

LAS VEGAS REVIEW-JOURNAL  
MORNING, MONDAY-FRIDAY

LAS VEGAS SUN  
EVENING, MONDAY-FRIDAY

LAS VEGAS REVIEW-JOURNAL AND SUN  
SATURDAY, SUNDAY AND HOLIDAYS

TWO SEPARATELY OWNED AND EDITORIALY INDEPENDENT NEWSPAPERS  
PRINTED, SOLD AND DISTRIBUTED BY THE LAS VEGAS REVIEW-JOURNAL,  
A STEPHENS MEDIA GROUP NEWSPAPER

Mailing Address:  
P.O. Box 70  
Las Vegas, NV 89125-0070

Telephone (702) 383-0383  
FAX (702) 383-0326

## CLASSIFIED ADVERTISING RATES

Rate Card Available Online at: [www.lasvegasnewspapers.com](http://www.lasvegasnewspapers.com)  
Rate Card Number 55 Effective January 1, 2003

Street Address:  
1111 W. Bonanza Road  
Las Vegas, NV 89106-3545

**Office Hours :** Monday through Friday, 8 a.m.-5 p.m.

**Telephone Hours :** Monday through Thursday, 7 a.m. - 6 p.m.;  
Friday, 7 a.m.-5 p.m. Closed holidays.

**Member:** Audit Bureau of Circulation (ABC); California Newspaper Advertising Executives Association (CNAEA); Newspaper Association of America (NAA); Western Classified Advertising Association (WCAA).

### 1. PERSONNEL

Bob Brown - Director of Advertising	(702) 387-5287
Rebecca Bradner - Classified Advertising Director	(702) 383-0316
Tod Young - Classified Advertising Manager	(702) 383-0409
Automotive Sales Manager	
Anne Jones - Call Center Manager	(702) 383-0315
Commercial Sales Manager	
Jennie Johns - Recruitment Sales Manager	(702) 380-4598
Cindi Slanec - Real Estate & Rentals Sales Manager	(702) 383-0483
Monica Conteduca - Private Party Sales Manager	(702) 380-4510
Jean McComesky - Classified National Advertising	(702) 383-0329

### 2. REPRESENTATIVES

Nationally represented by Newspapers First. Offices in New York, Chicago, Dallas, Los Angeles and Miami.

### 3. COMMISSION & TERMS OF PAYMENT

15% agency commission to recognized national agencies on National Commissionable Classified rates.

All advertising shall be prepaid until charge accommodations have been established with the Review-Journal & SUN Credit Department. Payment in full for advertisers having charge accommodations is due and payable by the 15th of the month following the month of publication (billing cycle is a calendar month). Failure to pay for advertising space by the 15th of the month following the month of publication shall be sufficient ground for Newspapers to discontinue advertising, but such discontinuance shall not abrogate contract, nor waive payment for any part of the space provided for.

### 4. POLICIES - ALL CLASSIFICATIONS

■ The Newspapers assume absolutely no obligation, responsibility or liability for subject matter contained in copy placed by advertisers or their agents. The advertiser agrees that all materials and copy furnished will comply with all State and Federal laws and regulations. It is also understood that the advertiser and the agency placing such advertising jointly and separately agree to indemnify Newspapers against all expense, loss or damage incurred or sustained by reason of printing such copy.

■ Newspapers shall not be liable for any error in or any omission of any classified display advertisement published or ordered to be published hereunder unless a proof of such advertisement is requested by advertiser and said proof returned to publisher's office by deadline with such error or correction plainly noted; or in the event Newspapers fail to publish an advertisement as requested by advertiser, and are notified of such omission, Newspapers shall: (1) in the case of error duly noted, prorate the cost of the advertisement in such proportion as the space occupied by the noted error bears to the whole space occupied by such advertisement, or (2) in the case of omission, publish the advertisement in the next possible issue unless requested otherwise by advertiser. Newspapers' liability is limited to that activity noted in this paragraph, and, in no event, shall Newspapers be liable for general, special, or consequential damages whatsoever. Credit will be allowed for the first incorrect insertion only. Newspapers assume no responsibility for errors in line ads after the FIRST insertion. All claims for adjustments must be made within 10 days of publication.

■ Newspapers reserve the right, upon 30 days notice, to change the rates herein listed. Advertiser reserves the right to accept such changes, or, in the event of an increase of rate, to cancel contract without rate adjustment, provided cancellation is delivered in writing to Newspapers within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of contract.

■ Reproduction materials for illustrations must be supplied at advertiser's own expense. Newspapers will furnish art from its illustration services at no charge to advertiser. Return of reproduction material must be requested by advertiser, and will be held for no more than 30 days.

■ Advertisers who do not fulfill contract requirements will be back billed at the appropriate rate.

■ Advertiser shall use the advertising space for its own purpose only and shall not sublet or broker any of such advertising space to others.

■ Advertisers and agencies forwarding orders which contain incorrect rates or conditions are advised that the advertising will be inserted and charged at the regular schedule of rate in force, and in accordance with the regulations set forth in the current rate card.

■ All advertising is accepted subject to the approval of the Publisher, who at all times shall have the right to revise or reject, in whole or in part, any advertisement which he determines is not consistent with the best interest and policy of the newspapers.

■ Composition charges may be made for excessive changes to proof from original copy, ads set and held for release if not run within 30 days, and ads set and killed.

■ Advertising agencies which receive invoices on behalf of local advertisers are acting as agents for these advertisers. Advertisers are at all times liable for payment of all accounts' balances due and all other liabilities. Any language in any advertising insertion orders or other documents to the contrary is void and without effect.

■ For additional Policies and Regulations, see paragraph 13, "Copy and Graphics Policy."

## CLASSIFIED ADVERTISING RATES

### 5. BLACK & WHITE RATES, INDIVIDUAL NEWSPAPERS

Individual newspaper rates for full page ads available on request. However, any ad less than full page size will not be published within classification.

### 6. GROUP COMBINATION RATES

All daily classified ads appear in both the Review-Journal (morning) and the SUN (afternoon) and are measured and billed as a single advertisement. All Saturday, Sunday and Holiday classified ads appear in the Review-Journal & SUN (morning).

#### A. NATIONAL RATES

##### ■ ALL CLASSIFICATIONS

Applies to any advertising which is placed for any business outside Clark County. 15% Commission available to recognized advertising agencies.

	Daily	Sunday
4 Line Minimum, per line	\$8.60	\$9.64

#### B. LOCAL RATES

Applies to all commercial advertising placed for businesses within Clark County. Commercial advertising includes, but may not be limited to, any advertising charged to a company; or offering instruction, schooling, services, employment, rentals (except room rentals in a private home) or real estate (except a private individual selling his own home); or offering goods for sale in the quantity that prevailing local laws determine the seller to be a dealer.

##### ■ NON-CONTRACT RATES

Non-employment Classes:

	Daily	Sunday
4 Line Minimum, per line	\$4.70	\$5.52

##### ■ EMPLOYMENT CLASSES

Employment advertising, for the purposes of this rate card, is defined as any ad which offers employment or employment related services. Non-Contract employment rates apply for ads that are placed for local businesses.

	Daily	Sunday
4 Line Minimum, per line	\$5.43	\$6.30

##### ■ REPEAT AD DISCOUNTS

Local Rates, excluding automotive Dollar Volume Rates, all classifications, classified-display ads.

Ad Sizes	Monday Repeat	Tuesday Repeat
6"-20.5"	40%	40%

Ad Sizes	First Repeat	2nd Repeat
21"-Full Page	40%	50%

- Limit two re-runs allowed for discounts.
- Re-runs must run without changes, and be repeated within a 6 day period. Repeat ads published in the Sunday edition are charged at full lineage. Discount is applied to Monday thru Saturday insertions.
- Discounts are applied to space, not rate. Only that portion of the ad space actually charged for will be credited toward contract fulfillment.
- Color charges are not discounted for re-runs.

##### ■ MONTHLY EARNED CONTRACT RATES

May be earned by any local business with a six-month written contract to use a minimum of 150 lines per billing month (calendar month). Earned rate is determined by the amount of lineage used per billing month. Advertisers not running the minimum requirements will be charged at the Local Non-Contract Rates.

**LOCAL MONTHLY EARNED CONTRACT RATES**  
(excluding Employment & Automotive)

4 line minimum, per line	Daily	Sunday
150 lines	\$3.79	\$4.49
300 lines	\$3.72	\$4.39
600 lines	\$3.64	\$4.30
1,000 lines	\$3.56	\$4.20
1,500 lines	\$3.48	\$4.10
2,000 lines	\$3.38	\$4.01
2,500 lines	\$3.30	\$3.91
3,500 lines	\$3.23	\$3.83
4,500 lines	\$3.15	\$3.69
6,000 lines	\$3.00	\$3.53
7,500 lines	\$2.87	\$3.36
10,000 lines	\$2.73	\$3.21
15,000 lines	\$2.61	\$3.05
20,000 lines	\$2.50	\$2.93
25,000 lines	\$2.41	\$2.83
30,000 lines	\$2.31	\$2.70
40,000 lines	\$2.27	\$2.65
50,000 lines	\$2.23	\$2.61
60,000 lines	\$2.17	\$2.55
70,000 lines	\$2.13	\$2.49

**LOCAL MONTHLY EARNED CONTRACT RATES (Employment)**

Employment advertising, for the purposes of this rate card, is defined as any ad which offers employment or employment related services.

4 line minimum, per line	Daily	Sunday
150 lines	\$4.44	\$5.26
300 lines	\$4.33	\$5.13
600 lines	\$4.22	\$5.01
1,000 lines	\$4.11	\$4.87
1,500 lines	\$4.01	\$4.75
2,000 lines	\$3.91	\$4.64
2,500 lines	\$3.81	\$4.50
3,500 lines	\$3.72	\$4.39
4,500 lines	\$3.63	\$4.27
6,000 lines	\$3.53	\$4.17
7,500 lines	\$3.45	\$4.07

**LOCAL MONTHLY EARNED CONTRACT RATES**  
(Employment, continued)

4 line minimum, per line	Daily	Sunday
10,000 lines	\$3.28	\$3.86
15,000 lines	\$3.11	\$3.66
20,000 lines	\$2.96	\$3.47
25,000 lines	\$2.81	\$3.31
30,000 lines	\$2.67	\$3.13
40,000 lines	\$2.64	\$3.10
50,000 lines	\$2.62	\$3.07
60,000 lines	\$2.59	\$3.04
70,000 lines	\$2.56	\$3.02

**NATIONAL AUTOMOTIVE RATES**

Applies to automotive advertising for auto manufacturers or out of area dealers and dealer groups. Minimum size 588 lines (42 inches).

	Daily	Sunday
Per line	\$2.31	\$2.65

**AUTOMOTIVE RATES**

Both monthly earned rates and annual dollar volume contracts available for automotive advertising. Please ask your account executive for our Automotive Rate Card.

**LEGAL RATES**

Per line, per day:

R-J Only	IV Sun Only	Daily Combo Sat. & Holidays	Sunday
\$1.12	\$0.97	\$1.34	\$1.50

- Two affidavits of publication will be provided for each legal notice (or any ad requiring such). Additional affidavits are available at \$5.00 each.

**PRIVATE PARTY RATES**

Available only to private individuals for non-commercial purposes.

Color Background .....\$2.00 per day

	Daily	Sunday
4 Line Minimum, per line	\$3.94	\$4.67

Rates for consecutive insertions available upon request.

All classifications require pre-payment. Private party advertising placed by individuals residing outside of Clark County must pay National Rates.

■ **SPECIAL PAGES & RATES**

- **Quick Sell Real Estate Package** .....\$195
- One Home & Agent photo ad to run Sunday and following Saturday.
- One 14 line in-column ad to run Monday through Friday.
- **Home Buy Page, per box** .....\$2 25  
(Sunday publication. Maximum 2 boxes per advertiser)
- **Monday Business Section Classifieds** : Reach a targeted audience each Monday in the expanded Business Section which features technology coverage. 4 line minimum.

	Non-Employment	Employment
Local rates, per line	\$1.91	\$2.18
National rates, per line	\$8.60	\$8.60

■ **OTHER NEWS PAPERS**

Zoned Editions

- View Weekly Community Newspapers:

Low cost, targeted distribution with neighborhood news coverage. Published every Wednesday and Friday. Rates apply for local businesses. Contact View Classifieds at 383-0383 or 385-7283 for more information.

■ **POLITICAL RATES**

City or County elections, Local Non-Contract or Local Monthly Earned Contract rates apply. Prepayment required. State or Federal elections, National Commissionable or National Non-Commissionable rates apply. Prepayment required.

**7. COLOR RATES - ALL CLASSIFICATIONS**

Signed contract required for frequency rates. Color rates are per ad per day for classified-display ads.

■ **Daily Combo, Saturday & Holidays**

	Open	12x	24x	48x	72x	96x	108x	120x
1 color	\$1,020	\$925	\$835	\$770	\$715	\$675	\$640	\$625
2 colors	\$1,440	\$1,305	\$1,215	\$1,135	\$1,070	\$1,000	\$950	\$910
3 colors	\$1,770	\$1,535	\$1,440	\$1,330	\$1,250	\$1,160	\$1,070	\$1,060

■ **Sunday**

	Open	12x	24x	48x	72x	96x	108x	120x
1 color	\$1,135	\$1,065	\$980	\$925	\$855	\$790	\$755	\$725
2 colors	\$1,550	\$1,460	\$1,375	\$1,275	\$1,195	\$1,105	\$1,045	\$1,010
3 colors	\$1,920	\$1,835	\$1,755	\$1,635	\$1,545	\$1,445	\$1,380	\$1,320

- Individual newspaper color rates for full page ads available on request.
- Maximum size for color scan is 10x16".

■ **COLOR BACKGROUND ON SINGLE COLUMN ADS**

Adding a colored screen background on your single column ad will give you page dominance and add a huge impact to your advertising message.

Commercial Advertisers .....\$25.00 per day.

**8. SPECIAL R.O.P. UNITS**

Not Available

**9. SPLIT RUN**

Not Available

**10. SPECIAL SERVICES**

■ **CREATIVE SERVICES** - A staff of layout artists is available to assist the advertiser with layouts and production art. Original art work created on a time available basis at the rate of \$85.00 per hour (1 hour minimum). Arrangements can be made through your account representative. Please allow lead time.

■ **CLIP ART SERVICES** - We have thousands of art illustrations available at no charge to advertisers for use in advertising composition.

■ **MARKETING & RESEARCH** - Our marketing & research department provides extensive comparative and demographic information pertinent to our marketplace including shopping patterns, newspaper coverage and readership data. This valuable research material is available upon request.

■ **CO-OP DEPARTMENT** - The Review-Journal & SUN, through their extensive Co-op data base, can provide data on over 3,500 manufacturers' Co-Op programs. Please direct inquiries to our Co-op department or your account executive.

■ **SALES SERVICES** - Proofs on classified display ads and tear sheets will be delivered to advertiser's place of business upon request.

**11. SPECIAL DAYS, FEATURES**

Does not apply.

**12. DEPTH REQUIREMENTS**

Classified display ads must be at least the same in depth as columns wide. Minimum ad is 2x3. Depth may be increased in increments of 1/2 inches.

Automotive classified display ads with depths of 13 through 20 1/2 inches are not accepted. May also apply to other classifications at the discretion of the Newspapers. Please contact your account executive.

### 13. COPY AND GRAPHICS POLICY

- The Review-Journal & SUN reserve the right to edit, reject, or revise all copy to conform to policy. All ads appearing in both newspapers must run in their proper classification.
- Many classifications are alphabetically sorted by key words, such as: job title, area of real estate for sale, merchandise for sale, year and make of vehicle. All ads will follow key wording policies. Please direct inquiries to your ad executive.
- Ads recruiting minors to do work that requires traveling must be submitted with a Better Business Bureau report on the company placing the ad from the BBB located in that company's home office city.
- Personal ads, in Classification 2015, seeking dates and/or companions must use a P.O. Box number or a Review-Journal & SUN box number in the ad for responses.
- Standard abbreviations only are acceptable. Better results will be secured from ads that are easily read & understood. A list of acceptable abbreviations will be provided on request.
- All real estate, automotive, and other licensed businesses must so signify by use of company name in ad or the words "Broker" or "Dealer".
- Our screen backgrounds, bold face type, ad frames, new today logo, special seasonal art, and your company's business logos can be used with line ads. Minimum size of business logo must be 6 lines with at least 4 lines of text -- one time set-up fee of \$70 is charged for scanning business logos into our typesetter. No other art or reverses accepted in line ads. Reverse cannot occupy more than 1/3 of the total ad space in a multi-column ad which totals less than 21 inches. 2x3 minimum size for art.
- EQUAL HOUSING OPPORTUNITY -- All real estate advertising is subject to the Federal Fair Housing Act of 1968 which makes it illegal to advertise "any preference, limitation or discrimination based on race, color, religion, handicap, family status, sex or national origin, or an intention to make any such preference, limitation or discrimination."

We will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised are available on an equal opportunity basis.

### 14. CLOSING TIMES

Apply to both Review-Journal (AM) and SUN (PM)

#### ■ Line Ads

Fax copy deadlines two hours prior to deadlines below.

<u>Publication Day</u>	<u>Deadline</u>
Sunday Homes/Real Estate	4 p.m. Thursday
Sunday, regular	4 p.m. Friday
Monday	4:30 p.m. Friday
Tuesday thru Friday	1 p.m. day before
Saturday	10 a.m. Friday

#### ■ Classified/Display Ads

<u>Publication Day:</u> <u>Sunday</u>	<u>Copy &amp; Space</u> <u>Deadline</u>	<u>Proof Return</u> <u>Deadline</u>
Homes/Real Estate	4 p.m. Wed.	4 p.m. Thurs.
Sun., Mon. & Tues	4 p.m. Thurs.	4 p.m. Fri.
Wed.	4 p.m. Fri.	4 p.m. Mon.
Thurs.	4 p.m. Mon.	4 p.m. Tues.
Fri.	4 p.m. Tues.	4 p.m. Wed.
Sat.	4 p.m. Wed.	4 p.m. Thurs.

#### ■ Retail Ads

<u>Publication Day:</u> <u>Sunday</u>	<u>Copy &amp; Space</u> <u>Deadline</u>	<u>Proof Return</u> <u>Deadline</u>
TV Week	4 p.m. Wed. (10 days prior)	4 p.m. Mon.
Travel	4 p.m. Tues.	4 p.m. Wed.
Business	4 p.m. Tues.	4 p.m. Thurs.
Focus/Outlook	4 p.m. Wed.	4 p.m. Thurs.
Homes	4 p.m. Wed.	4 p.m. Thurs.
Main News	4 p.m. Wed.	4 p.m. Thurs.
Sports	4 p.m. Wed.	4 p.m. Thurs.
Living/Entertainment	4 p.m. Tues.	4 p.m. Thurs.

All other deadlines same as Classified Display ads. Deadlines subject to change for Holidays.

Camera ready ads, ordered by the space deadline, must be received by proof return deadline of that publication day.

Process Color Ads: Deadline for camera ready ads, with full color separations provided, is 24 hours in advance of the regular deadlines. Deadline for ads that require composition & separations is 4 days in advance of the regular deadlines.

Double-truck and spot-color ads composed by the Review-Journal are due 1 work day before the set deadlines. Cancellation deadlines for all ads same as above.

### 15. MECHANICAL SPECIFICATIONS

Offset printing process. 85 line screen recommended.

For specifications regarding electronic ad transmission, please request written guidelines from your account executive, or download PDF file of Electronic Ad Guidelines, available at: [lasvegasnewspapers.com](http://lasvegasnewspapers.com).

#### ■ Classified Ads

One Inch .....14 Lines  
 One Col. Depth .....21 Inches  
 One Page Width .....10 Columns

■ Retail Ads:

Standard Page: 6 columns by 21 inches.  
 Tabloid Page: 5 columns by 11 1/2 inches.

■ Classified Ad Make Up Widths:

Ad Size	Inches	Picas
1 Col	1-1/16	6.7
2 Col	2-1/4	13.8
3 Col	3-7/16	20.9
4 Col	4-5/8	27.10
5 Col	5-3/4	34.11
6 Col	6-15/16	42
7 Col	8-1/8	49.1
8 Col	9-5/16	56.2
9 Col	10-1/2	63.3
10 Col	11-5/8	70.2
21 Col	24-1/8	145.6

■ Retail Ad Make Up Widths:

Ad Size	Inches	Picas
1 Col	1-13/16	11
2 Col	3-3/4	22.10
3 Col	5-3/4	34.8
4 Col	7-11/16	46.6
5 Col	9-11/16	58.4
6 Col	11-5/8	70.2
9 Col	16-1/4	98.2
10 Col	18-1/4	110
11 Col	20-3/16	121.10
12 Col	22-3/16	133.8
13 Col	24-1/8	145.6

**16. SPECIAL CLASSIFICATIONS / RATES**

Does Not Apply

**17. OTHER CLASSIFIED RATES**

**Box Charge** .....\$40.00

**Business Logos** .....\$70.00

• One time set-up charge. Clean, clear glossy copy of logo must be submitted

**Classified Display Ads Online** .....\$25.00  
 (Per ad, per day).

**Bold Type Face** .....Plus 25%

The cost of a line ad will be increased 25% if any word appears in bold face type.

**Screen Backgrounds** .....Plus 25%

A 10% screen background can be used to enhance your line ad.

**Ad Frames (Borders)** .....\$13.00

Special frames available to surround your line ad.

**Color Background on Single Column Ads** .....\$25.00 per day .

Adding a colored screen background on your single column ad will give you page dominance and add a huge impact to your advertising message. Available to commercial advertisers.

■ **SEASONAL ART**

Special seasonal art is available to use with line ads during every major holiday. Earned rate applies for each line of art used. Ask your account executive for recommendations.

**18. COMICS**

Request Retail Advertising Rate Card.

**19. MAGAZINES**

Request Retail Advertising Rate Card.

**20. CIRCULATION**

Las Vegas Review-Journal  
 (Monday-Friday morning) .....167,373.

Las Vegas SUN  
 (Monday-Friday afternoon) ..... 33,170.

Las Vegas Review-Journal & SUN  
 (Saturday) .....191,421.

Las Vegas Review-Journal & SUN  
 (Sunday) .....220,607.

ABC Newspaper Audit Report, 12 months ended March 31, 2002.



# LINE AD TYPES AND SIZES

All sizes listed below can also be set in  
*ITALIC, BOLD OR BOLD ITALIC*

5 point Upper Lower Case  
Review-Journal/Su

5 POINT CAPS  
REV JOURNAL/SU

8 point Upper Lower Case  
Review-Journal/Su

8 POINT CAPS  
REVIEW-JOURNAL/

14 point Upper Lower Case  
Review-Jour

14 POINT CAPS  
REVIEW-JOU

18 point Upper Lower Case  
Review-J

18 POINT CAPS  
REVIEW-J

28 point Upper Lower Case  
Review-J

30 POINT CAPS  
REVIEW-

24 point Upper Lower Case

Review

24 POINT CAPS

REVIE

30 point Upper Lower Case

Review

30 POINT CAPS

REVIE

36 point Upper Lower Case

Revi

36 POINT CAPS

REVI

**Call us direct - 383-0383.**

**For your convenience,  
we accept Visa,  
MasterCard, Discover ,  
and American Express.**

