

NEW FEATURES INCLUDE:

STREAMLINED DESIGN

IMPROVED NAVIGATION

NEW COMMENT FORMAT

READER BLOGS & PHOTOS

INTERACTIVE EVENTS CALENDAR

Local Marketing. Results Driven.



An innovative and interactive marketing approach to reach your customers.

the new nevadaappeal.com



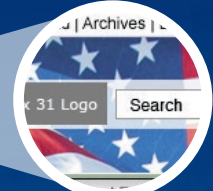
Leaderboard

Benefit from high impact ad positioning and build positive brand awareness with nevadaappeal.com



Half Page

The newest and largest ad size, the half page offers larger dimensions to deliver stronger message visibility with lasting impact



Search Sponsor

Build brand awareness and receive a 100% impression guarantee with a search sponsorship presence



Big Box

The most familiar ad size for consumers, this space boasts premium positioning near Headlines and Top Stories

the new nevadaappeal.com



Online Rates

Retail Banners

	CPM (net)	Flate Rate 10k impressions per month
leaderboard (728x90) - homepage		
open rate	\$35.00	\$350.00
3 months	33.00	330.00
6 months+	31.00	310.00

big box (300x250) - homepage		
open rate	\$28.00	\$280.00
3 months	26.00	260.00
6 months+	24.00	240.00

half-page ad (300x600) - homepage		
open rate	\$32.00	\$320.00
3 months	30.00	300.00
6 months+	28.00	280.00

leaderboard (728x90) - channels		
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open rate	\$24.00	\$240.00
3 months	22.00	220.00
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Site Search Sponsorship

88x31 logo on all pages	Flat Rate/month
Nevada Appeal	\$895.00
Tahoe Daily Tribune	\$595.00
Record Courier	\$395.00
Lahontan Valley News	\$395.00
North Lake Tahoe Bonanza	\$395.00
Sierra Sun	\$595.00

E-Edition Sponsorship

Item	30 days	45 days	60 days
banner (468x60) - in-story	\$175	\$225	\$250

Notes:

*Rates are based on rotating display. All ads run on a Run of Site (ROS) schedule except for the homepage placements.

*Ad buys can be added together to obtain discount pricing (2-3=10%; 3-5=20%; 6-7=35%)

*Sierra Nevada Media Group supports interactive ad formats including Flash

See a Sierra Nevada Media Group account executive for other pricing, targeting and availability



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the new **tahoebonanza.com**



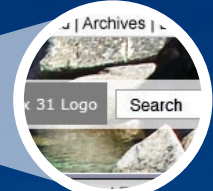
Leaderboard

Benefit from high impact ad positioning and build positive brand awareness with tahoebonanza.com



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the new tahoebonanza.com



Online Rates

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leaderboard (728x90) - homepage		
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Site Search Sponsorship

88x31 logo on all pages	Flat Rate/month
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North Lake Tahoe
Bonanza
www.tahoebonanza.com

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the new **lahontanvalleynews.com**



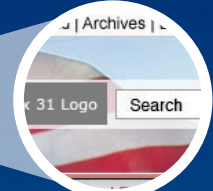
Leaderboard

Benefit from high impact ad positioning and build positive brand awareness with lahontanvalleynews.com



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Search Sponsor

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Big Box

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the new lahontanvalleynews.com



Online Rates

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Site Search Sponsorship

88x31 logo on all pages	Flat Rate/month
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the new recordcourier.com



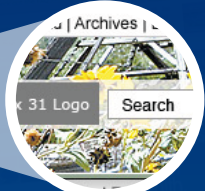
Leaderboard

Benefit from high impact ad positioning and build positive brand awareness with recordcourier.com



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Big Box

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The Record-Courier

Your Hometown Newspaper since 1880

the new recordcourier.com



Online Rates



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the new **sierrasun.com**



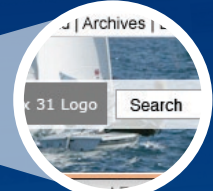
Leaderboard

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the new **sierrasun.com**

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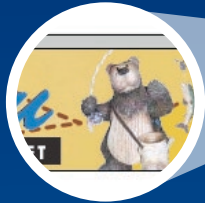
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the new **tahoedailytribune.com**



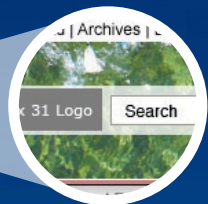
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the new **tahodailytribune.com**



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TAHOE DAILY
Tribune
www.tahodailytribune.com
"The community's voice from America's playground"