

The Nevada Sagebrush

est. 1893



2026-2027 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

@NevadaSagebrush

@TheNevadaSagebrush



Dear Sagebrush Advertiser,

College newspapers thrive in the evolving media landscape. With over 133 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 social media accounts, the award-winning Sagebrush reaches an audience of more than 1,000,000 views on Instagram and 20,000 on the website within the campus community and beyond.

The Sagebrush is here to provide you with a direct outlet to our University community. Please take a look at our 2026-2027 media kit to learn about the exciting opportunities available to you here at the Sagebrush.

CONTACT US

Phone: 775-784-7773

Email: sagebrushads@unr.edu

Mailing Address:

The Nevada Sagebrush

1664/ N. Virginia St.

MS 0058

Reno, Nevada 89557-0058

WEBSITE PUBLICATION SCHEDULE

WE PUBLISH ON OUR WEBSITE DAILY. CONTENT ON OUR WEBSITE INCLUDES BREAKING NEWS STORIES, FEATURES AND PHOTO STORIES. OUR WEBSITE COLLECTS AN AVERAGE OF 20,000 VIEWS EACH MONTH.

DIGITAL ADVERTISING SIZES

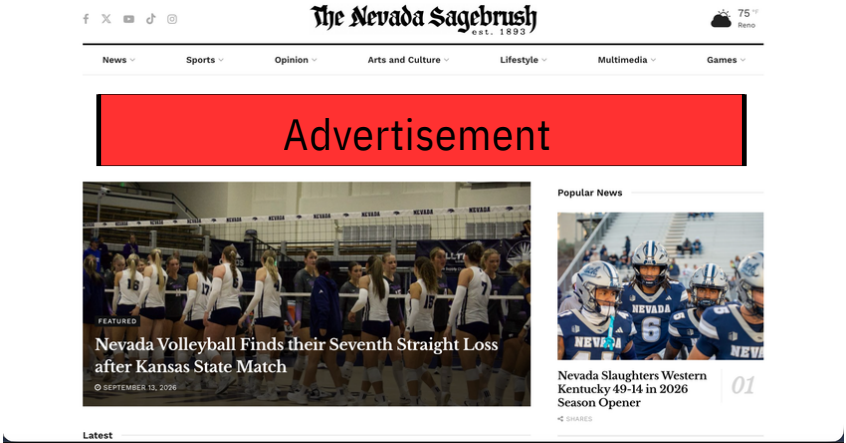
Pop-Up Ad

500 x 400 pixels

\$350/week

\$1,500/month

Be the first thing viewers see on the site. Only one can be booked at a time.



Top Center Banner

1920 x 173 pixels

\$300/week \$1,080/month

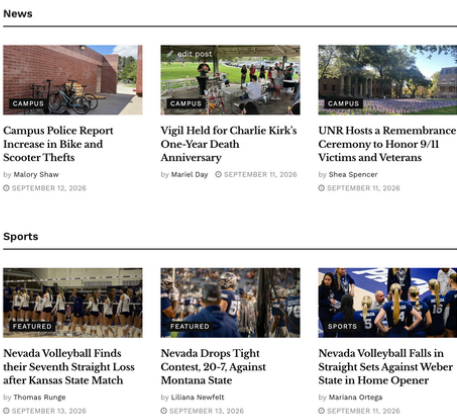
Tall Rectangle

300 x 250

pixels

\$200/week

\$785/month



Advertisement

YOUR
AD
HERE

YOUR

*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 one week before the attempted post date
- We can create digital advertising artwork for you for an additional \$50

**ADVERTISING ON OUR WEBSITE IS THE EASIEST WAY
TO REACH OUR 20,000+ AVERAGE MONTHLY VISITORS!**

SOCIAL MEDIA AD PRICING



FACEBOOK
6,800+
Followers

FACEBOOK

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



INSTAGRAM
4,000+
followers
*Our fastest growing
social media
channel!*

INSTAGRAM

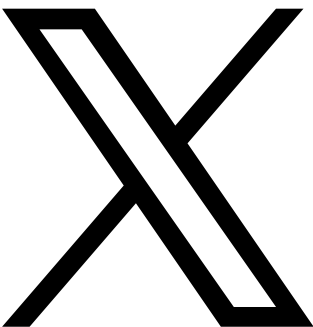
\$50 feed post
OR
\$15 story post*
**Story posts are only
available for 24 hours.
Book yours in a timely
manner for a quick boost.*



TikTok
TIKTOK, 300+
followers

TikTok

\$25/post



X, 5,700+
followers



\$25/post

ADDITIONAL INFO

- Prepayment is required for all ads
- All social media ads will be labeled as advertisements

TERMS & CONDITIONS

Basic Creative Requirements:

JPEGS

All images should be 200-300 dpi

Color images must be in RGB

Creative due 1 week before attempted post

Terms & Conditions

All advertising is subject to the approval of the Advertising Coordinator and Executive Editor, 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.

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.

All payments must be made via check. 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.