

reno.com

ALL-ACCESS PASS

Capture your share of the nearly **2,000,000** visitors that come to Reno during the summer/fall months by advertising in Reno.com's *All Access Pass*, the area's only complete guide to all the events from Riverfest in May to the Italian Festival in October, and everything in between. Besides a complete overview of all the major special events, readers will also find information on entertainment, restaurants, shopping, family activities, recreation, as well as locator maps. Plus we will offer an exclusive restaurant sponsor ad for each event.

◆ The handy compact size makes it easy for visitors and locals alike to pick up and hang on to. It will also be heavily promoted on reno.com, where more than 50,000 people visit each month to see what our area has to offer them for entertainment. When they get here, they'll know where to pick up their copy of reno.com's *All Access Pass* to get the information they need to enhance their stay and plan future trips to our region.

◆ Placed in high traffic locations in downtown Reno, Victorian Square Sparks, special event venues, shopping centers and restaurants, as well as the Reno-Tahoe Airport, no other publication will have this much exposure to visitors and locals during the events season.

◆ 25,000 copies will be printed, distributed, and restocked throughout the summer/fall months.



Ad Space Reservation Deadline:
Monday, April 9th

Digital Ad Deadline:
Friday, April 13th

Contact **Lisa Gallaway** today to
reserve your ad space!
775-850-2155 or
lgallaway@reno.com

reno.com

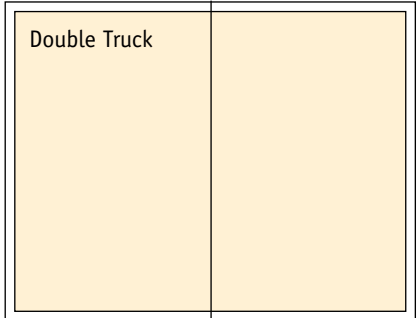
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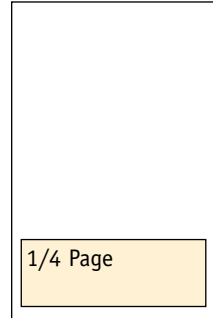
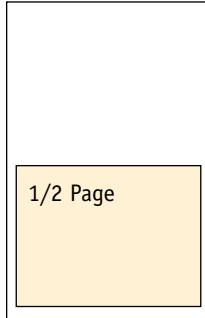
***Total amount will be due upon publication in May; however, billing may be split into three monthly payments (May, June, July) upon request.**



Ad Sizes	Rates*		Width	Height
Double Truck (only one available)	\$2,900	Trim	10.75"	8.375"
		Bleed	11.25"	8.875"
		Live Area	10.25"	7.875"
Back Cover	\$1,475	Trim	5.375"	8.375"
		Bleed	5.875"	8.875"
		Live Area	4.875"	7.875"
Inside Front or Back Cover	\$1,350	Trim	5.375"	8.375"
		Bleed	5.875"	8.875"
		Live Area	4.875"	7.875"
Full Page	\$1,095	Trim	5.375"	8.375"
		Bleed	5.875"	8.875"
		Live Area	4.875"	7.875"
Half Page	\$595		4.875"	3.7488"
Quarter Page	\$375		4.875"	1.8125"



- Back Cover
- Inside of Front and Back Cover
- Full Page



- Submissions are accepted on CD or via e-mail.
- Preferred format is a high resolution PDF made with Adobe® Distiller® in X-1a setting (fonts embedded).
- Maximum ink percentage for back cover and inside of front or back cover is 280%.
- Maximum ink percentage for full page, half page and quarter page ads is 200%.
- Rich black setting for back cover and inside of front or back cover is C, M, Y, K = 60, 60, 60, 100.
- Rich black setting for for full page, half page and quarter page ads is C, M, Y, K = 30, 30, 30, 100.
- We also accept native files built in Adobe® CS2 format with images and fonts packaged; we **do not** accept files built in Microsoft Word®, Microsoft Publisher®, and any programs not mentioned above.
- Convert RGB/PMS colors to CMYK.
- Make sure small black type is in black ink only unless it is intended to be in rich black.
- For the best print quality, any digital images used in the file should have a resolution of 300 dpi or greater.
- Any images placed in a document at sizes larger than 100% will have their resolution reduced by the same percentage.
- The accuracy of all supplied ads are the responsibility of the advertiser or ad agency.
- We will not make any corrections or modifications on the ads that are supplied as camera ready ads.