

2007 ADVERTISING RATES AND PLANNING CALENDAR

JOURNAL Nevada Business

FOCUSED ON BUSINESS



2006 POWER POLL
BUSINESS LEADERS SPEAK OUT

Nevada BUSINESS JOURNAL



NEVADA BY THE NUMBERS
WHERE DO WE STAND?

FROM BUCKING WINNIES TO SUSTAINING BUSINESS
Special Events Round-Up: Big Money

WE BUILT WHAT? IN 2006, Smart Investing Is Ready

CONSTRUCTION ENGINEERS—The Challenges of Building a New Future

CIRCULATION

The readership of *Nevada Business Journal* is based on a strategic combination of controlled circulation and paid subscriptions.

Circulation (minimum)	16,000
Readership* (minimum)	68,800

(*An average 4.3 readers per issue)

AFFLUENT READER

Median Age	46
Under 54 Years of Age	72%
Top Executives, Owners, Managers, Professionals	94%
Male	68%
Female	32%
College Graduate	88%

INTERESTED READERSHIP

The average reader spends 45 minutes with each issue. %

Referred to More Than Once Per Edition	82
Receive at Work	83
Save or Pass-Along Issues	81
Rated "Excellent to Good" For Delivering:	
Interesting, Informative Articles	96
Useful Information For Work	89
Information Not Available Elsewhere	84

Nevada BUSINESS JOURNAL

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This editorial calendar may be downloaded in pdf format from www.nbj.com.

DECISION-MAKING INFLUENCE

Readers' influence on purchase or lease of products and services: %

Overall Influence	89
Technology	78
Training / Education	63
Employee Benefits	59
Office Equipment	59

SOPHISTICATED, ACTIVE CONSUMERS

Use Credit Cards	98
Own / Lease Vehicle	97
Own / Lease 2+ Vehicles	80
Own Investments	98
Use Financial Services	96
Own Primary Residence	92
Traveled Domestically Last Year	88
Foreign Travel Last Year	48
Rented Car Last Year	76
Engage in Civic Activities	82

RANKING NEVADA

Nevada Business Journal's Ranking Nevada is a comprehensive listing of information on Nevada companies. The information within the listings provides a valuable resource for businesses, as well as an opportunity for companies to promote themselves. The vast majority of these listings are compiled from information provided by readers' companies. A new service provided by *Nevada Business Journal* allows companies to manage and update their information online at nbj.com. As always, listing your company is a FREE service to subscribers.

Nevada's Choice: The Best of Nevada Business highlights the top vote-getters for each type of business: Best Bank, Best Restaurants, Best Private Golf Course, etc. Voting on all categories is conducted on our Web site at nbj.com, with on-going results published via the Internet and printed in our *Nevada's Choice* directory. (*Nevada's Choice Business Lists* will be available online for purchase and downloading.)

TopRank Nevada provides a comprehensive listing of Nevada companies according to traditional methods, such as annual revenue or total employees. On-going *TopRank* results will be published via the Internet at nbj.com and printed in our *TopRank* directory. (*TopRank Nevada Business Lists* will be available online for purchase and downloading.)



Editorial Content

FEATURES

Editorial Features

Nevada Business Journal digs deeper to deliver the real stories behind the headlines every month, with carefully-researched, complete coverage of issues affecting Nevada business.

Building Nevada

Building Nevada covers the latest issues and trends in commercial and residential real estate each month, with articles, company profiles and Building Nevada News in Brief.

Industry Roundtables

Just as we rely on business leaders for information, we bring them together for no-holds-barred discussions of issues affecting their industries. These meetings, restricted to CEOs or equivalent, keep readers informed on what the state's leaders really think.

DEPARTMENTS

At The Top

READ each month about a featured business reaching the pinnacle, and how the firm was steered to its hard-won success.

Banking on It

PICK up useful advice and information concerning Nevada's banking scene in this educational column.

Building Nevada News in Brief

SEE who's building what in Nevada – a monthly overview of new developments in construction and real estate.

Business Indicators

TRACK economic trends with in-depth analysis and forecasts from experts in the field.

Business Up Front

QUOTES, anecdotes, surveys and reports, *Business Up Front* offers intriguing news items on a national and international scope.

Commercial RE Market Report

A QUARTERLY review of statistics in the office, industrial and retail markets throughout the state.

Compassionate Capitalism

SEE how Nevada companies are partnering with nonprofit organizations to make our state a better place to live and work.

Executive Profile

LEARN about executives who have reached the summit of success, and discover how they got there and what they have learned.

Expert Advice

VALUABLE information to help your business grow and your team prosper.

Face to Face

MEET the executives who are leading some of Nevada's most successful companies, as they share their victories, failures and business advice.

Inside Politics

GET the inside story on the personalities and issues affecting Nevada's political scene.

Money Management

OBTAIN valuable advice on issues affecting personal wealth and corporate bottom line.

Nevada Briefs

KEEP up with what's happening in business throughout the state with the most complete corporate briefs in Nevada.

People First

OBTAIN advice on attracting, training and keeping your company's most valuable asset: employees.

Power of Attorney

LEARN about legal issues affecting Nevada's business community.

Speaking for Nevada

GET acquainted with top state officials as they address topics relevant to the business community.

STATE the Issues

A LIVELY discussion of controversial issues in a point-counterpoint format.

Technology

BE among the first to find out about new developments in the high-tech field and the companies responsible for them.

Vital Signs

FIND out what's happening in Nevada's healthcare industry and how it can impact the health of your business.



MONTH	COVER STORY	FEATURE STORY	BUILDING NEVADA	INDUSTRY ROUNDTABLE
January Space 11/22/06 Materials 12/01/06	GROWTH AND INFRASTRUCTURE Will Nevada have enough resources to meet future needs?	Employee Healthcare Benefits	Construction Industry Legislative Issues	Young Entrepreneurs
		<i>Special Report:</i> City of North Las Vegas		
February Space 12/29/06 Materials 01/05/07	WOMEN-OWNED BUSINESSES A look at Nevada businesses owned by women, and their contributions to the economy	Legislative Guide	Architecture Firms	Educators
March Space 01/26/07 Materials 02/02/07	NEVADA LAND Who owns Nevada? Public and private lands and their impact on our economy.	Golfing in Nevada	Property Management	Mining and Mining Services
April Space 02/23/07 Materials 03/02/07	POWER POLL What do top executives think about the most pressing economic and political issues facing Nevada?	Taking Your Company Public	Retail Market	Commercial Brokers
		<i>Special Report:</i> City of Henderson		
May Space 03/27/07 Materials 04/03/07	BANKING ON NEVADA An overview of issues facing the banking and financial services industries.	Private Schools K-12	Engineering Firms	Public Utilities
		<i>Special Report:</i> City of Reno		
June Space 04/27/07 Materials 05/04/07	EMPLOYMENT LAW A guide for employers on hiring, firing and everything in between.	Branding Your Company	Master-Planned Communities	Healthcare Professionals
		<i>Special Report:</i> NAIOP		



MONTH	COVER STORY	FEATURE STORY	BUILDING NEVADA	INDUSTRY ROUNDTABLE
July Space 05/25/07 Materials 06/01/07	RETAIL IN NEVADA What new trends are changing the shopping scene?	Caring for Aging Parents	Industrial Market	Commercial Developers
August Space 06/26/07 Materials 07/03/07	MOST RESPECTED CEOs Find out which executives are considered the best in the state, as ranked by their peers.	High-Rise Lifestyles	Largest Commercial Projects	Telecommunications
<i>Special Report: Healthcare Heroes</i>				
September Space 07/27/07 Materials 08/03/07	EDUCATION OUTLOOK How are Nevada's educational institutions facing up to challenges?	The Hispanic Market	Tenant Improvements	Bankers
October Space 08/29/07 Materials 09/05/07	ECONOMIC DEVELOPMENT The business of supporting Nevada businesses	Staffing Issues	Investing in Real Estate	Residential Brokers
<i>Special Report: NAIOP Bus Tour Guidebook</i>				
November Space 09/28/07 Materials 10/05/07	HEALTHCARE CHECKUP An in-depth look at Nevada's healthcare industry	Avoiding Lawsuits	Green Building	Accountants
<i>Special Report: City of Sparks</i>				
December Space 10/26/07 Materials 11/02/07	PHILANTHROPY How businesses contribute to their communities and shape the state's future.	High-Tech in Nevada	Office Market	Credit Unions
<i>Special Report: Non-Profit Advertorials</i>				



ADVERTISING RATES

Make "Periodicity" Work for You

Marketing experts suggest you run your ads continually in order to get the best return on your investment. Prospects are not very likely to take action on your ad the first time they are exposed to your message – they may not need what you offer yet, or they may not be prepared to make a decision. However, if your ad runs consistently each month in the same publication, prospects will know where to find it when they are ready to buy. "Periodicity" ensures your customers will know where to find you when the timing is right for them.

Black-and-White Rates

FREQUENCY	1X	3X	6X	12X	18X	24X
DISCOUNT		5%	15%	25%	30%	35%
Full Page	\$3670	\$3490	\$3120	\$2755	\$2570	\$2385
2/3 Page	3320	3155	2820	2490	2325	2160
1/2 Page	2315	2200	1970	1740	1625	1505
1/3 Page	1755	1670	1490	1315	1230	1140
1/6 Page	1090	1035	925	815	765	710
2-Pg. Spread	6985	6635	5935	5240	4890	4540
1/2 Pg. Spread	4395	4175	3735	3300	3080	2860

Four-Color Rates

FREQUENCY	1X	3X	6X	12X	18X	24X
Full Page	\$5245	\$5065	\$4695	\$4330	\$4150	\$3965
2/3 Page	4895	4725	4395	4065	3900	3735
1/2 Page	3895	3775	3545	3315	3200	3085
1/3 Page	3330	3240	3070	2915	2805	2715
1/6 Page	2665	2610	2500	2390	2340	2285
2-Pg. Spread	8560	8215	7515	6815	6465	6120
1/2 Pg. Spread	5970	5750	5310	4875	4655	4435

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	\$6090	\$5790	\$5470	\$5090	\$4965	\$4830
Inside Back	6090	5790	5470	5090	4965	4830
Back Cover	6985	5540	6265	5920	5745	5540

Discounts and Commissions

Prepayment (upon contract signing)	2%
Non-Profit Organizations (qualifying)	10%
Accredited Advertising Agencies (commission)	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 Photograph		Call For Quote

(Includes: typesetting, 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 on 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	\$6,075
Two-Page Four Color	\$8,515

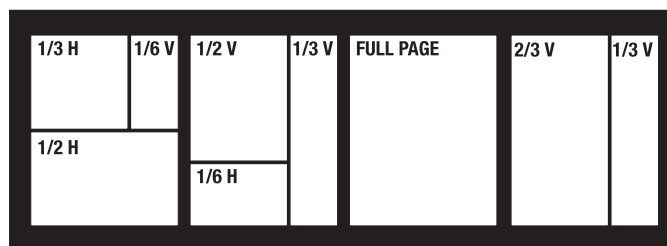
Online & Interactive

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



DESCRIPTION	WIDTH	DEPTH	DESCRIPTION	WIDTH	DEPTH
Two-Page Spread	15 3/4	9 7/8	1/2-Page Vertical	4 3/4	7 1/4
Full Page	7 1/4	9 7/8	1/3-Page Horizontal	4 3/4	4 3/4
2/3 Page	4 3/4	9 7/8	1/3-Page Vertical	2 1/4	9 7/8
1/2-Pg. Spread	15 3/4	4 3/4	1/6-Page Horizontal	4 3/4	2 1/4
1/2-Page Horizontal	7 1/4	4 3/4	1/6-Page Vertical	2 1/4	4 3/4

BLEED

DIMENSIONS	BLEED SIZE			TRIM SIZE	
	WIDTH	DEPTH		WIDTH	DEPTH
Two-Page Spread	17	11 1/8.....	Trims to	16 3/4	10 7/8
Full-Page	8 5/8	11 1/8.....	Trims to	8 3/8	10 7/8
1/2-Page Spread	17	5 3/8.....	Trims to	16 3/4	10 7/8

Bleeds: Add 1/8 inch per edge

Live Matter Margins: Allow 1/2 inch from trim edges

All measurements are in inches

SUBMISSION REQUIREMENTS

For best results, advertising materials should be submitted in digital format (PDF), preferably created on the Macintosh platform.

DIGITAL AD SPECIFICATIONS AND GUIDELINES					
Platforms	Software	Version(s)	File Formats	Include on Disk	Special Instructions
Macintosh / IBM-PC	Adobe PDF File	4.0 - 6.0	PDF		If PDF was not created in Illustrator with outlined fonts and embedded art, the file will be rastered (converted to bitmap) to prevent potential software and platform conversion errors in fonts, art and/or color.
Macintosh / IBM-PC	QuarkXpress	4.0 - 5.01	Native	Linked art, Fonts	
Macintosh / IBM-PC	Adobe Illustrator	9.0 - 10	EPS, PDF*	Linked art	Convert type to outlines; embed high-resolution artwork
Macintosh / IBM-PC	Adobe Photoshop	6.0 - 7.0	TIFF, EPS (DCS off)		Resolution: 300 DPI (dots per inch)
Macintosh / IBM-PC	Macromedia Freehand	9.0	Editable EPS	Linked art	Convert type to paths
Macintosh / IBM-PC	Fonts	--	Postscript Type 1 (PREFERRED) or TrueType	Screen fonts with matching downloads	All PC files must be converted to the Macintosh platform. In some cases, exact font matching cannot be guaranteed. Do not apply keyboard styles (i.e. bold, italic) to plain fonts.

COLOR MODELS Nevada Business Journal is printed web offset, process CMYK (cyan/magenta/yellow/black) according to SWOP (Specifications for Web Offset Publications) standards. Maximum density should not exceed 260% in any one area of all four colors. PMS spot colors, duotones and RGB (red/green/blue) images should be converted to closest CMYK equivalent. Color fidelity cannot be guaranteed for any art requiring conversion to CMYK during prepress. Do not submit CMYK art for grayscale (black-and-white) art.

DIGITAL PROOFING All digital submissions MUST be accompanied by a proof printed at 100% reproduction size. Acceptable digital proofs include lasers for black-and-white ads and inkjet or any other type of digital color printout for two-, three-, or four-color ads. We do not guarantee color matching.

ELECTRONIC TRANSPORT MEDIA Digital art should be submitted on CD-ROM. Supply ad file, linked images and screen fonts with downloads. Provide a list of disk files, and include address, phone and name of contact knowledgeable about files. Requests for return of materials and disks should be done in writing.

ELECTRONIC FILE TRANSMISSION Submission of digital advertising materials via e-mail is acceptable provided the total size of all collected art is less than 5.0 megabytes. File compression for this purpose using ZipIt or Stuffit compression software (PC or Macintosh) is acceptable. Send files as e-mail attachments to sales@nbj.com. A laser proof of e-mailed art must be faxed to the attention of the Sales Dept. at Nevada Business Journal, 702-733-5953. For color ads, it is recommended a color proof also be mailed or delivered to Nevada Business Journal, Attn: Sales Dept.

DIGITAL PHOTOGRAPHY For digital photographic submissions, camera must feature a minimum resolution capacity of 3.0 megapixels. Photographs should be taken using highest setting on camera. Final image resolution should be 300 DPI at 100% reproduction size. Convert RGB files to CMYK. Persons submitting digital photography assume responsibility for image resolution, color fidelity, tonal range and file format.

CONTRACT POLICIES & CONDITIONS

HEREAFTER DEFINED AS "POLICIES"

CONTRACT YEAR Frequency discounts are based on an advance space contract; insertions must be completed during twelve consecutive months to earn frequency discount rates. (No contract orders are accepted for more than 12 months.) Size and date of insertions must be specified on original contract; otherwise, each insertion will be billed at the earned rate (one-time rate) until a frequency discount rate is earned.

CONTRACT REGULATIONS The rate card is an integral part of all Nevada Business Journal advertising contracts. Nevada Business Journal will not be bound by any conditions, printed or otherwise, appearing on insertion orders or copy instructions when such conditions conflict with the Policies herein; Nevada Business Journal Contract Policies supersede. All ad materials designed and produced by Nevada Business Journal are exclusively for use in its publications and production charges cover only that use. Any production costs or charges incurred by the Publisher will be charged to the advertiser or agency. Any further use of the Publisher produced ads, designs, logos, or materials in other publications or media must be negotiated with the Publisher. The positioning of ads is at the discretion of the Publisher except where specific positions incurring a premium are agreed by contract. Two tearsheets will be mailed with invoice unless otherwise requested in writing.

SHORT RATES Ads ordered at frequency discount rate and not earned within twelve months of the first insertion will be short-rated to the earned rate. The short rate is due immediately upon receipt of invoice. The advertiser agrees that upon default of the timely payment of any installment of this contract, the Publisher, without notice or demand, may cancel the remainder of this contract and bill the advertiser the difference between the rate shown on this contract and the actual rate earned as per the prevailing rates at the time of default.

COPY RESPONSIBILITY Submission of copy is the responsibility of the advertiser. Material from most recent insertion will be used if new material is not received by published art deadline. If no previous insertion material is available, client is liable for cost of contracted space not used. Publisher reserves the right to alter any printing materials received at variance with mechanical requirements. Advertiser will be invoiced for such non-commissionable alterations. Publisher cannot guarantee color fidelity, changes or corrections on material received after the published art materials due date, even if art extension is granted.

AGENCY COMMISSION Fifteen percent of gross billing on space, color and position only, to recognized advertising agencies who guarantee payment and provide digital files delivered to Publisher's office. The 15 percent advertising agency commission is not available to clients directly as a "camera ready" discount. Production charges are not commissionable. In consideration of publication of an advertisement in the event of nonpayment, Publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the Publisher.

COPY ACCEPTANCE All ads and inserts are subject to Publisher's approval. Publisher reserves the right to reject any ad. Ads that resemble editorial will be marked "Advertisement" or "Advertorial" by the Publisher. Any reference to Nevada Business Journal in ads, promotional material or merchandising by advertiser or agency is subject to approval by Publisher.

COPY AUTHORIZATION The Publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason Publisher fails to publish advertisement. All ads accepted by Publisher are published on the representation of the agency and the advertiser that both are authorized to publish the entire contents of the ad. In consideration of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, defamation, violation of the right of privacy, copyright infringement or plagiarism. All ads and inserts are subject to Publisher's approval. Publisher reserves the right to reject any ad. Ads that resemble editorial will be marked "Advertisement" or "Advertorial" by the Publisher. Any reference to Nevada Business Journal in ads, promotional material or merchandising by advertiser or agency is subject to approval by Publisher.

RATE CHANGES Publisher reserves the right to change rates on a 90-day notice. For new advertisers, rates are effective with the published date on the new rate card.

VERBAL COMMITMENTS All verbal orders are considered binding unless cancelled in writing prior to space closing date.

CHANGES / CANCELLATIONS Changes and cancellations must be received in writing prior to space closing date, and are not accepted after. Cover contracts require an additional 60 days written notice beyond published space closing date.

TERMS AND PAYMENTS All advertising is invoiced on the day of publication. Payment is due upon receipt of invoice. Invoices unpaid after 30 days are past due. Agency commissions on accounts unpaid after 31 days are subject to forfeiture. Accounts not paid within these terms are subject to a late payment finance charge of 2 1/2 percent per month (or portion of a month) or the maximum that may be lawfully charged under applicable law, whichever is less. Additionally all commissions, discounts and/or special credits are disallowed on past due invoices. All contracts may be cancelled by the Publisher if the advertiser does not meet the terms of payment. If cancelled, the advertiser will be short-rated. Special Supplements and Advertorials and Preprinted Inserts may require a non-refundable deposit.

COLLECTION COSTS / ATTORNEY FEES / MISC. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable (including all costs, attorney fees, and expenses incurred in collection thereof). If an advertiser's account is delinquent and placed with an attorney or collection agency, the advertiser agrees to pay a fee equal to 40 percent of the unpaid account as attorney fees plus cost of suit if instituted. All Policies are binding upon and inure to the benefit of the heirs, assigns and successors in interest to the parties. If any term or provision of the Policies, or the application thereof to any person or circumstance shall, to any extent, be invalid or unenforceable, the remainder of the Policies, or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and each term and provision of the Policies shall be valid and enforced to the fullest extent permitted by law notwithstanding the invalidity of any other term or provision hereof. These Policies and the rights and obligations of the parties hereto shall be interpreted, construed, and enforced in accordance with the laws of the State of Nevada.



A NEW WAY OF LOOKING AT NEVADA BUSINESS



- View daily news updates
- Post your company's press releases
- Receive email bulletins of breaking news
- Search archives of previous issues
- Vote for the best Nevada businesses in Nevada's Choice
- Add your company information to TopRank Nevada
- Respond to reader surveys
- Advertise at the top online destination for Nevada business

Find these features and more on the Web at NBJ.com.