



TOTAL USSPI CIRCULATION: 36,549

	% Metro HH's	% USSPI 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
TOTAL	77.9	92.7	119
4. All Others	22.1	7.3	33

USSPI Circulation

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Reno



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

	Open Inch Rate	Circulation		PRIZM Target Group
		ROP	Insert	
1. Sierra Nevada Media Group \$80.61		36,549	38,300	
A. Nevada Appeal (Tu-Sa)*		10,010	11,000	3
Nevada Appeal (Su)*		13,744	14,000	
B. (Gardenville) Record-Courier (W,F)*		4,548	5,000	1/2/3
C. Tahoe Daily Tribune (Saturday Total) (W,F,Sa)*		8,931	8,400	3
D. North Lake Tahoe Bonanza (Th)*		3,903	4,000	1
E. Sierra Sun (W,F)*		6,337	6,700	1
F. Lahontan Valley News (W,F)*		2,820	3,200	3

Sierra Nevada Media Group inch rate includes up to 3 colors.

*Denotes Tabloid.

Publishers by County	
Metro County	
Washoe County	1. Sierra Nevada Media Group
Non-Metro Counties	
Carson City County	1. Sierra Nevada Media Group
Churchill County	1. Sierra Nevada Media Group.
Douglas County	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: 36,549

Inch Rate: \$48.00*

Color Charges*

Savings vs. Open Rates: 40.5%

B&1C Included B&2C Included B&3C Included

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

PLEASE NOTE:

These sizes and rates reflect a 6 column tabloid format.

*Market inch rate includes up to 3 colors.

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: 38,300

Size	CPM	Cost	Size	CPM	Cost
Single Sheet	\$24.00	\$ 919.20	20 page	\$39.00	\$1,493.70
4 Page	29.00	1,110.70	24 page	40.50	1,551.15
8 Page	34.50	1,321.35	28 page	43.75	1,675.63
12 Page	36.00	1,378.80	32 page	45.00	1,723.50
16 Page	37.50	1,436.25	36 page	48.00	1,838.40

Additional Sizes Available.

Insert circulation based on press run figures.

Profile of USSPI-Reno Circulation Area

	Index vs. Reno		Index vs. 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

42.4% of USSPI-Reno Circulation is home delivered.

Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Reno	100.0	100.0	100.0	\$59,810	100.0	100.0	100.0
Core City*	51.1	54.1	47.9	52,937	63.6	56.9	87.1
Suburbs	48.9	45.9	52.1	67,908	36.4	43.1	12.9

Source: The Nielsen Company.

*Metro City: Reno.

Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		163.9		88.7		75.2	
Reno Gazette Journal (M)	44.2	34.9	21.3	24.8	28.0	10.1	13.4
TOTAL	44.2	34.9	21.3	24.8	28.0	10.1	13.4
USSPI Reno	36.5	5.8	3.5	-	-	5.8	7.7

**Reno

Metro County Circulation Breakdown

	Households (000)	Reno Gazette Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Washoe	163.9	34.9	21.3	5.8	3.5
Total	163.9	34.9	21.3	5.8	3.5

Non-Metro Counties

El Dorado, CA	68.0	.2	.3	7.0	10.3
Carson City	21.9	2.0	9.1	5.6	25.6
Churchill	9.7	.9	8.8	2.6	26.8
Douglas	19.3	1.8	9.5	7.4	38.3

Source: Circulation '12; USSPI Publisher Records.