

Additional Advertising Opportunities

Restaurant Directory

Basic restaurant listings (name, address, phone) are offered for free. Showcase listings include enhanced features such as photos, videos, menus, detailed copy, web and email links, daily specials and much more. Contact us to set up your Showcase Listing.

Only \$35 per month (minimum 12-month commitment)

Clear Sky Booking

Clear Sky Booking is reno.com's direct hotel booking engine and is located at the top of every page on the website. Visitors may click on a lodging of their choice and be directly connected with that property's web site. Properties that sign up through reno.com will always sort to the top. Advertisers pay on a cost per click model. Please contact Lisa Ericson at 775-223-0008 or lericson@reno.com for more information.

Newsletters

reno.com sends out two weekly newsletters. The **Events Newsletter** is targeted at mainly locals and gives subscribers a quick snapshot of what's going on in northern Nevada this weekend. The **Travel Deals Newsletter** is targeted at tourists and is sent out to anyone who has ever booked a room on reno.com.

Advertising opportunities are available on both for \$50 - \$100 per week depending on length of commitment.

Social Media



reno.com has a separate division entirely devoted to social media for businesses. Our social media experts can help you build a professional looking Facebook page and consult with you on posting strategies. They can also help with Facebook ads, contests, LinkedIn, Twitter and YouTube.

Packages start at \$450 per month

Search Engine Marketing (SEM)

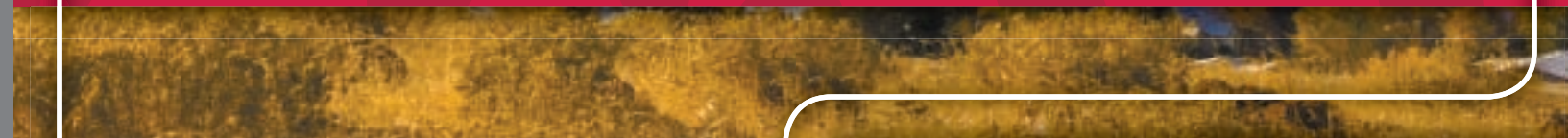
reno.com is also able to help with SEM programs. Our SEM experts will consult with you to strategize on buying Google ad words and running Google, Bing & Yahoo paid search ads. These ads will drive potential customers to a custom landing page complete with email form and dedicated phone line. Programs can be set up on either a cost-per-click or cost-per-inquiry basis.



where to go



what to do



media kit 2012

reno.com
It's where to go, what to do.

reno.com
It's where to go, what to do.

What is **reno.com**?

Reno.com is the area's complete source for events and entertainment. It has everything a visitor needs to plan a trip to Reno: book a flight, book a room, find a restaurant, or see what's going on in town. It also has everything a local needs to find out what's happening: complete restaurant guide, complete events calendar for both viewing and posting events, and news of special events and entertainment, from happy hours to big name shows.

Who comes to **reno.com**?

Reno.com sees anywhere from 40,000 visitors per month in the low season to over 90,000 visitors per month during the height of the summer events season. Pageviews average 3-4 per visitor. Reno.com visitors are a mix of locals and tourists with 50% of the out-of-state visitors coming from northern California.

Why advertise on **reno.com**?

Because reno.com has been around since 1994, it has great SEO (search engine optimization). When doing a search for "Reno dining," "Reno entertainment," or "Reno events," reno.com comes up in the first or second position every time for organic searches.

What does this mean to the advertiser?

YOU WILL GET FOUND!

Why not piggy-back on the power of our URL?

For advertising information,
please contact **Lisa Gallaway**
775.850.2155 • lgallaway@reno.com
or **Lisa Ericson**
775.850.2155 • lericson@reno.com

Advertising Rates

Your #1 source for everything Reno.

BANNER ADS

Home Page	Weekly Rate	26 weeks	52 weeks
300x250, top position, right rail	\$225	\$185	\$165
300x250, bottom position, right rail	\$185	\$145	\$125
Featured Ad Boxes (includes 300x250 ad plus descriptive copy and link)	\$200	\$150	\$125

ROS (run of site)

300x250 or 728x90			
Cost per 1,000 impressions (CPM)	\$30	\$25	\$20

TEXT ADS

Home Page	\$100	\$85	\$65
ROS	\$125	\$100	\$75



Home Page



Peel-back ad

728 x 90

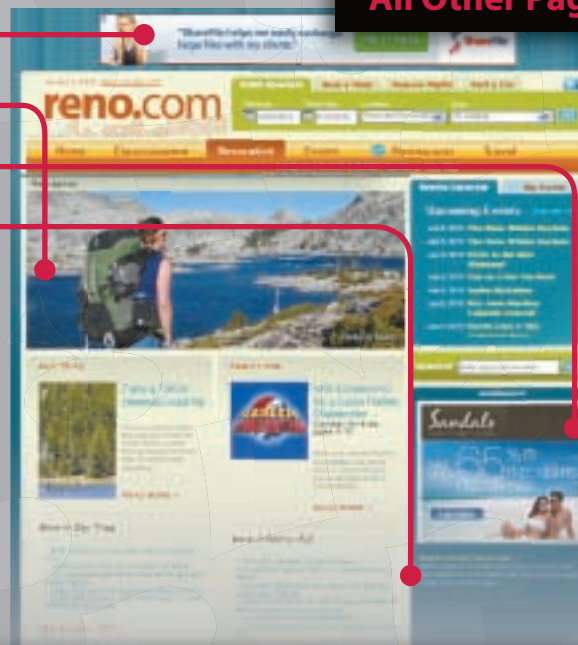
Hero Image

300 x 250

Text Ads

Featured Ads

All Other Pages



Exclusive Sponsorship Opportunities

Peel-back ad: Available only on the home page. This ad appears as if the home page is "peeling back" in the top right corner. Reno.com will help design a very creative and eye-catching message which could include rich media to encourage interaction with the user. Great tool for special events, shows and exhibits.
Minimum \$50 production charge. \$379/week

Hero Image: Available on the Home page, Entertainment and Recreation page. Have your message on the largest single element on these pages. This large photo can be sponsored by your business. You provide the photo that depicts your business, event, show, etc. This photo links to a story on reno.com in which there will be links to your web site, to buy tickets, etc. Photo subject to approval by reno.com editor.

Home Page (660x361) \$499/week
Entertainment/Recreation: (660x275) \$379/week

Rich Media: Rich Media is any type of ad that users can interact with in some way beyond a click-through. They can include animation, peeling back, floating over the page, expanding or appearing between pages and may include clips, music, video, mouse-overs, coupon downloads and Flash animation. Ask your sales rep about creating a unique message for your business. Production costs may apply.

Page Sponsorship: Place your leaderboard or box ad to sponsor any page on the site.
Weekly Rate \$185 26 Week Rate \$145
52 Week Rate \$125

reno.com
It's where to go, what to do.