



TOTAL USSPI CIRCULATION: 615,681

| | % Metro HH's | % USSPI Circ. | Index |
|-----------------------|--------------------|---------------------|-------|
| 1. Affluentials | 13.0 | 16.6 | 127 |
| 2. Greenbelt Families | 23.8 | 26.4 | 111 |
| 3. Middle America | 31.9 | 36.3 | 114 |
| TOTAL | 68.8 | 79.3 | 115 |
| 4. All Others | 31.2 | 20.7 | 66 |

USSPI Circulation

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Las Vegas



Please refer to usspi.com for the most current version of our market sheets.

| | Open Inch Rate | Circulation | | PRIZM Target Group |
|--|----------------------|-------------|--------|--------------------------|
| | | ROP | Insert | |

1. View Neighborhood

| Newspapers | \$553.85 | 599,181 | 599,300 | |
|--|-----------------|----------------|----------------|-------|
| A. Henderson/Anthem View (Tu) | | 98,214 | 98,200 | 1/2 |
| B. Centennial/North Las Vegas View (Tu) | | 122,610 | 122,600 | 2/3 |
| C. Paradise/Downtown View (Tu) | | 94,517 | 94,600 | 3 |
| D. Southwest/Spring Valley View (Tu) | | 110,592 | 110,600 | 1/2/3 |
| E. Sunrise/Whitney View (Tu) | | 94,589 | 94,600 | 3 |
| F. Summerlin/South Summerlin/ Lakes View (Tu) | | 78,659 | 78,700 | 1/3 |

PLEASE NOTE: Subscribers of the Las Vegas Review-Journal receive the View Newspapers in tandem. All non-subscribers of the Las Vegas Review-Journal receive the View Newspapers in the mail.

| | | | | |
|--------------------------------|----------------|--------------|--------------|---|
| 2. Pahrump Valley Times | \$13.65 | 8,500 | 8,500 | |
| A. Pahrump Valley Times (W,F) | | 8,500 | 8,500 | 3 |
| 3. Mesquite Local News | \$14.12 | 6,000 | 6,000 | |
| A. Mesquite Local News (Th) | | 6,000 | 6,000 | 3 |
| 4. Boulder City Review | \$13.63 | 2,000 | N/A | |
| A. Boulder City Review (Th) | | 2,000 | N/A | 3 |

All papers are Broadsheet.

Publisher by County

Clark County

1. View Neighborhood Newspapers
3. Mesquite Local News
4. Boulder City Review

Nye County

2. Pahrump Valley Times



Please refer to usspi.com for the most current version of our market sheets.

In addition to USSPI's complete market package (rates below), PRIZM selected networks available on request for both ROP and pre-prints. Let us tailor a custom buy designed to reach just your targets. Call your USSPI representative for details.

R.O.P. INFORMATION

Circulation: 615,681

Inch Rate: \$416.00

Color Charges

Savings vs. Open Rates: 30.1%

| | | |
|---------|---------|---------|
| B&1C | B&2C | B&3C |
| \$3,200 | \$5,600 | \$5,600 |

| Sample Ad Sizes | | | | | | | |
|-----------------|-----------|---------|-----------|---------|-----------|--|----------|
| Size | Cost | Size | Cost | Size | Cost | Size | Cost |
| Full Page | 34,112.00 | 4x18 | 29,952.00 | 3x7 | 8,736.00 | 1xFD | 8,528.00 |
| FWx18 | 29,952.00 | 4x15.75 | 26,208.00 | 3x5.25 | 6,552.00 | 1x18 | 7,488.00 |
| FWx14 | 23,296.00 | 4x14 | 23,296.00 | 2xFD | 17,056.00 | 1x15.75 | 6,552.00 |
| FWx10.5 | 17,472.00 | 4x13 | 21,632.00 | 2x18 | 14,976.00 | 1x14 | 5,824.00 |
| FWx7 | 11,648.00 | 4x10.5 | 17,472.00 | 2x15.75 | 13,104.00 | 1x13 | 5,408.00 |
| 5xFD | 34,112.00 | 4x7 | 11,648.00 | 2x14 | 11,648.00 | 1x10.5 | 4,368.00 |
| 5x18 | 29,952.00 | 4x5.25 | 8,736.00 | 2x13 | 10,816.00 | PLEASE NOTE: Smaller ad sizes accepted at 10.5" cost. | |
| 5x15.75 | 26,208.00 | 3xFD | 25,584.00 | 2x10.5 | 8,736.00 | | |
| 5x14 | 23,296.00 | 3x18 | 22,464.00 | 2x7 | 5,824.00 | | |
| 5x13 | 21,632.00 | 3x15.75 | 19,656.00 | 2x5.25 | 4,368.00 | | |
| 5x10.5 | 17,472.00 | 3x14 | 17,472.00 | 2x3.5 | 4,368.00 | | |
| 5x7 | 11,648.00 | 3x13 | 16,224.00 | 2x3 | 4,368.00 | | |
| 4xFD | 34,112.00 | 3x10.5 | 13,104.00 | 2x2 | 4,368.00 | | |

Note: Sizes listed above may not be available in all newspapers; each publisher's open rate is subject to change.

ROP Material Requirements: – Call USSPI for production information.

ROP Requirements: – Ads ordered more than 18 inches deep will be charged for full depth in broadsheets.
– Minimum ad size 10.5".

INSERT INFORMATION

Circulation: 613,800 (may not include all newspapers)

| Size | CPM | Cost | Size | CPM | Cost |
|--------------|---------|-------------|---------|---------|----------|
| Single Sheet | \$40.19 | \$24,668.62 | 20 page | \$33.75 | \$489.38 |
| 4 Page | 49.61 | 30,450.62 | 24 page | 33.75 | 489.38 |
| 8 Page | 33.75 | 489.38 | 28 page | 33.75 | 489.38 |
| 12 Page | 33.75 | 489.38 | 32 page | 33.75 | 489.38 |
| 16 Page | 33.75 | 489.38 | 36 page | 33.75 | 489.38 |

Additional Sizes Available.

Insert circulation based on press run figures.

Las Vegas



Profile of USSPI-Las Vegas Circulation Area

| | Index vs. Las Vegas | | Index vs. Las Vegas |
|-----------------------|------------------------|----------------------|------------------------|
| HHI \$35,000+ | 103 | Owner-Occupied HU's | 98 |
| HHI \$100,000+ | 107 | Renter-Occupied HU's | 103 |
| Home Value \$200,000+ | 107 | Single Family Homes | 102 |
| HH's with Children | 103 | 2 Vehicles | 100 |
| 4+ Years College | 105 | 3+ Vehicles | 97 |

98.3% of USSPI-Las Vegas Circulation is home delivered.

Market Demographics

| | % Population | % Households | Total E.B.I. | Average E.B.I. | % Total Retail Sales | % Food Sales | % Auto Sales |
|------------|-----------------|-----------------|-----------------|-------------------|----------------------------|-----------------|-----------------|
| Las Vegas | 100.0 | 100.0 | 100.0 | \$56,442 | 100.0 | 100.0 | 100.0 |
| Core City* | 26.5 | 25.8 | 26.3 | 57,497 | 25.2 | 27.0 | 27.9 |
| Suburbs | 73.5 | 74.2 | 73.7 | 56,074 | 74.8 | 73.0 | 72.1 |

Source: The Nielsen Company.

*Metro City: Las Vegas.

Newspaper Circulation/Coverage Comparison

| | Total Circulation (000) | Metro | | City** | | Suburbs | |
|------------------------------|-------------------------------|----------------------|---------------|----------------------|---------------|----------------------|---------------|
| | | Circulation (000) | Coverage % | Circulation (000) | Coverage % | Circulation (000) | Coverage % |
| <i>Households</i> | | <i>816.7</i> | | <i>211.0</i> | | <i>605.7</i> | |
| Las Vegas Review-Journal (M) | 175.4 | 173.7 | 21.3 | 106.7 | 50.6 | 67.0 | 11.1 |
| TOTAL | 175.4 | 173.7 | 21.3 | 106.7 | 50.6 | 67.0 | 11.1 |
| USSPI Las Vegas | 615.7 | 615.7 | 75.4 | 480.4 | 100.0 | 135.3 | 22.3 |

**Las Vegas

Metro County Circulation Breakdown

| | Households (000) | Las Vegas Review-Journal | | USSPI | |
|--------------|---------------------|--------------------------|---------------|----------------------|---------------|
| | | Circulation (000) | Coverage % | Circulation (000) | Coverage % |
| Mohave, AZ | 77.2 | 2.2 | 2.9 | — | — |
| Clark | 719.7 | 168.9 | 23.5 | 607.2 | 84.4 |
| Nye | 19.8 | 2.6 | 13.3 | 8.5 | 42.9 |
| Total | 816.7 | 173.7 | 21.3 | 615.7 | 75.4 |

Source: Circulation '12; USSPI Publisher Records.