|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **1 Month Ad Schedule** | | | | | |
| Sparks or All Other Zone  Fridays only | 8" B/W = 1/16 Pg | 8" Color =1/16 Pg | 15" B&W  =1/8 Pg | 30" B&W =1/4 Pg | 60" B&W =1/2Pg | 129" B&W  =Full Pg |
| 4 ads | $375 | $550 | $725 | $1,450 | $2,880 | $6,200 |
| Proposed 8 Ads One Community Zone\* | $475 | $650 | $900 | $1,800 | $2,700 | $7,750 |
| Top/Lower Leaderboards RGJ.com | 50,000 | 50,000 | 100,000 | 200,000 | 200,000 | 300,000 |
| (Zagged) CPM | $7.50 | $7.50 | $7.50 | $7.50 | $7.50 | $7.50 |
| Yahoo Targeted Behavorial | $ |  |  |  |  |  |
| Add Reno Gazette-Journal Daily or Sunday | 250 | 350 | 450 | 900 | 1800 | 3870 |
| Single Sheet |  |  | $45/cpm |  |  |  |

* Sparks Today or Non-Sparks Today would be the only two zones. In order to get the frequency they would get 4 ads in one zone on Friday and 4 ads in full run on Wednesday.

From the original sheet we also had

|  |  |  |  |
| --- | --- | --- | --- |
| **Product** | **Commitment** | **Per Week** |  |
| Coupons | 4 weeks: | $ 225.00 |  |
|  | 12 weeks: | $ 175.00 |  |
|  |  |  |  |
|  | Dimensions: | 3 col x 3 in |  |
|  | Publication days: | Fri ROP, Wed TMC, Sunday Select | |
|  | Booking deadline: | Mon before Sunday Select | |
|  | Art deadline: | Tues before Sunday Select | |
|  | Publication: | ROP, TMC, Sunday Select | |
|  |  |  |  |
|  |  |  |  |
| **Product** | **Cost** | **Size** |  |
| Flyers | $45/1000 | 8.5 x 11 |  |
|  |  |  |  |
|  | Booking deadline: | 3 weeks prior |  |
|  | Art deadline: |  |  |
|  |  |  |  |