

LAS VEGAS REVIEW-JOURNAL

LAS VEGAS SUN

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 DONREY MEDIA GROUP NEWSPAPER

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

Telephone (702) 383-0388
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RETAIL ADVERTISING RATES

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

Rate Card Available Online at: www.lasvegasnewspapers.com
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Member: Audit Bureau of Circulation (ABC), Newspaper Association of America (NAA), California Newspaper Advertising Executives Association (CNAEA).

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS).

1. Personnel

Sherman R. Frederick - Publisher, Las Vegas Review-Journal
Barbara Greenspun - Publisher, Las Vegas Sun
Allan Fleming - General Manager
Bob Brown - Advertising Director
David Siminatis - Director of Display Advertising
Krysta Sitko - National Advertising Manager
Rebecca Bradner - Local Retail Advertising Manager
Mike Dayley - Major Accounts Manager
Hugh Hilton - Division Sales Manager
Gary Plackemeier - Sales Development Manager
John Waldron - Advertising Operations Manager

2. Representatives

Nationally represented by Newspaper Partners, Inc. (NPI). Offices in Atlanta, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, San Diego and San Francisco.

3. Commission & Terms of Payment

Retail Rates are non-commissionable. No cash discounts are given.

All advertising shall be prepaid until charge accommodations are established with the Newspapers' Credit Department. Advertiser is responsible for payment, unless the Agency of Record assumes responsibility and has credit established with the newspaper. 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 calendar month). Failure to pay for advertising space by the 15th of the month following the month of publication shall be sufficient grounds for Newspapers to discontinue advertising, but such discontinuance shall not abrogate contract, nor waive payment for any part of the space provided for.

4. Policy - All Classifications

- a. Local retail rates apply to advertisers that maintain a permanent store, office or outlet within Clark County, Nevada, through which goods or services are sold directly to the general public on a regularly scheduled basis. A local street address and local phone number are required in the advertisement to qualify for retail rates. Multiple signature, wholesale or distributor advertisers should request a Co-op Advertising Rate Card. All local retail rates are non-commissionable.
- b. Newspapers shall not be liable for any error in or any omission of any advertisement published or ordered to be published hereunder unless a proof of such advertisement is requested by Advertiser and said proof returned to Newspapers' 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 any general, special, or consequential damages whatsoever. Claims for adjustments occasioned by any error or omission must be made no later than 30 days after the publication date on which the error or omission occurred.

- c. Reproduction materials for illustrations must be supplied at Advertisers own expense. Newspapers will furnish art from its illustration services at no charge to Advertiser. Return of reproduction material must be requested by Advertiser. Material will be held for no more than 30 days. Artwork furnished to Newspapers is at advertisers own risk. Newspapers shall not be liable for replacement costs of lost materials.
- d. Composition charges may be made for excessive changes on proof from original copy, ads set and held for release if not run within 30 days and ads set and cancelled.
- e. All advertising is accepted subject to the approval of the Newspapers, who at all times shall have the right to revise or reject in whole or in part any advertisement which the Newspapers determine is not consistent with the best interests and policy of the Newspapers.
- f. Brokered advertising is not acceptable.
- g. Advertiser represents that all advertising copy is truthful and not misleading. Advertiser shall indemnify and hold Newspapers harmless from any claim against Newspapers arising out of or in connection with publication of advertising (except for modifications made by Newspapers without Advertiser's approval) including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts. If Advertiser claims copyright ownership in any of the advertising published, Advertiser must include proper notice of its copyright claim in the body of the advertisement, otherwise copyright ownership shall remain in Newspapers.
- h. For additional Policies and Regulations, see paragraph 13, "Copy and Contract Regulations".
- i. On applicable holidays the Review-Journal and Sun are published as a combined edition. Combination or Sunday rates apply to these dates.
- j. Errors resulting from changes after deadline are not the liability of the Newspapers.

5. Local Display Advertising Rates

A Daily Combination inch is one that appears in both daily Newspapers without change, and counts as one inch toward contract space fulfillment. Combination advertisements may originate in either the morning Review-Journal or the afternoon Sun, but must appear in the next edition of the other newspaper to qualify for the Daily Combination rate. Weekday combination insertions must conclude by the Friday afternoon edition of the calendar week.

Advertising appearing in the Review-Journal only, Sun only, Daily Combination, NEON, Saturday and Sunday is added together to determine contract level for any given contract period.

Non-Contract Open Rates

Daily Combo, Saturday & Holidays	Review- Journal	Sun	Sunday
\$96.41	\$85.39	\$59.65	\$117.31

Monthly Earned Contract Rates

Contract requires minimum 10 column inches each calendar month for six consecutive months. Advertisers not fulfilling six month commitment will be rebilled at non-contract open rates. All rates are per column inch.

Col. In. Per Month	Daily Combo, Saturday & Holidays	Review- Journal	Sun	Sunday
10"	\$85.28	\$69.31	\$49.54	\$95.97
18"	\$73.96	\$59.52	\$45.66	\$82.87
30"	\$72.85	\$58.98	\$44.30	\$82.03
55"	\$70.20	\$57.87	\$40.80	\$80.41
100"	\$69.34	\$57.43	\$39.85	\$79.58
150"	\$68.37	\$56.54	\$39.77	\$78.76
225"	\$67.55	\$55.86	\$38.87	\$77.41
375"	\$66.38	\$54.86	\$37.94	\$76.27
500"	\$65.01	\$53.75	\$37.46	\$74.63
750"	\$63.69	\$52.54	\$36.99	\$73.00
1500"	\$61.60	\$50.75	\$35.74	\$70.55

Annual Bulk Space Contract Rates

Minimum number of column inches to be used within a 12 month period. All rates are per column inch.

Col. In. Per Year	Daily Combo, Saturday & Holidays	Review- Journal	Sun	Sunday	Preprint Rate Bracket*
2,500"	\$68.37	\$56.54	\$39.55	\$78.76	N/A
5,000"	\$65.73	\$54.58	\$37.64	\$76.09	N/A
10,000"	\$62.43	\$52.09	\$36.22	\$72.61	12-time
15,000"	\$61.89	\$51.30	\$35.45	\$71.38	24-time
20,000"	\$61.27	\$50.53	\$34.60	\$70.27	24-time
25,000"	\$60.55	\$49.74	\$34.04	\$70.06	24-time
30,000"	\$59.66	\$49.07	\$44.62	\$67.66	48-time
40,000"	\$58.86	\$48.65	\$32.39	\$67.27	48-time
50,000"	\$57.16	\$47.43	\$31.47	\$65.63	72-time
60,000"	\$55.27	\$46.32	\$30.50	\$64.00	96-time
70,000"	\$53.70	\$45.44	\$27.16	\$63.15	108-time
80,000"	\$52.16	\$41.56	\$24.59	\$59.07	132-time

*Annual Bulk Space Contract advertisers who do not hold a separate preprint frequency contract will be billed at the preprint frequency rate schedule (see Preprint Rate Schedules on pages 3 & 4 for specific rates).

Dollar Volume Contract

Available to advertisers spending a minimum of \$500,000 per year. Specifics available on request to qualified accounts.

Four Week Frequency Contract Rates

Designed to give frequency impact for 6 column inch ads or smaller. Ads must run with no copy change, a minimum of 2 times per week for 4 consecutive weeks. All ads running Daily Combination must run AM (R-J) and PM (Sun) editions on the same day of publication. All rates are per column inch per insertion.

Maximum frequency for single edition advertising is 5 times in 1 week. (Mon - Fri only).

	Daily Combo	Review- Journal	Sun
7 times per week	\$49.89		
6 times per week	\$50.48		
5 times per week	\$53.60	\$43.07	\$30.29
4 times per week	\$58.46	\$46.84	\$32.56
3 times per week	\$62.78	\$50.49	\$37.06
2 times per week	\$65.79	\$51.49	\$39.27

One Week Courtesy Frequency Rates

Designed to give frequency impact for 6 column inch ads or smaller. Ads must run with no copy change, a minimum of 2 times in 1 week. All ads running Daily Combination must run AM (R-J) and PM (Sun) editions on the same day of publication. All rates are per column inch per insertion.

Maximum frequency for single edition advertising is 5 times in 1 week. (Mon - Fri only).

	Daily Combo	Review- Journal	Sun
7 times per week	\$65.79		
6 times per week	\$68.89		
5 times per week	\$70.42	\$57.77	\$40.59
4 times per week	\$73.44	\$61.05	\$42.35
3 times per week	\$75.64	\$63.95	\$45.70
2 times per week	\$85.73	\$72.63	\$47.90

Special Position Charges

35% premium in addition to lineage charge, daily or Sunday, subject to availability. For production reasons, some positions are not available. Color ads cannot be guaranteed special positions. Special position charges are not given repeat discounts.

Repeat Ad Discounts

40% discount of original inches allowed on the first repeat insertion. 50% discount of original inches allowed on second repeat insertion.

1. Minimum size 30 col. inches.
2. Insertions must be scheduled within six day period of first run. Two repeat ads maximum.
3. Repeat ads must run in the same single issue or combination of the Review-Journal and/or Sun as determined in the original insertion.
4. Combination repeat ads published in the Sunday edition are charged at full rate. Repeat discount is applied to Monday-Saturday combination insertion day(s).
5. No changes permitted.
6. Ads of 8 col. inches to 29 col. inches may only repeat in the Monday and/or Tuesday edition of the same single or combination edition(s) as original insertion.
7. Discount is applied to inches, not rate.
8. On repeat ad discounts, only that portion of the space actually charged for will be accumulated toward earned rates. Ex.: 50 column inch ad run a second time at 40% discount would only accumulate 30 column inches for the second run for the purpose of determining contract lineage space.
9. Position premiums, if applicable, based on original cost of space.

Multi-Page Discount

For multiple full page advertising in same day's issue.

4 standard pages	5% discount
6 standard pages	10% discount
8 standard pages	20% discount
10 standard pages	25% discount
12 standard pages	30% discount

Discount is applied to inches.

PREPRINTED INSERTS

"Neighborhood Network" Single-Sheet Flyer Distribution Program

A cost effective program for small neighborhood advertisers. "Neighborhood Network" offers versatile delivery of advertising flyers. Advertisers can cover the entire Las Vegas valley or target specific zip codes. Distribution options include Review-Journal and Sun home subscribers, or combined with non-subscriber delivery for greater penetration. Advertisers must provide printed flyers. For details, contact your advertising account executive or Dick Weidner, Preprint Coordinator, at 383-0369.

Single-Sheet Rates

Quantity	Cost Per Thousand
10,000-20,000	\$34.00
20,001-50,000	\$29.00
50,001-100,000	\$26.00
100,001-150,000	\$24.00
150,001 & above	\$23.00

(Rates are cost per thousand per insertion.)

Preprinted Inserts

(These rates apply to both the Review-Journal and Sun)

	SIZE			OPEN	12	24	48	72	96	108	120	132
	Std.	Tab.	Mini	RATE	TIMES	TIMES	TIMES	TIMES	TIMES	TIMES	TIMES	TIMES
up to244	\$29.58	\$28.65	\$27.27	\$26.81	\$26.36	\$25.42	\$24.97	\$24.50	\$24.03
up to	2.....488	\$38.65	\$37.53	\$36.57	\$33.74	\$31.77	\$29.82	\$29.04	\$27.74	\$26.48
up to	4.....81616	\$44.37	\$43.16	\$41.76	\$38.74	\$36.42	\$34.05	\$33.26	\$31.74	\$30.27
up to	6.....122424	\$52.26	\$50.86	\$49.46	\$45.71	\$42.80	\$39.88	\$38.58	\$36.86	\$35.17
up to	8.....163232	\$55.13	\$53.72	\$52.26	\$48.46	\$45.09	\$41.79	\$40.49	\$38.58	\$36.86
up to	10.....204040	\$57.70	\$56.01	\$54.56	\$50.41	\$47.67	\$44.92	\$43.69	\$41.62	\$39.66
up to	12.....244848	\$60.00	\$58.26	\$56.86	\$52.66	\$51.38	\$50.03	\$48.74	\$46.43	\$44.25
up to	14.....285656	\$61.12	\$59.43	\$57.97	\$53.83	\$53.33	\$52.77	\$51.76	\$49.30	\$46.94
up to	16.....326464	\$62.23	\$60.50	\$59.15	\$55.47	\$54.61	\$54.34	\$53.61	\$51.31	\$48.56
up to	18.....367272	\$63.42	\$61.67	\$60.21	\$56.01	\$55.73	\$55.52	\$54.95	\$52.26	\$49.79

For each additional 2 Standard (4 Tab) pages add \$1.00 per thousand to each bracket.

Preprint ROP Credits

Preprint users automatically earn credit toward monthly earned or annual bulk ROP contract rates.

Preprint expenditures during the billing month are divided by \$49.00 and the resulting number of inches are credited toward the ROP earned rate i.e.:

Preprint Expenditure	= \$49,000
Divide by \$49.00	= 1,000
ROP credit earned equals 1,000" column inches	

Preprint Contract Requirements

1. A preprint contract is required to qualify for all Review-Journal and Sun frequency rates. All frequency contracts.
2. Minimum number of preprints accepted for insertion in the Review-Journal or Sun is 25,000. Minimum quantity of

A. Days Accepted

Full run, full home distribution and partial home distribution accepted Sunday and Tuesday through Friday, based upon availability.

B. Quantities Accepted:

Tuesday - Friday: Minimum, 10,000 per publication.
Sunday: Minimum, 50,000.

C. Sizes Accepted:

1. Minimum dimensions: 5"x7"
2. Maximum dimensions: 8 1/2"x12 1/2"
3. Minimum stock thickness: 007" (70lb. card stock) Any single sheet submitted at less than 70lb. card stock, or on high gloss (slick) stock, may result in multiple copies being inserted into each newspaper, and is accepted for insertion at the advertiser's own risk.

Direct Mail Inserts and ROP

Pre-print and ROP advertisers can now take advantage of our Neighborhood Shopper direct mail program to target specific geographical areas or blanket the entire market.

Your ROP ad will run in full color on upgraded stock in the publication that wraps our direct mail pre-print inserts.

Neighborhood Shopper is not only direct mailed to non-subscribing homes every Friday and Saturday, it is also inserted each week into the Sunday newspaper and delivered to all home subscribers in six geographic zones.

Call the newspaper for rates and information.

preprints accepted for the Review-Journal/Sun Daily Combination is 25,000 with a minimum of 10,000 per publication and 50,000 minimum for Sunday. Minimum quantity for frequency contract credit is 75,000 for the Review-Journal or Review-Journal/Sun combination.

3. Qualifying Review-Journal, Review-Journal/Sun combination, spadea and View non-subscriber insertions each count separately in order to determine the frequency level. (Ex: a preprint published in both the Review Journal and View non-subscriber newspaper, in qualifying quantities, will count as two insertions, for frequency purposes on both R-J and View non-subscriber rate schedules). Multiple insertions of the same pre-print in the Review-Journal and Sun within the same calendar week will only count as one frequency.

Policies & Regulations

1. Size determination for billing:
 - a. Mini: Any acceptable size up to 80 square inches per page.
 - b. Tab: Exceeding 80 square inches through 166 square inches.
 - c. Standard: 167 square inches and above.
2. No pre-prints accepted for non-subscriber delivery without minimum distribution of an equal quantity in the Review-Journal or Sun.
3. Shipments must be delivered to newspaper. Newspaper does not provide pick up service.
4. Multiple inserts in the same Review-Journal or Sun issue for one retail business is charged as total page count plus \$8 per thousand per additional insert. (Acceptability based on equipment availability.)
5. Acceptability of a pre-printed insert is at the publisher's option. All sections and units are subject to review prior to acceptance.
6. Printed inserts are accepted from a single advertiser only. Brokered local advertising is unacceptable.
7. All copy resembling editorial matter must be identified with the word "ADVERTISEMENT" at the top of each page in not less than 6 point caps. Such sections containing both individual ads and editorial style materials require a statement of sponsorship on page 2 or 3 in a reasonably prominent type and position.
8. Sunday: 50,000 minimum.

Delivery Deadlines

Reservations and deliveries must be made a minimum of 10 days prior to insertion date.

Receiving Dock Hours & Address:

Address Delivery to:
Las Vegas Review-Journal
Attn: Mail Room Foreman
1111 W. Bonanza Road
Las Vegas, NV 89106

Monday thru Friday8 a.m. to 4 p.m.
7 p.m. to 3 a.m.
Saturday8 a.m. to 4 p.m.
Sunday7 p.m. to 3 a.m.

There are no receiving hours after 4 p.m. Saturday thru 7 p.m. Sunday.

Shipping Procedures

1. All pre-prints should be stacked consistently with alternating folds at reasonable intervals. They must be well-jogged, securely banded and protected for shipment. All four corners of pallet should be banded.
2. Inserts scheduled for multiple insertions must be shipped in like quantities. (ie: 300,000 preprints to be distributed on three separate dates (100,000 each) need to be shipped in 100,000 quantity, not in 300,000 bulk)
3. Shipments must be delivered to newspaper. Newspaper does not provide pick up service.
4. Newspaper is not responsible for pre-printed materials after 30 days from delivery.

5A. Zoned Publications View Weekly Community Newspaper

View newspapers are individually written, edited and published in eight geographic zones. They are distributed each Wednesday with the Review-Journal and the Sun to paid home subscribers as well as direct mailed to many non-subscribers. The Friday Views are delivered with the Review-Journal and the Sun to home subscribers and inserted into single copy sales in geographically expanded areas in and around the Henderson/Green Valley and Summerlin areas each Friday. Additionally a Pahrump Valley is published every Friday for a total of 11 View editions per week.

Individual View Newspapers/Circulation:

Anthem View17,000
Pahrump Valley View 16,000
Northern/Nellis View, Northwest View,
Southeast View, Southwest View,
Summerlin View, Sunrise View
Henderson/Green Valley View Average over 40,000 each

ROP advertising rates, mechanical requirements and closing times are available upon requests.

5B. Non-Subscriber Distribution, Pre-printed Inserts

Reach 146,000 homes that do not subscribe to the Las Vegas Review-Journal or Las Vegas Sun through weekly View neighborhood newspapers. All Views are direct mailed to arrive in mailboxes every Wednesday, providing mid-week coverage to non subscribing households.

Weekend TMC coverage is available through our Neighborhood Shopper program. See "Direct Mail Inserts and ROP" on previous page for more information.

Non-Subscriber Preprint Policies & Regulations

1. Minimum 25,000 quantity accepted.
2. No pre-prints accepted for non-subscriber delivery without minimum distribution of an equal quantity in the Las Vegas Review-Journal or Las Vegas Sun. See page 4 of retail card for additional pre-printed insert policies and regulations.
3. Delivery deadline is Monday, 4 p.m., one week prior to publication.

5C. Pre-printed View Insert Advertising Rates

Call your account representative or the newspaper at 383-0388 for rates.

6. Group Combination Rates

See rates under item 5 for combination rates between Las Vegas Review-Journal and Sun.

7. Color Rates & Requirements

A Daily Combination color buy counts as one order towards contract frequency. Individual newspaper color orders each count as one order toward contract frequency only when individual newspaper color rates are charged. Double truck color ads are charged as separate pages and pay twice the prevailing rate. Color ads cannot be guaranteed position.

Color frequency to be used within 12-month period. All color charges are per page.

DAILY COMBINATION, SATURDAY OR HOLIDAY

<u>Black+</u>	<u>Open</u>	<u>12x</u>	<u>24x</u>	<u>48x</u>	<u>72x</u>	<u>96x</u>
1 color	\$ 955	\$ 865	\$ 780	\$ 720	\$ 670	\$ 630
2 colors	\$1,345	\$1,220	\$1,135	\$1,060	\$1,000	\$ 935
3 colors	\$1,655	\$1,435	\$1,345	\$1,245	\$1,170	\$1,085

SUNDAY

<u>Black+</u>	<u>Open</u>	<u>12x</u>	<u>24x</u>	<u>48x</u>	<u>72x</u>	<u>96x</u>
1 color	\$1,060	\$ 995	\$ 915	\$ 865	\$ 800	\$ 740
2 colors	\$1,450	\$1,365	\$1,285	\$1,195	\$1,120	\$1,035
3 colors	\$1,795	\$1,715	\$1,640	\$1,530	\$1,445	\$1,350

REVIEW-JOURNAL ONLY

<u>Black+</u>	<u>Open</u>	<u>12x</u>	<u>24x</u>	<u>48x</u>	<u>72x</u>	<u>96x</u>
1 color	\$ 805	\$ 710	\$ 660	\$ 635	\$ 505	\$ 570
2 colors	\$1,130	\$1,000	\$ 930	\$ 900	\$ 820	\$ 770
3 colors	\$1,390	\$1,230	\$1,150	\$1,085	\$1,020	\$ 975

SUN ONLY

<u>Black+</u>	<u>Open</u>	<u>12x</u>	<u>24x</u>	<u>48x</u>	<u>72x</u>	<u>96x</u>
1 color	\$ 635	\$ 570	\$ 535	\$ 505	\$ 470	\$ 445
2 colors	\$ 890	\$ 805	\$ 735	\$ 695	\$ 640	\$ 585
3 colors	\$1,110	\$ 970	\$ 900	\$ 855	\$ 795	\$ 745

Black Plus Small Space Color

Offered on any ad 30 column inches or less. No contract is required and does not count towards color frequency contracts above. Limited to Black plus 1 color ads only.

DAILY COMBO, SATURDAY OR HOLIDAY	\$758
SUNDAY	\$870
REVIEW-JOURNAL ONLY	\$653
SUN ONLY	\$493

7A. General Information

1. Signed contract required for frequency rate.
2. Repeat ad reruns qualify as insertions for earning frequency rates. However, repeat ad reruns pay full color rates.
3. Black plus 1 color, no size restrictions; Black plus 2 and 3 color, minimum size 30" required.
4. Black plus 1, 2 and 3 color accepted every publication day subject to availability and prior commitments.
5. **Spot Color:** For special colors, use NAA (CMYK) formula or up-to date manufacturers mix number and color swatch for matching. Contact your sales representative for a copy of NAA (CMYK) color swatch chart.
Process Color: Standard NAA (CMYK) colors for all process work, unless special colors are required.

7B. Deadlines & Specifications

1. SPOT COLOR: copy and proof release deadline is 24 hours in advance of regular deadlines.
2. PROCESS COLOR: Camera ready material (full color separations provided) deadline is 24 hours in advance of regular deadlines. Process color when no reproduction material furnished, copy and proof release deadline is 4 days in advance of regular deadlines.
3. Original art for process color should be electronic PDF files but transparencies are acceptable. Acceptable sizes are: 35mm, 2-1/4", 4"x5", or 8"x10". Maximum overall size acceptable is 10"x14". (Reflective art may be subject to additional charges; consult your sales representative).
4. Full color proofs are required for multi-color process work. Color bars should be included on proofsheets showing solid colors.
5. Color negatives should be supplied in CMYK separations.
6. Duotones must be supplied in CMYK format.
7. Color transparencies each, \$75. Maximum size for a color scan is 10"x14".

8. Special R.O.P. Units

Not available.

9. Split Run

Not available.

10. Special Services

Art/Creative Service: A staff of layout personnel is available to assist the advertiser with layouts and production art. There is no charge for this service, nor for use of our extensive clip art library.

Requests for original artwork preparation are accepted only on a time available basis, at \$85.00 per hour with one hour minimum.

Research & Marketing Data: Material, free upon request, includes demographic information on the market, retailing, shopping patterns, newspaper coverage and readership data.

Co-op Advertising Services: The R-J & Sun, through its extensive co-op database, can provide data on 5,000 manufacturer's co-op programs. Our co-op department can also assist retailers in obtaining accrual information and in filing co-op claims. Direct all inquiries to your advertising sales representative or Dan Vines, Co-op Advertising Manager at 383-0391.

Proofs - Proofs will be provided upon request, on ads 10 column inches or larger, providing they have been submitted by deadline. All other ads submitted by deadline can be faxed or are available for inspection at the newspaper.

Tearsheets - Tearsheets will be mailed upon request.

11. Special Days/Pages/Features

Sunday	(Review-Journal & Sun) Real Estate Adventure (Travel) TV Review USA Weekend Parade Magazine Entertainment Business (Gaming) Focus (R-J Opinions) Sun Opinions
Monday	(Review-Journal) Business (Technology)
Tuesday.....	(Review-Journal) Business
Wednesday	(Review-Journal) Taste (Sun) Accent
Friday	(Review-Journal) Neon Entertainment Tabloid (Sun) Accent
Saturday.....	(Review-Journal & Sun) Religion

Special Sections

Throughout the year, the Review-Journal and Sun publish a full schedule of Special Sections. You can make a dynamic impression by advertising in a section that ties-in with your business or with the interests of your customers.

Major sections include:

- Senior Lifestyles
- Dining Guide
- Best of Las Vegas
- Your Home
- Guide to Pool and Patio
- Home Furnishings
- Desert Living
- Guide to Las Vegas
- National Family Week
- National Finals Rodeo
- Holiday Entertainment & Dining Guide
- UAW-Daimler Chrysler 400

12. ROP Depth Requirements

Minimum size acceptable, 1 column by 1 inch. Ads deeper than 19 inches will be billed full column depth.

13. Copy & Contract Regulations

- The Review-Journal and Sun 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 in 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.
- Advertising simulating news can be accepted but must carry the word "Advertisement" in at least 8 point type and be set in typeface other than Review-Journal or Sun editorial style.
- Advertising agencies which receive invoices on behalf of local retail advertisers are acting as agents for these advertisers. Advertisers are at all times liable for payment of all account balances due and all other liabilities. Any language in any advertising insertion orders or other documents to the contrary is void and without effect..
- ROP Contracts will be accepted from an individual or may be drawn to include his subsidiaries. For preprint insert contract, see preprint contract requirements.
- Advertisers signing annual space contracts will be billed at rates on current rate card and rebilled at higher appropriate earned rate if contract is not fulfilled, or credited if lower rate is earned during contract year. Earned discounts will be given in the form of a credit toward future advertising to customers who exceed ROP annual bulk lineage contract.
- 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 rates in force, and in accordance with the regulations set forth in the current rate card.
- Certain restrictions apply to the usage of URL addresses. Contact your account representative or the newspaper for conditions.

14. Closing Times

<u>PUBLICATION</u>	<u>RESERVATION OR CANCELLATION DEADLINE</u>	<u>ELECTRONIC AD DEADLINE</u>	<u>CAMERA READY AD DEADLINE</u>	<u>ONE PROOF AD DEADLINE</u>	<u>RETURNED PROOF</u>
SUNDAY					
TV Review	4 PM Wed (10 days prior).....	4 PM Fri..... (8 days prior)	4 PM Fri (8 days prior).....	4 PM Fri (8 days prior).....	10 AM Mon
Travel	4 PM Tues.....	4 PM Wed.....	12 Noon Thur.....	4 PM Tues.....	12 Noon Thur
Living/Entertainment	4 PM Tues.....	4 PM Wed.....	12 Noon Thur.....	4 PM Tues.....	12 Noon Thur
Focus/Outlook	4 PM Wed.....	4 PM Thur.....	12 Noon Thur.....	4 PM Wed.....	12 Noon Thur
Real Estate	4 PM Tues.....	4 PM Wed.....	12 Noon Thur.....	4 PM Tues.....	12 Noon Thur
Main News	4 PM Wed.....	4 PM Thur.....	4 PM Thur.....	4 PM Tues.....	4 PM Thur
Sports	4 PM Wed.....	4 PM Thur.....	4 PM Thur.....	4 PM Wed.....	4 PM Thur
Business	4 PM Tues.....	4 PM Wed.....	12 Noon Thur.....	4 PM Tue.....	12 Noon Thur
Color Comics	5 weeks prior	5 weeks prior.....	4 weeks prior	5 weeks prior	4 weeks prior
MONDAY	4 PM Thur.....	4 PM Thur.....	4 PM Fri.....	4 PM Thur.....	4 PM Fri
TUESDAY	4 PM Thur.....	4 PM Fri.....	4 PM Fri.....	4 PM Thur.....	4 PM Fri
WEDNESDAY	4 PM Fri.....	4 PM Mon.....	4 PM Mon.....	4 PM Fri.....	4 PM Mon
THURSDAY	4 PM Mon.....	4 PM Tues.....	4 PM Tues.....	4 PM Mon.....	4 PM Tues
FRIDAY	4 PM Tues.....	4 PM Wed.....	4 PM Wed.....	4 PM Tues.....	4 PM Tues
Neon	4 PM Tues.....	4 PM Tues.....	12 Noon Wed.....	4 PM Tues.....	12 Noon Wed
SATURDAY	4 PM Wed.....	4 PM Thur.....	4 PM Thur.....	4 PM Wed.....	4 PM Thur

Above deadlines apply to either the Review-Journal (AM) or the Sun (PM). Deadlines subject to change for Holidays and Special Sections. Spot color and process color deadlines, see paragraph 7B "Deadlines and Specifications". Deadline for omitting insertions for already scheduled advertising is the same day as space reservation deadline.

15. Electronic Ad Delivery

Downloadable PDF file of Electronic Ad Guidelines available at: lasvegasnewspaper.com.

1. A test file MUST be submitted at least one week prior to the first "live" ad.
2. Ads 4MB or smaller can be e-mailed, (rjads@lvvj.com). (This e-mail address is to send ads only.)
3. A hard copy of the ad needs to be faxed to the sales rep with the file name written on the ad.
4. Files should be named as follows:
Run Date_Company Name_Tag Line.
(Ex: 10-10_ABC Company_Storewide Sale).
5. The following information should be supplied with each ad submitted: Advertiser Name, Run Date, Ad Size, List of all fonts and graphics. All graphics should also be supplied along with the ad. Include File Name, Software/Version, B/W or Color.
6. Art should be in CMYK colors, EPS, 170 DPI resolution.
7. Programs used by the Review-Journal are Quark Xpress, Adobe Illustrator, Adobe Indesign, Adobe Pagemaker, MultiAd Creator, Multimedia Freehand and Adobe Acrobat - PDF's.
8. The preferred file format is an Acrobat PDF file.
9. The Review-Journal's site address through AP AdSEND is NVLAS.

16. Mechanical Specifications

Columns	Inches	Picas/Points
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

Film should be sent at 85 line screen, right reading, emulsion side down. (Halftones at 170 DPI resolution.)

Standard Page: 6 columns by 21 inches.

Tabloid Page: 5 columns by 11.5 inches.

Double Truck Ads: Must submit art that is splittable.

17. Special Classifications/Rates

Entertainment Rates (Casino and Gaming)

Advertising for locally established hotels, casinos and other gaming related businesses. One signature only may be carried in the ad. A daily combination inch is one that appears in both daily newspapers without change and counts as one inch toward contract fulfillment or monthly earned rates. Advertising appearing in the Review-Journal only, Sun only, Daily Combination, NEON, Saturday or Sunday is added together to determine contract level. All rates are net.

Entertainment Monthly Earned Rates

Col. In	Daily Combo, Saturday & Review			
	Holidays	Journal	Sun	Sunday
1-75.....	\$81.10	\$66.27.....	\$46.16.....	\$95.52
76-150.....	\$77.84	\$63.87.....	\$44.31.....	\$90.90
151-250.....	\$75.42	\$61.34.....	\$43.17.....	\$87.27
251-500.....	\$73.77	\$60.25.....	\$42.39.....	\$85.38
501-750.....	\$72.16	\$59.14.....	\$41.61.....	\$83.52
751-1000.....	\$70.55	\$57.84.....	\$40.24.....	\$81.63
1001 & up	\$68.91	\$56.54.....	\$39.34.....	\$79.77

Entertainment Repeat Ad Discount

Casino and Gaming ads 30 inches or larger, running combination advertisements AM (R-J) and PM (Sun) editions, can receive one repeat discount of 40% off the original space, (Mon - Sat only). Sunday ads are always charged at full rate. (See Page 3 "Repeat Ad Discounts.")

Entertainment Annual Bulk Contract Rates

To be used within 12 month period. In the event advertiser fails to fulfill contract, a rate adjustment will be made to the nearest contract or rate actually earned and an additional bill sent.

	Daily Combo, Saturday & Holidays	Review Journal	Sun	Sunday
Col. In				
7,500	\$72.16	\$59.14	\$41.61	\$83.52
10,000	\$68.91	\$56.54	\$39.34	\$79.77
15,000	\$68.12	\$55.68	\$36.99	\$78.83

Entertainment Annual Bulk Contract Rates Cont.

1. 25% discount on lineage allowed on all casino and gaming accounts running free standing ads other than entertainment and gaming. (ie. food)
2. Inches calculated after discount are added into earned rate for fiscal month to determine rate level.
3. Any position premiums are figured after 25% lineage discount.
4. Repeat Ad Discounts also apply to food ads when minimum size requirements are met. (See Pg. 3)

Church, Bereavement & Personal Greeting Rates

(Church rates require a local house of worship or advertising management approval)

Daily Combo, Saturday & Holidays	Review- Journal	Sun	Sunday
\$29.57	\$23.80	\$23.11	\$31.18

Community Betterment Rates

(Requires advertising management approval)

Daily Combo, Saturday & Holidays	Review- Journal	Sun	Sunday
\$39.50	\$33.23	\$32.25	\$46.78

Municipal Rates

Daily Combo, Saturday or Holidays	Review- Journal	Sun	Sunday
\$49.63	\$42.14	\$31.32	\$59.75

Special Section Rates

Daily Combo, Saturday & Holiday	Sunday
\$67.55	\$76.29

Transient Shows, Exhibits, Seminars, Etc.

Request National Rates

Political & Advocacy Rates

Daily Combo, Saturday & Holidays	Review Journal	Sun	Sunday
\$73.96	\$59.52	\$45.66	\$82.87

(Requires cash with space reservation.)

Real Estate Map Boxes

Saturday	Sunday	Sat & Sunday
\$138.00	\$141.00	\$213.00

18. Classified Rates

Request Classified Advertising Rate Card.

19. On-Line Rates

Request On-Line Advertising Rate Card.

20. Comics

Regular retail rates apply for space; NO PREMIUM for color. Color separation charges additional, if needed.

Deadline is minimum five weeks prior to publication, but may be more if complex production work is necessary.

<u>Sizes available</u>	<u>Production width</u>	<u>Size depth</u>	<u>Billing inches</u>
Full page	11 3/4"x	20"	126"
3/4 page	11 3/4"x	15"	78"
1/2 page	11 3/4"x	9 3/4"	63"
1/3 page	11 3/4"x	6 1/2"	42"
1/6 page	11 3/4"x	3"	21"

A. Spadea Wraps and Gatefolds

Price includes full page both sides with maximum 3 colors plus black on each side. Production size: Spadea 11 3/4" wide x 20" deep. Gatefold 5 3/4" wide x 20" deep.

Production charges additional. Contact sales representative for details. Deadline is minimum five weeks prior to publication, but may be more if complex production work is necessary. On negatives or mechanicals submitted, please indicate FRONT and BACK.

SPADEAS	
Open Rate	\$41.72M
6 Times	\$39.34M
13 Times	\$36.95M
26 Times	\$34.57M

GATEFOLDS	
Open Rate	\$26.22M
6 Times	\$23.83M
13 Times	\$21.45M
26 Times	\$19.07M

Signed contract required for frequency rates. Rates are cost per thousand.

21. Magazines

A. Small Screen (TV Book)

Southern Nevada's most comprehensive source of over-the-air and cable listings, published every Sunday. Regular contract or non-contract rates apply. Ads must conform to the following modular sizes:

Full page	4col. x 10"
3/4 page	3 col. x 10" or 4 col. x 7-1/2"
1/2 page	4 col. x 5" or 2 col. x 10"
3/8 page	3 col. x 5" or 2 col. x 7-1/2"
1/4 page	2 col. x 5" or 4 col. x 2-1/2"
3/16 page	3 col. x 2-1/2"
1/8 page	2 col. x 2-1/2" or 1 col. x 5"
1/16 page	1 col. x 2-1/2"

Mechanical Specifications:

Column Width

Picas

Makeup Width

1.....	1-11/16	10.2
2.....	3-1/2	21.4
3.....	5-7/16	32.6
4.....	7-1/4	43.8

B. Parade Magazine and USA Weekend

Syndicated rotogravure magazine. Advertising not sold locally.

22. Circulation

Combined Daily (Monday-Friday, Morning & Afternoon)	197,404
Las Vegas Review-Journal (Monday-Friday Morning)	164,754
Las Vegas SUN (Monday-Friday Afternoon)	32,650
Las Vegas Review-Journal & Sun (Saturday)	189,301
Las Vegas Review-Journal & Sun (Sunday)	217,419

ABC Newspaper Publisher's Statement for six months ending September 30, 2001.

- NOTES -