

### ADVERTISING RATES

#### BLACK & WHITE RATES

Frequency	1x	3x	6x	12x	18x	24x
Discount	-	5%	15%	25%	30%	35%
Full Page	3950	3750	3360	2960	2765	2570
2/3 Page	3580	3400	3045	2685	2505	2330
1/2 Page	2495	2370	2120	1870	1745	1620
1/3 Page	1890	1795	1605	1420	1325	1230
1/6 Page	1175	1115	1000	880	820	765
2-Page Spread	7520	7145	6390	5640	5265	4890
1/2-Page Spread	4730	4495	4020	3550	3310	3075

#### FOUR-COLOR RATES

Frequency	1x	3x	6x	12x	18x	24x
Full Page	5650	5455	5055	4665	4470	4270
2/3 Page	5270	5090	4730	4375	4200	4025
1/2 Page	4190	4065	3820	3570	3445	3320
1/3 Page	3590	3490	3305	3140	3025	2925
1/6 Page	2870	2815	2690	2570	2520	2460
2-Page Spread	9215	8845	8090	7340	6960	6590
1/2-Page Spread	6425	6190	5720	5250	5010	4775

#### ADD A COLOR:

For any size ad, add the following to the black-and-white rate:  
One process color \$500 Two process colors \$1000

**BLEEDS:** Add 10 percent.

**POSITION:** For guaranteed position, add 15 percent.

#### NBJ COVERS

(Includes all supplement and insert covers)

Price includes four color; no additional charge for bleeds.

Frequency	1x	3x	6x	12x	18x	24x
Inside Front	\$6555	\$6230	\$5890	\$5480	\$5345	\$5200
Inside Back	6555	6230	5890	5480	5345	5200
Back Cover	7520	7145	6745	6375	6185	5965

#### DISCOUNTS AND COMMISSIONS

Prepayment (upon contract signing)	2%
Non-Profit Organization (qualifying)	10%
Accredited Advertising Agencies (commissions)	15%

#### PRODUCTION COSTS

	Black & White	Four Color
Full Page	\$285	\$480
2/3 Page	235	410
1/2 Page	210	340
1/3 Page	175	225
1/6 Page	115	150
Custom Photography		Call for Quote

(Includes: typesetting, photography, layout/design, one laser/inkjet proof and one change/correction if necessary)

#### SUPPLEMENTS, OVERRUNS AND SPONSORSHIPS

Nevada Business Journal Supplements can present your company's image in a slick, professional format at a fraction of the standard production costs. Prepared completely by the Nevada Business Journal editorial staff, these booklets can serve as the keystone piece to any corporate media kit. Customized to fit your budget – call for price quotes.

#### ADVERTORIALS

A hybrid between advertising and editorial, advertorials allow companies to provide readers with in-depth information in the products and services they offer. Nevada Business Journal provides professional copywriting, design, four-color photography and printing. Placement may be applied to frequency rates. All advertorials are clearly marked as such and are subject to publisher's approval. Price includes 1,000 additional copies.

Single-Page Four Color	\$6540
Two-Page Four Color	\$9165

#### ONLINE & INTERACTIVE

Nbj.com is among the top online destinations providing information on companies doing business in Nevada. From the online articles to surveys and feedback forms, our website attracts a loyal, targeted and powerful audience.

A number of opportunities for online exposure and sponsorships are available. Call your Nevada Business Journal representative for more information.

#### SPECIFICATIONS

1/3 H	1/6 V	1/2 V	1/3 V	FULL PAGE	2/3 V	1/3 V
1/2 H		1/6 H				

#### DESCRIPTION WIDTH DEPTH

Two-Page Spread	15.75"	9.875"
Full Page	7.25"	9.875"
2/3 Page	4.75"	9.875"
1/2-Page Spread	15.75"	4.75"
1/2-Page Horizontal	7.25"	4.75"
1/2-Page Vertical	4.75"	7.25"
1/3-Page Horizontal	4.75"	4.75"
1/3-Page Vertical	2.25"	9.875"
1/6-Page Horizontal	4.75"	2.25"
1/6-Page Vertical	2.25"	4.75"

#### BLEED DIMENSIONS

	Bleed Size		Trim Size	
	Width	Depth	Width	Depth
Two-Page Spread	17"	11.125"	16.75"	10.875"
Full Page	8.625"	11.125"	8.375"	10.875"
1/2-Page Spread	17"	5.375"	16.75"	10.875"

Bleeds: Add .125" from trim edges. Live Matter Margins: Allow .5" from the trim edges. All measurements are in inches.

For Submission requirements go to [www.nbj.com](http://www.nbj.com)