

THE NEVADA SAGEBRUSH

Serving the University since 1893
Prestigious Past, Prosperous Future



2022-2023 Publication Schedule and Media Kit







ABOUT THE NEVADA SAGEBRUSH

One of the oldest student newspapers in the nation, The Nevada Sagebrush has remained a consistent and aggressive voice of the University of Nevada, Reno since 1893. The newspaper keeps the university community informed while also providing you with the perfect platform to reach a diverse community of students, their parents and the faculty of the university.

Whatever your advertising needs might be, you can rest assured that the award-winning Sagebrush is your place to reach the university community at an affordable cost

Connect with us online and on social media:

nevadasagebrush.com 
@NevadaSagebrush 
@NevadaSagebrush 
Nevada Sagebrush 

DEAR WOLF PACK ADVERTISER,

It's great to be a member of the Wolf Pack Family!

Whether it's filling the stands for Nevada Athletic events or working to connect our University to the rest of the Reno/Sparks community, the Nevada Wolf Pack is a definite presence throughout Northern Nevada. To help connect to their community and surroundings the students, faculty and staff at the University of Nevada, Reno, turn to The Nevada Sagebrush as their premiere media outlet.

College newspapers thrive with the progressing media. With over 125 years of excellence in the world of college publications, the Sagebrush never ceases to be the best place to get news on campus. Through our website and our twice-weekly newsletter, the award-winning Sagebrush reaches an audience of more than 30,000 readers within the University community and beyond.

In this changing city, there is still one constant: the University of Nevada, Reno, community is a large presence in the Reno/Sparks area, and even the state of Nevada. The Sagebrush is here to provide you with a direct outlet to our University community. Please take a look at 2021-2022 media kit to learn more about the exciting opportunities available to you here at the Sagebrush.

If you have any questions, please do not hesitate to contact our office. We look forward to working with you!

CONTACT US

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Email: adnevadasales@gmail.com

Mailing Address:
The Nevada Sagebrush
1664 N. Virginia St.
MS 0058
Reno, Nevada 89557-0058

The Sagebrush offices are located on the 3rd floor of the Joe Crowley Student Union in the Center for Student Engagement

WEBSITE PUBLICATION SCHEDULE

WE PUBLISH ON OUR WEBSITE DAILY. CONTENT ON OUR WEBSITE INCLUDES BREAKING NEWS STORIES, FEATURES, PHOTO GALLERIES AND EVERYTHING ELSE THAT WOULD BE SEEN IN PRINT. OUR WEBSITE COLLECTS AN AVERAGE OF 18,000 VIEWS EACH MONTH.

DIGITAL ADVERTISING SIZES

Pop-Up Ad

500 x 400 pixels

\$350/week

\$1,500/month

Our newest ad opportunity! Be the first thing viewers see on the site. Only one can be booked at a time.



Top Center Banner

728 x 90 pixels

\$300/week

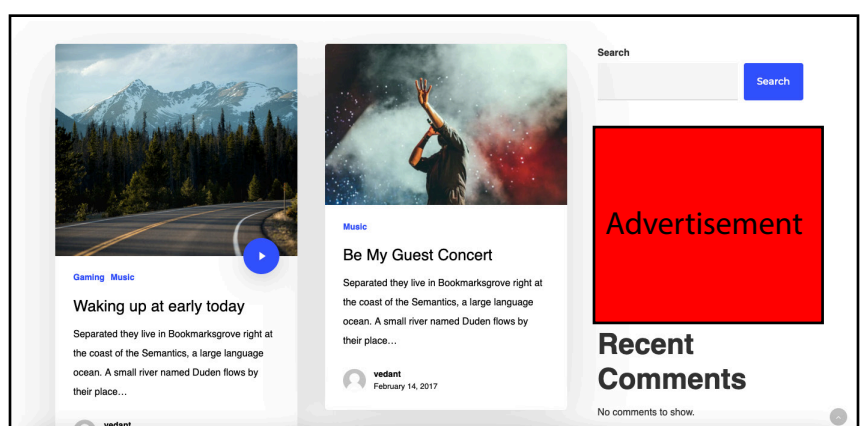
\$1,080/month

Tall Rectangle

336 x 280 pixels

\$200/week

\$785/month



*Visual examples are approximate. Please go by pixel size.

ADDITIONAL INFO

- All ads will run Wednesday to Wednesday
- Prepayment is required for all ads
- All digital advertising artwork must be submitted by Monday at 5 p.m. before the run date

ADVERTISING ON OUR WEBSITE IS THE EASIEST WAY TO REACH OUR 18,000+ AVERAGE MONTHLY VISITORS!

Digital Paper

PUBLICATION SCHEDULE

The Nevada Sagebrush no longer provides print advertisements, but we strive to produce the best quality digital news paper editions as possible.

The digital edition comes out once a month at the end of the month to wrap up all the happenings at the university and the Reno area.

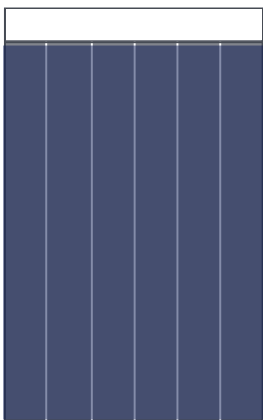
FALL 2021 PRINT DATES

September 26; October 24; November 28

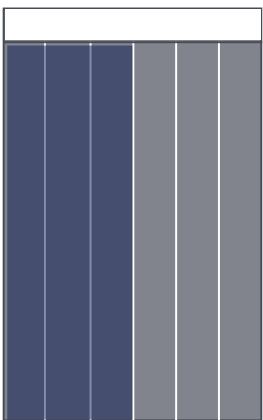
SPRING 2022 PRINT DATES

Febryary 27, March 27, April 24, May 8 (Finals Edition)

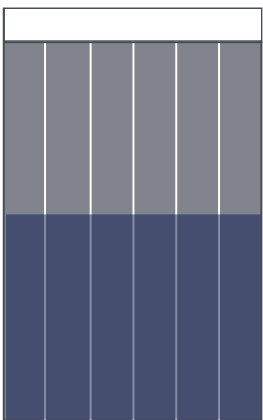
PRINT ADVERTISING SIZES



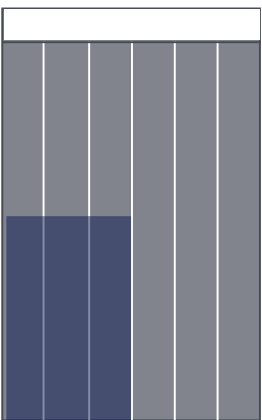
Full Page:
11.2 in W x 20 in H



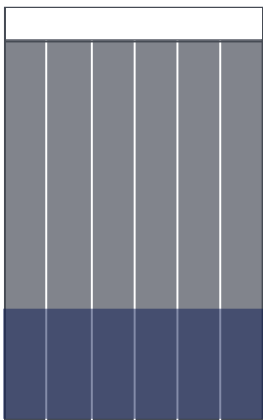
Half Vertical:
5.5 in W x 20 in H



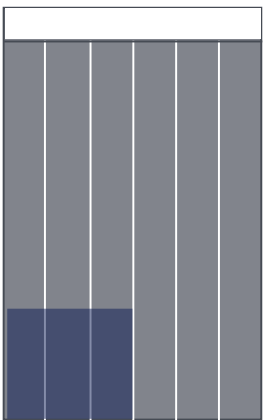
Half Horizontal:
11.2 in W x 10 in H



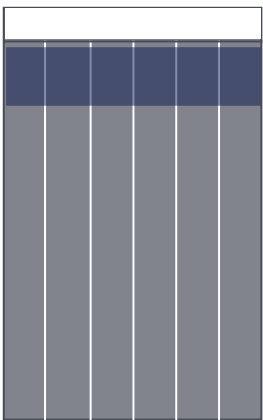
Quarter Vertical:
5.5 in W x 10 in H



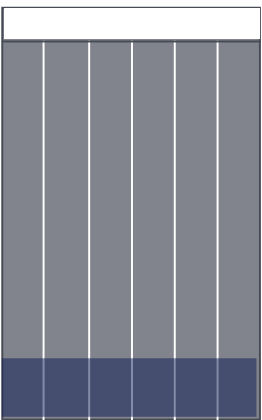
Quarter Horizontal:
11.2 in W x 5.0 in H



Eighth Page:
5.5 in W x 5.0 in H



Cover Page
(Above)
11.2 in W x 2.5 in H



Cover Page (Be-
low)
11.2 in W x 2.5 in H

ADVERTISING RATES

Full*	Half	Quarter	Eighth	Cover and Back Page Banner
\$1,320	\$550	\$320	\$130	\$360 - Above the fold \$340 - Below the fold

*Full back page ads will be subject to an extra \$100 fee (\$1,420 in total)

HOW TO SECURE A PRINT AD SPACE

- Sign an ad contract 5 business days before the edition publishes
- Prepayment for advertisement is required
- Approve or submit artwork 3 business days before the edition publishes

SOCIAL MEDIA AD PRICING



FACEBOOK

6,300+ likes

FACEBOOK

\$35/post
or buy 3 ads for
\$90!



INSTAGRAM

1,500+ followers

*Our fastest growing
social media channel!*

INSTAGRAM

\$50 feed post
OR
\$15 story post*

**Story posts are only available
for 24 hours. Book yours in a
timely manner for a quick boost.*



TWITTER

6,000+ followers

TWITTER*

\$35/tweet

**Keep twitter posts to un-
der 180 characters as per
Twitter guidelines*

SPECIAL BUNDLES**

1 Tweet + 1 Facebook post + 1 Instagram story post for \$90

PURCHASE A BUNDLE AND SAVE!

****ALL ADS FOR A BUNDLE WILL BE POSTED DURING THE SAME WEEK**

ADDITIONAL INFO

- Prepayment is required for all ads
- All social media ads will be labeled as advertisements
- Social media ads posted will be taken down after 1 month

TERMS & CONDITIONS

Basic Creative Requirements

JPEGS

All images should be 200-300 dpi

Color images must be in RGB

Creative due 5 business days prior to publication

Terms & Conditions

All advertising is subject to the approval of the Advertising Coordinator and Editor-in-Chief, who jointly reserve the right to refuse any advertising content that doesn't meet standards of acceptability. However, the Editor will always have the final word on any content that is not accepted.

Standards of acceptability: no ads will be placed that promote unlawful activity, have false or misleading content, are fraudulent, dishonest or violate the laws of libel, privacy, copyright, trademark, trade names, patents or obscenity. Sagebrush Advertising may refuse to accept any copy not furnished before established deadlines, and should the Sagebrush Advertising accept such late copy, no proof will be submitted to the Advertiser before publication and Sagebrush Advertising will not accept liability for errors therein. NO MARIJUANA.

Sagebrush Advertising assumes no responsibility for errors when a finished (camera-ready) artwork has been submitted by the Advertiser or if a proof has been submitted in advance of publication to the Advertiser, his/ her agent or representative.

The Advertiser shall indemnify, defend and hold harmless NSHE, its officers, employees, and agents from and against any and all liabilities, claims, losses, costs or expenses to the person or property, including but not limited to claims of libel, violations of privacy, infringement of any trademarks, copyrights, trade names, patents, and lawsuits, judgments, and/or expenses, including attorney fees, arising either directly or indirectly from any act or failure to act by the Advertiser, or any of its officers and employees, which may occur during or which may arise out of the performance of this agreement.

Advertisements resembling news items and any paid social media post will be labeled as advertisements.

The Advertising Coordinator shall deliver all advertisements to the Editor by no later than 3 days before publication. If the Editor rejects any ad(s), the Editor must let the Advertising Coordinator know in writing 24 hours before the publication date so the advertiser can be contacted. New ad(s) may be sent for replacement or money refunded or not charged to the advertiser due to non-placement.

Ads that are in error due to the fault of Sagebrush Advertising will be discounted at the discretion of the Advertising Coordinator based on the error in question. Claims must be received in writing within 10 business days from the date of publication.

Sagebrush Advertising is not liable for damages caused by content of paid advertisements or by poor production quality.

The Advertiser will assume full liability for his/ her advertisements and agree to hold Sagebrush Advertising and the represented media entities at the University of Nevada, Reno, harmless for the content of all advertisements authorized for publication and

broadcast and any claims that may be made against Sagebrush Advertising.

Agencies placing ads on behalf of clients are jointly and severally liable for the full cost of advertising. Sagebrush Advertising reserves the right to sell special promotions and advertising packages that carry special rates.

Acceptable forms of payment are check, money order, visa, mastercard and internal purchase orders (for campus departments or organizations only). All clients require a credit card on file, unless they will be prepaying with a check. On-campus departments can include an IPO number in the credit card line if they choose to pay using university internal purchase orders. Invoices are mailed the day after publication.

Prepayment requires the Advertiser pay for half or more of their entire contract in order to receive the applicable discount.

There is a \$25.00 service charge on all returned checks.

UNNECESSARY WITH PREPAYMENT Billing terms are net amount due and payable in 30 days from invoice date. All accounts are due as defined in the signed contract and in the corresponding media kit. Accounts more than 30 DAYS PAST DUE will be granted additional credit only at the discretion of the Advertising Coordinator. If special collections procedures become necessary, Advertiser agrees to pay all costs of collections, including court costs and reasonable attorney's fees. In addition, a 10 percent fee will be added to your account for every 30 day period your account is overdue. In the event that the Advertiser's account is 60 DAYS PAST DUE, no further advertising will be accepted unless payment is received in full. Accounts 120 DAYS PAST DUE will automatically be sent to collections.

Either party may terminate this agreement by giving written notice at least 10 business days before the date of publication that is to be cancelled. In the event that the Advertiser alone terminates this agreement, failure to comply with the aforementioned terms will result in the Advertiser being responsible for the full contracted amount. In the event that Sagebrush Advertising terminates this agreement and the Advertiser has prepaid, Sagebrush Advertising shall credit back the amount of only the ads that were not published after date of cancellation.