



**TOTAL USSPI CIRCULATION: 44,959**

|                       | %<br>Metro<br>HH's | %<br>USSPI<br>Circ. | Index      |
|-----------------------|--------------------|---------------------|------------|
| 1. Affluentials       | 26.0               | 38.1                | 147        |
| 2. Greenbelt Families | 19.0               | 3.8                 | 20         |
| 3. Middle America     | 32.9               | 50.8                | 155        |
| <b>TOTAL</b>          | <b>77.9</b>        | <b>92.7</b>         | <b>119</b> |
| 4. All Others         | 22.1               | 7.3                 | 33         |

**USSPI Circulation**

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# Reno



Please refer to [usspi.com](http://usspi.com) for the most current version of our market sheets.

|   | Open<br>Inch<br>Rate | Circulation   |               | PRIZM<br>Target<br>Group |
|---|----------------------|---------------|---------------|--------------------------|
|   |                      | ROP           | Insert        |                          |
| <b>1. Sierra Nevada Media Group \$93.72</b> |                      | <b>44,959</b> | <b>47,500</b> |                          |
| A. Nevada Appeal (W-Sa)*                    |                      | 14,597        | 15,900        | 3                        |
| Nevada Appeal (Su)*                         |                      | 18,388        | 17,300        |                          |
| B. (Gardenville) Record                     |                      |               |               |                          |
| Courier (W,F)*                              |                      | 5,507         | 6,100         | 1/2/3                    |
| C. Tahoe Daily Tribune                      |                      |               |               |                          |
| (Saturday Total) (W,F,Sa)*                  |                      | 10,500        | 9,500         | 3                        |
| D. North Lake Tahoe Bonanza (Th)*           |                      | 5,146         | 5,400         | 1                        |
| E. Sierra Sun (Friday Total) (W,F)*         |                      | 5,713         | 6,600         | 1                        |
| F. Lahontan Valley News (W,F)*              |                      | 3,496         | 4,000         | 3                        |
| Lahontan Valley News (Su)*                  |                      | 2,964         | 3,400         |                          |

\*Denotes Tabloid.

| Publishers by County      |                               |
|---------------------------|-------------------------------|
| <b>Metro County</b>       |                               |
| <b>Washoe County</b>      | 1. Sierra Nevada Media Group  |
| <b>Non-Metro Counties</b> |                               |
| <b>Carson City County</b> | 1. Sierra Nevada Media Group  |
| <b>Churchill County</b>   | 1. Sierra Nevada Media Group. |
| <b>Douglas County</b>     | 1. Sierra Nevada Media Group  |



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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: 44,959**

**Inch Rate: \$48.00**

Color Charges

**Savings vs. Open Rates: 48.8%**

|         |         |         |
|---------|---------|---------|
| B&1C    | B&2C    | B&3C    |
| \$1,470 | \$1,470 | \$1,470 |

| Sample Ad Sizes |          |         |          |         |          |         |        |
|-----------------|----------|---------|----------|---------|----------|---------|--------|
| Size            | Cost     | Size    | Cost     | Size    | Cost     | Size    | Cost   |
| Full Page       | 4,032.00 | 4x18    | N/A      | 3x7     | 1,008.00 | 1x18    | 672.00 |
| FWx18           | N/A      | 4x15.75 | N/A      | 3x5.25  | 756.00   | 1x18    | N/A    |
| FWx14           | 4,032.00 | 4x14    | 2,688.00 | 2x18    | 1,344.00 | 1x15.75 | N/A    |
| FWx10.5         | 3,024.00 | 4x13    | 2,688.00 | 2x18    | N/A      | 1x14    | 672.00 |
| FWx7            | 2,016.00 | 4x10.5  | 2,016.00 | 2x15.75 | N/A      | 1x13    | 672.00 |
| 5x18            | N/A      | 4x7     | 1,344.00 | 2x14    | 1,344.00 | 1x10.5  | 504.00 |
| 5x15.75         | N/A      | 4x5.25  | 1,008.00 | 2x13    | 1,344.00 |         |        |
| 5x14            | 3,360.00 | 3x18    | N/A      | 2x10.5  | 1,008.00 |         |        |
| 5x13            | 3,360.00 | 3x15.75 | N/A      | 2x7     | 672.00   |         |        |
| 5x10.5          | 2,520.00 | 3x14    | 2,016.00 | 2x5.25  | 504.00   |         |        |
| 5x7             | 1,680.00 | 3x13    | 2,016.00 | 2x3.5   | 504.00   |         |        |
| 4x18            | 2,688.00 | 3x10.5  | 1,512.00 | 2x3     | 504.00   |         |        |
|                 |          |         |          | 2x2     | 504.00   |         |        |

**PLEASE NOTE:**  
These sizes and rates reflect a 6 column tabloid format.

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 13 inches or more in depth will be charged for full depth in tabloids.  
– Minimum ad size 10.5".

## INSERT INFORMATION

**Circulation: 47,500**

| Size         | CPM     | Cost       | Size    | CPM     | Cost       |
|--------------|---------|------------|---------|---------|------------|
| Single Sheet | \$24.00 | \$1,140.00 | 20 page | \$39.00 | \$1,852.50 |
| 4 Page       | 29.00   | 1,377.50   | 24 page | 40.50   | 1,923.75   |
| 8 Page       | 34.50   | 1,638.75   | 28 page | 43.75   | 2,078.13   |
| 12 Page      | 36.00   | 1,710.00   | 32 page | 45.00   | 2,137.50   |
| 16 Page      | 37.50   | 1,781.25   | 36 page | 48.00   | 2,280.00   |

Additional Sizes Available.

Insert circulation based on press run figures.

## Profile of USSPI-Reno Circulation Area

|                       | Index vs.<br>Reno |                      | Index vs.<br>Reno |
|-----------------------|-------------------|----------------------|-------------------|
| HHI \$35,000+         | 102               | Owner-Occupied HU's  | 107               |
| HHI \$100,000+        | 110               | Renter-Occupied HU's | 86                |
| Home Value \$200,000+ | 102               | Single Family Homes  | 109               |
| HH's with Children    | 95                | 2 Vehicles           | 104               |
| 4+ Years College      | 102               | 3+ Vehicles          | 110               |

46.0% of USSPI-Reno Circulation is home delivered.

## Market Demographics

|            | %<br>Population | %<br>Households | Total<br>E.B.I. | Average<br>E.B.I. | % Total<br>Retail<br>Sales | % Food<br>Sales | % Auto<br>Sales |
|------------|-----------------|-----------------|-----------------|-------------------|----------------------------|-----------------|-----------------|
| Reno       | 100.0           | 100.0           | 100.0           | \$62,030          | 100.0                      | 100.0           | 100.0           |
| Core City* | 52.1            | 55.3            | 48.1            | 53,961            | 58.9                       | 53.0            | 74.1            |
| Suburbs    | 47.9            | 44.7            | 51.9            | 71,999            | 41.1                       | 47.0            | 25.9            |

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

\*Metro City: Reno.

## Newspaper Circulation/Coverage Comparison

|                          | Total<br>Circulation<br>(000) | Metro                |               | City**               |               | Suburbs              |               |
|--------------------------|-------------------------------|----------------------|---------------|----------------------|---------------|----------------------|---------------|
|                          |                               | Circulation<br>(000) | Coverage<br>% | Circulation<br>(000) | Coverage<br>% | Circulation<br>(000) | Coverage<br>% |
| <i>Households</i>        |                               | 160.5                |               | 88.7                 |               | 71.8                 |               |
| Reno Gazette Journal (M) | 55.7                          | 44.5                 | 27.7          | 26.3                 | 29.7          | 18.2                 | 25.3          |
| <b>TOTAL</b>             | 55.7                          | 44.5                 | 27.7          | 26.3                 | 29.7          | 18.2                 | 25.3          |
| <b>USSPI Reno</b>        | <b>45.0</b>                   | <b>7.7</b>           | <b>4.8</b>    | <b>-</b>             | <b>-</b>      | <b>7.7</b>           | <b>10.7</b>   |

\*\*Reno

## Metro County Circulation Breakdown

|              | Households<br>(000) | Reno Gazette Journal |               | USSPI                |               |
|--------------|---------------------|----------------------|---------------|----------------------|---------------|
|              |                     | Circulation<br>(000) | Coverage<br>% | Circulation<br>(000) | Coverage<br>% |
| Washoe       | 160.5               | 44.5                 | 27.7          | 7.7                  | 4.8           |
| <b>Total</b> | <b>160.5</b>        | <b>44.5</b>          | <b>27.7</b>   | <b>7.7</b>           | <b>4.8</b>    |

## Non-Metro Counties

|               |      |     |      |     |      |
|---------------|------|-----|------|-----|------|
| El Dorado, CA | 68.6 | -   | -    | 8.2 | 12.0 |
| Carson City   | 21.0 | 2.5 | 12.0 | 8.1 | 38.8 |
| Churchill     | 9.5  | .9  | 9.5  | 3.2 | 34.1 |
| Douglas       | 19.1 | 2.5 | 13.1 | 9.4 | 49.2 |

Source: Circulation '10; USSPI Publisher Records.