td>
<td>$20</td>
</tr>
<tr>
<td>Both Twitter and Facebook</td>
<td>$30</td>
</tr>
</tbody>
</table>

*If you would like to promote the post on any social media platform, you can easily do that for an additional $15 on each platform.

Pre-Printed Inserts

Price: $780

Required Count: 3,500

Minimum Size: 7” x 5”

Maximum Size: 11” x 11”

Please send a PDF copy of the insert to adnevadasales@gmail.com for content approval prior to shipping actual materials.

Insert materials must be shipped directly to:

Nevada Appeal
Attn: Nevada Sagebrush Inserts
580 Mallory Way
Carson City, Nevada 89701
Attn: Distributions

Include run date(s) on boxes and shipping label. Inserts must arrive at above address 2 weeks prior to publication. Label all boxes or pallets with “Sagebrush Advertising” and submit a copy of the insert to us 7 business days prior to publication.
## Special Publications

**Fall 2019**
- Welcome Back: August 27
- Festival Guide: September 17
- Sagebrush Anniversary Issue: October 15
- Basketball Preview: December 3
- Winter Graduation: December 10

**Spring 2020**
- Housing Guide: February 11
- Dining Guide: March 24
- Elections: April 14
- Spring Graduation: May 5
- "Best Of": June 2

## Important University Dates

### Fall 2019
- Classes Begin: August 26
- Nevada Day: October 25
- Thanksgiving Break: Nov. 28 - Dec. 1
- Commencement: December 7
- Classes End: December 11
- Final Exams: December 12-18

### Spring 2020
- Classes Begin: January 21
- Spring Break: March 14-22
- Classes End: May 6
- Final Exams: May 7-13
- Commencement: May 14-16
Terms & Conditions

Basic Creative Requirements
PDF with all fonts embedded
EPS file with all fonts embedded
All images should be 200-300 dpi
Black and white images must be in grayscale
Color images must be in CMYK
Creative due 7 business days prior to publication

Terms & Conditions
All advertising is subject to the approval of the Advertising Coordinator and Editor-in-Chief, who jointly reserve the right to refuse any advertising content that doesn’t meet standards of acceptability. However, the Editor will always have the final word on any content that is not accepted.

Standards of acceptability: no ads will be placed that promote unlawful activity, have false or misleading content, are fraudulent, dishonest or violate the laws of libel, privacy, copyright, trademark, trade names, patents or obscenity.

Sagebrush Advertising may refuse to accept any copy not furnished before established deadlines, and should the Sagebrush Advertising accept such late copy, no proof will be submitted to the Advertiser before publication and Sagebrush Advertising will not accept liability for errors therein.

Sagebrush Advertising assumes no responsibility for errors when a finished (camera-ready) artwork has been submitted by the Advertiser or if a proof has been submitted in advance of publication to the Advertiser, his/her agent or representative.

Any Advertiser failing to use the number of discounted column inches for which they have contracted will be required to pay the difference between the discounted rate and the open rate for all column inches used.

The Advertiser shall indemnify, defend and hold harmless Sagebrush Advertising Coordinator and Editor-in-Chief, who jointly reserve the right to refuse any advertising content that doesn’t meet standards of acceptability. However, the Editor will always have the final word on any content that is not accepted.

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The Advertiser shall indemnify, defend and hold harmless NSHE, its officers, employees, and agents from and against any and all liabilities, claims, losses, costs or expenses to the person or property, including but not limited to claims of libel, violations of privacy, infringement of any trademarks, copyrights, trade names, patents, and lawsuits, judgments, and/or expenses, including attorney fees, arising either directly or indirectly from any act or failure to act by the Advertiser, or any of its officers and employees, which may occur during or which may arise out of the performance of this agreement.

Sagebrush Advertising does not guarantee placement. However, requests will be honored whenever possible.

Advertisements resembling news items will be labeled as advertisements.

Artwork design is free of charge, but limited to one instance per week. The client must proof all ads before 12 p.m. on Wednesdays prior to the print date unless they have selected to waive this option.

The Advertising Coordinator shall deliver all advertisements to the Editor by no later than 3 days before publication. If the Editor rejects any ad(s), the Editor must let the Advertising Coordinator know in writing 1 day before the publication date so the advertiser can be contacted. New ad(s) may be sent for replacement or money refunded or not charged to the advertiser due to non-placement.

Ads that run incorrectly because the proof was returned by the Advertiser after deadline or not returned at all will be billed at the full value.

Ads that are in error due to the fault of Sagebrush Advertising will be discounted at the discretion of the Advertising Coordinator based on the error in question. Claims must be received in writing within 10 business days from the date of publication. Sagebrush Advertising is not liable for damages caused by content of paid advertisements or by poor production quality due to printing flaws.

The Advertiser will assume full liability for his/her advertisements and agree to hold Sagebrush Advertising and the represented media entities at the University of Nevada, Reno, harmless for the content of all advertisements authorized for publication and broadcast and any claims that may be made against Sagebrush Advertising.

Agencies placing ads on behalf of clients are jointly and severally liable for the full cost of advertising.

Sagebrush Advertising reserves the right to sell special promotions and advertising packages that carry special rates.

Advertising reserves the right to bill any party that chooses to insert unapproved advertisements of any kind to a publication rack or within a publication at the rate of $600.00 per instance.

Acceptable forms of payment are check, money order, visa, mastercard and internal purchase orders (for campus departments or organizations only). All clients require a credit card on file, unless they are prepaying with a check. On-campus departments can include an IPO number in the credit card line if they choose to pay using university internal purchase orders.

Prepayment requires the Advertiser pay for half or more of their entire contract in order to receive the applicable discount.

There is a $25.00 service charge on all returned checks.

Billing terms are net amount due and payable in 30 days from invoice date. All accounts are due as defined in the signed contract and in the corresponding media kit. Accounts more than 30 DAYS PAST DUE will be granted additional credit only at the discretion of the Advertising Coordinator. If special collections procedures become necessary, Advertiser agrees to pay all costs of collections, including court costs and reasonable attorney’s fees. In addition, a 10 percent fee will be added to your account for every 30 day period your account is overdue. In the event that the Advertiser’s account is 60 DAYS PAST DUE, no further advertising will be accepted unless payment is received in full. Accounts 120 DAYS PAST DUE will automatically be sent to collections.

Invoices, account statements and papers (tear sheets) for print advertising are mailed the day after publication. Invoices for online advertising will not be sent unless requested. All receipts for prepayment and online ads are sent out on Wednesdays.

Either party may terminate this agreement by giving written notice at least 10 business days before the date of publication that is to be cancelled. In the event that the Advertiser alone terminates this agreement, failure to comply with the aforementioned terms will result in the Advertiser being responsible for the full contracted amount. In the event that Sagebrush Advertising terminates this agreement and the Advertiser has prepaid, Sagebrush Advertising shall credit back the amount of only the ads that were not published after date of cancellation.

For all questions regarding our Terms and Conditions, contact the Advertising Coordinator at: adnevadasales@gmail.com 775-784-7773