



TOTAL USSPI CIRCULATION: 709,274

	% 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	\$533.84	694,774	703,200	
A. Anthem View (Tu)		43,667	53,400	1/2
B. Centennial View (Tu)		68,673	69,400	2/3
C. Downtown View (Tu)		50,748	51,500	3
D. Green Valley/Henderson View (Tu)		73,436	66,900	2/3
E. North Las Vegas View (Tu)		69,760	70,600	2/3
F. South Summerlin/Lakes View (Tu)		51,290	52,000	1/3
G. (Las Vegas) Southeast View (Tu)		54,938	55,800	2
H. (Las Vegas) Southwest View (Tu)		61,187	62,000	1/2/3
I. Spring Valley View (Tu)		61,597	62,200	1
J. Summerlin View (Tu)		49,822	50,700	1/3
K. Sunrise View (Tu)		57,825	58,200	3
L. Whitney View (Tu)		49,831	50,500	3
M. Boulder City Review (Th)		2,000	N/A	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	\$13.50	8,500	8,500	
A. Pahrump Valley Times (W,F)		8,500	8,500	3
3. Mesquite Local News	\$13.20	6,000	6,000	
A. Mesquite Local News (Th)		6,000	6,000	3

All papers are Broadsheet.

Publisher by County

Clark County

1. View Neighborhood Newspapers
3. Mesquite Local News

Nye County

2. Pahrump Valley Times



Las Vegas

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: 709,274

Inch Rate: \$438.08

Color Charges

Savings vs. Open Rates: 21.8%

B&1C	B&2C	B&3C
\$860	\$1,035	\$1,035

Sample Ad Sizes

Size	Cost	Size	Cost	Size	Cost	Size	Cost
Full Page	35,922.56	4x18	31,541.76	3x7	9,199.68	1xFD	8,980.64
FWx18	31,541.76	4x15.75	27,599.04	3x5.25	6,899.76	1x18	7,885.44
FWx14	24,532.48	4x14	24,532.48	2xFD	17,961.28	1x15.75	6,899.76
FWx10.5	18,399.36	4x13	22,780.16	2x18	15,770.88	1x14	6,133.12
FWx7	12,266.24	4x10.5	18,399.36	2x15.75	13,799.52	1x13	5,695.04
5xFD	35,922.56	4x7	12,266.24	2x14	12,266.24	1x10.5	4,599.84
5x18	31,541.76	4x5.25	9,199.68	2x13	11,390.08		
5x15.75	27,599.04	3xFD	26,941.92	2x10.5	9,199.68	PLEASE NOTE:	
5x14	24,532.48	3x18	23,656.32	2x7	6,133.12	Smaller ad	
5x13	22,780.16	3x15.75	20,699.28	2x5.25	4,599.84	sizes accepted	
5x10.5	18,399.36	3x14	18,399.36	2x3.5	4,599.84	at 10.5" cost.	
5x7	12,266.24	3x13	17,085.12	2x3	4,599.84		
4xFD	35,922.56	3x10.5	13,799.52	2x2	4,599.84		

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: 717,700 (may not include all newspapers)

Size	CPM	Cost	Size	CPM	Cost
Single Sheet	\$40.21	\$28,858.72	20 page	\$33.75	\$489.38
4 Page	49.67	35,648.16	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

98.5% 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	\$59,664	100.0	100.0	100.0
Core City*	26.3	25.7	25.8	59,913	24.3	26.6	30.5
Suburbs	73.7	74.3	74.2	59,577	75.7	73.4	69.5

Source: Sales and Marketing Management's 2009 Survey of Buying Power (online).

*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>		801.7		206.0		595.7	
Las Vegas Review-Journal (M)	170.1	168.6	21.0	102.5	49.8	66.1	11.1
TOTAL	170.1	168.6	21.0	102.5	49.8	66.1	11.1
USSPI Las Vegas	709.3	709.3	88.5	79.7	38.7	629.6	100.0

**Las Vegas

Metro County Circulation Breakdown

	Households (000)	Las Vegas Review-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Mohave, AZ	82.0	2.2	2.7	—	—
Clark	700.2	163.7	23.4	700.8	100.0
Nye	19.5	2.7	13.8	8.5	43.6
Total	801.7	168.6	21.0	709.3	88.5

Source: Circulation '10; USSPI Publisher Records.