

# THE NEVADA SAGEBRUSH

SERVING THE UNIVERSITY OF NEVADA, RENO SINCE 1893

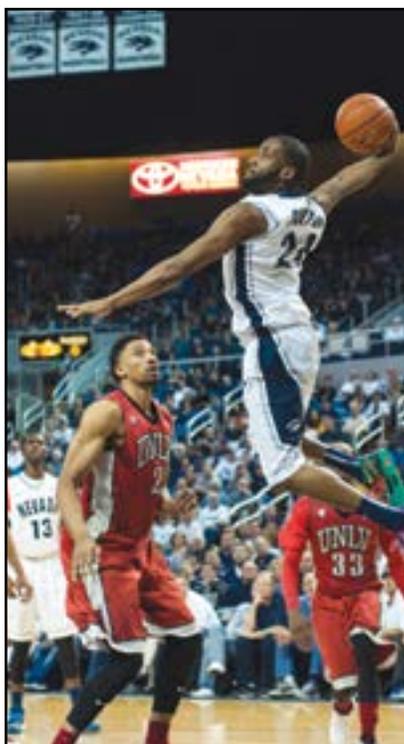


The university's only  
**100** percent student-run  
**NEWSPAPER**

**Media Kit**



2016-2017



## ASSOCIATED COLLEGIATE PRESS AWARDS

The Nevada Sagebrush has been awarded the prestigious National Pacemaker Award in 2015, 2012, 2009 and 2008 for its coverage and content, quality of writing and reporting, leadership on the opinion page, evidence of in-depth reporting, design, photography, art, and graphics. The Nevada Sagebrush was a finalist for the Pacemaker Award in 2011, 2010, 2007, and 2006. Additionally, The Nevada Sagebrush has won 9 Best of Show awards since 2004, including their most recent win in February of 2016.

The Associated Collegiate Press is the largest and oldest national membership organization for college student media in the U.S. The National Pacemaker Awards are considered the highest honors a student publication can receive. The Nevada Sagebrush is pleased to be among the top-awarded publications within the student newspaper industry.

## THREE WAYS TO ADVERTISE

Display/Print Ads | Online Banner Ads | Inserts

## ABOUT US

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. It is your source for marketing to 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 maintains a strong student following. Many national and regional companies, employers and graduate programs find the paper the perfect medium to reach over 18,000 students enrolled at Nevada. Advertising opportunities for the 2016-2017 academic year include display advertising, online advertising, inserts and participation in one of our many special issues.

## CONTACT US

### SAGEBRUSH ADVERTISING

1664 N. Virginia Street  
MS 0058  
Reno, NV 89557-0058  
Phone: 775-784-7773  
Fax: 775-784-7774

[adnevadasales@gmail.com](mailto:adnevadasales@gmail.com)

The Nevada Sagebrush | Nevada Sagebrush | nevadasagebrush.com | nvsagebrush | @TheSagebrush

## NEVADA SAGEBRUSH MISSION STATEMENT

The Nevada Sagebrush shall be the official student newspaper of the University of Nevada, Reno. The Nevada Sagebrush is dedicated to providing informative, relevant and credible news to the University of Nevada, Reno. The Nevada Sagebrush serves its campus community through the commitment to excellence. The Nevada Sagebrush is a public servant for the greater good.

## OUR READERSHIP

<b>Total University Enrollment:</b>	20,898
<b>Undergraduate Enrollment:</b>	17,770
<b>U.S. News &amp; World Report Ranking:</b>	Tier One: Among the Best National Universities
<b>U.S. States Represented:</b>	50
<b>Countries Represented:</b>	80
<b>Average Age:</b>	22
<b>Average Entering G.P.A.:</b>	3.3
<b>Male/Female Ratio:</b>	48%/52%
<b>Athletics:</b>	NCAA Division 1
<b>Diversity of Incoming Freshmen:</b>	43%
<b>National Merit Scholars:</b>	50
<b>Average Class Size:</b>	37
<b>Highest Degree:</b>	Doctorate
<b>Most Popular Bachelor Degrees:</b>	Biology; Community Health Science
<b>Most Popular Master's Degrees:</b>	Business Administration; Nursing
<b>Most Popular Doctorate Degrees:</b>	Psychology; Ecology, Evolution and Conservation Biology

## PUBLICATION

<b>Frequency:</b>	Weekly	Column Widths:
<b>Days Published:</b>	Tuesday	1) 1.9"
<b>Circulation:</b>	3,500 copies every week	2) 3.8"
<b>Readership:</b>	13,000	3) 5.7"
<b>Format:</b>	6 Column Broadsheet	4) 7.6"
<b>Full Page Size:</b>	6 col (11.4") W x 20.0" H	5) 9.5"
		6) 11.4"

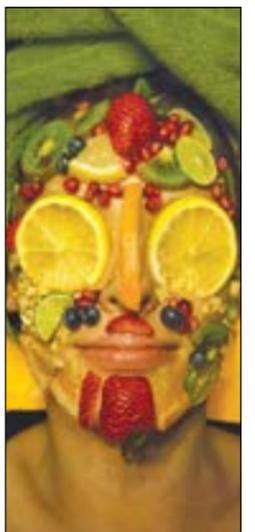
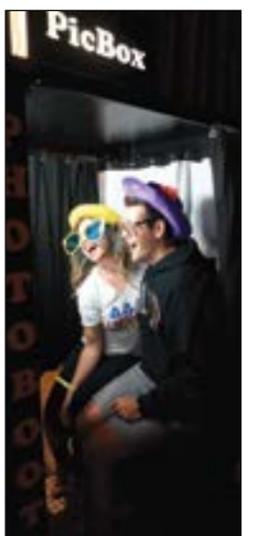
The Nevada Sagebrush does not accept classified advertising.

## DISTRIBUTION LOCATIONS

The Nevada Sagebrush is distributed at more than 40 locations on campus.

### Off-campus locations

- |                           |                                      |
|---------------------------|--------------------------------------|
| Archie's Giant Hamburgers | Little Waldorf Saloon                |
| Bibo Coffee Company       | Noble Pie Parlor                     |
| The Corkscroo Bar         | Pub N Sub                            |
| Exxon (Virginia St.)      | Qdoba Mexican Grill (McCarran Blvd.) |
| The Highlands             | Silver Peak Brewery on the River     |
| Jacksons (Virginia St.)   | Squeeze In (Las Brisas Blvd.)        |
| Java Jungle               | TMCC Library                         |
| Jimmy John's              | The Wolf Den                         |
| JJ's Pie Co.              | Wolf Run Village                     |



# PRINT/DISPLAY advertising



## DISPLAY/PRINT ADVERTISING

### Print Size and Rates

Description	Size (W x H)	Rate
<b>Full Page</b>	11.2" W x 20.0" H	\$1,560.00
<b>Half Page Horizontal</b>	11.2" W x 10.0" H	\$780.00
<b>Half Page Vertical</b>	5.5" W x 20.0" H	\$780.00
<b>Quarter Page Vertical</b>	5.5" W x 10.0" H	\$390.00
<b>Quarter Page Horizontal</b>	11.2" W x 5.0" H	\$390.00
<b>Eighth Page Vertical</b>	5.5" W x 5.0" H	\$195.00
<b>Eighth Page Horizontal</b>	11.2" W x 2.5" H	\$195.00

### Size Restrictions

- Minimum size to place an ad: 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.

## DISPLAY/PRINT ADVERTISING DISCOUNTS

Discounts	Frequency Discounts	Organizational Discounts
Prepayment 10%	5 issues 5%	University Department 20%
	10 issues 10%	Campus Business 15%
	15 issues 15%	Local Reno/ Tahoe 10%
		Small Business 10%
		Non-Profit 10%
		Chamber of Commerce - M2M 10%

- Limit 2 discounts per contract and must have written preapproval
- Discounts do not pile and are calculated separately.
- University departments may only use the prepayment discount with a campus discount.
- There is no charge for basic advertising design and production.

## 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

**ALL CREATIVE DUE 7 BUSINESS DAYS PRIOR TO PUBLICATION**

# DEADLINE information

## PUBLICATION DATES

### Fall 2016

- August 30 - *Fall Welcome Back Issue*
- September 6 - *Football Issue*
- September 13
- September 20
- September 27
- October 4
- October 11
- October 18 - *Homecoming Issue*
- October 25 - *Halloween Issue*
- November 1 - *Basketball Preview Issue*
- November 8 - *Elections Issue*
- November 15 - *Ski & Snowboard Issue*
- November 22 - *Online Only Issue*
- November 29
- December 6 - *Fall Graduation Issue*
- December 13

### Spring 2017

- January 24 - *Spring Welcome Back Issue*
- January 31
- February 7
- February 14 - *Valentine's Day Issue*
- February 21 - *Baseball Preview Issue*
- February 28
- March 7 - *Dining Guide*
- March 14
- March 21 - *Online Only Issue*
- March 28
- April 4 - *Housing Guide*
- April 11
- April 18
- April 25
- May 2 - *Graduation Issue*
- June 6 - *Summer Issue*

**Academic Calendar:** [www.unr.edu/academic-central](http://www.unr.edu/academic-central)

## DEADLINE INFORMATION

Space and material deadline for display advertising is 7 business days prior to publication.

Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Tuesday, September 23, your artwork and space reservation is due Friday, September 12.

All information is subject to change at any time.

**ALL CREATIVE DUE 7 BUSINESS DAYS PRIOR TO PUBLICATION**



# ONLINE advertising



## ONLINE ADVERTISING

Description	Suggested Size (In Pixels)	Rate per Week	Rate per Month	Rate per Semester
<b>TopCenter Banner, Homepage Only</b>	928 x 80	\$238.00	\$952.00	\$2,856.00
<b>Top Right Banner, Story Pages</b>	575 x 80	\$203.00	\$812.00	\$2,436.00
<b>Mid-Page Banner, Homepage Only</b>	928 x 80	\$119.00	\$476.00	\$1,428.00
<b>Tall Tower, Story Pages</b>	300 x 600	\$158.00	\$632.00	\$1,896.00
<b>Tower Square, Story Pages</b>	300 x 300	\$79.00	\$316.00	\$948.00

- Limited to 4 per ad slot
- All online ads must be paid in advance before run date (no pre-pay discount)
- JPEG or PDF, 72 DPI, RGB files needed

## FREE-STANDING INSERTS

**Free standing inserts price:** \$780  
**Required Count:** 3,500  
**Minimum Size:** 7" x 5"  
**Maximum Size:** 11" x 11"

Please send a PDF of the insert to:  
*adnevadasales@gmail.com* for content approval prior to shipping actual materials. Insert materials must be shipped directly to the address below:

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

Please include run date(s) on boxes and shipping label.  
 Inserts must arrive at above address 2 weeks prior to publication.

Please be sure to label all boxes or pallets with "Sagebrush Advertising" and make sure we receive a copy of the insert (hard or digital) at Sagebrush Advertising 7 business days prior to publication.

# ONLINE advertising

CONTACT US SAGEBRUSH ARCHIVES ADVERTISE

THE NEVADA SAGEBRUSH

NEWS SPORTS ARTS & ENTERTAINMENT OPINION SAGEBRUSH MULTIMEDIA

**TOP CENTER BANNER**  
928 X 80

**TOP RIGHT BANNER**  
575 X 80

**MID-PAGE BANNER**  
928 X 80

**TALL TOWER**  
300 X 600

**TOWER SQUARE**  
300 X 300

# TERMS & conditions

8

University of Nevada, Reno | Media Kit 2016-2017

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 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 Advertiser, or any of its officers or employees, which may occur during or which may arise out of the performance of this Agreement.

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

Advertisements resembling news items will be labeled advertisements.

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

The Advertising Coordinator shall deliver all ads 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 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 was 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 agrees 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 will be 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% 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 in full is received. 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 and classifieds are sent out Wednesdays.

Either party may terminate this agreement by giving written notice at least ten (10) business days before 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.