

THE BUSINESS

# REPORT

OF NORTHERN NEVADA

Every day, Northern Nevada's economy is becoming more distinctive, dynamic, and diverse.

Every month, The Business Report covers the people, perspectives, and passions that make it the most exciting economy in the West.



Each month, The Business Report delivers the bottom line on one of Northern Nevada's most intriguing business personalities and organizations, and examines—in depth—the secrets of their success. The result? Insights into the triumphs and tribulations that shaped their attitudes and outlook, all the while shaping Northern Nevada's business environment in new and exciting ways.

But that's just the beginning. From startups to IPOs, from succession planning to retirement, The Business Report covers business and those who make it happen in Northern Nevada. Besides recapping and considering the impacts of news from the Nevada wire, The Business Report's award-winning team of business writers and editors also provide analysis and commentary on the trends and forecasts that affect readers the most.



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## Our Mission

*The Business Report of Northern Nevada serves as a trusted source of actionable intelligence for current and aspiring business leaders by boldly examining key business people and issues and providing a forum for informed debate through engaging, in-depth interviews, insightful feature articles, and thoughtful analyses of industries, statistics, and trends.*

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## EVERY ISSUE

### Feature:

**The Cover** – Spotlights unique people, economic trends and issues relevant to Northern Nevada business people.

**The List** – Top 10 local companies in a specific segment of business.

### Departments:

**The Pulse** – Stories about trends, issues, and hot topics related to business and industry.

**The Talk** – Business leaders share their experiences and provide critical insights.

**The Tools** – Strategies and tactics to enhance the business of doing business.

**Last Word** – Northern Nevadans weigh in with personal insights on their lives, careers, and how they define a job well done.

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**It was Ted Turner who said, "Early to bed, early to rise, work like hell, and advertise."**  
**We invite you to consider placing your message in front of 10,000 of the most influential business leaders and decision-makers in northern Nevada today.**

### 2007 Advertising Rates

All rates include full color	1x	3x	6x	12x
Full Page	\$3,060	\$2,754	\$2,312	\$2,000
2/3 Page	\$2,142	\$1,928	\$1,618	\$1,400
1/2 Page	\$1,683	\$1,515	\$1,272	\$1,100
1/3 Page	\$1,224	\$1,102	\$925	\$800
1/6 Page	\$765	\$689	\$578	\$500
2 page spread	\$5,202	\$4,682	\$3,930	\$3,400

### Premium Positions

Back Cover	N/A	N/A	\$3,757	\$3,250
Inside Front Cover	N/A	N/A	\$3,468	\$3,125
Inside Back Cover	N/A	N/A	\$3,613	\$3,000
Guaranteed Positioning	— Add 15% —			

### Discounts and Commissions

Recognized Advertising Agencies, commission	— 15% —
Non-Profit Organizations	— 6 time rate —

### Advertorials

Advertorials are a unique combination of advertising and editorial that allow companies to provide readers with in-depth information on the products and services they offer. The Business Report advertorials include professional copywriting, design, and four-color design. All advertorials are clearly marked as such and are subject to the publisher's approval.

Full page:	\$2,754
2/3 page:	\$1,928
1/3 page:	\$1,102

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## Digital Pre-Press Guide

### Mechanical Specifications

The Business Report is built on a Macintosh platform environment.

All digital ads are considered press-ready — errors or changes to files following delivery will incur additional charges. Acceptable media formats: cross-platforming CD or DVD. Electronic file delivery: contact your sales representative for information regarding electronic delivery of files via e-mail or FTP. You must submit a full-size, color-accurate proof with your file. We do not accept negative film.

General requirements: Maximum ink density is 360%, 250 line screen — placed images should be 355 DPI, sized to final printed size. Do not enlarge images greater than 20% in your ad-building application or final image quality will be compromised.

For color management and RGB-to-CMYK conversions, The Business Report has a PhotoShop CSF and ICC profile you may download the .SIT (Mac) or .ZIP (PC) from our Web site: NevadaBusinessReport.com, click on the Digital Ad Requirements link at the bottom of the home page.

### Formats:

QuarkXPress: Mac versions 4.1-6.0 only. Please use Collect for Output all supporting images and fonts. All colors should be converted to CMYK and any Pantone® or Spot colors, should be specified as CMYK.

Adobe InDesign: up to version CS 3.0. Save file as: 1) EPS with all images or links embedded; or 2) Export as PDF with Compression at 355 DPI; Transparency Flattener at High Quality; choose Marks and Bleeds, click ON Printer Marks and change Offset to 12 pt. This will ensure the registration marks WILL NOT be present in the final PDF.

NATIVE VECTOR FILES NOT SAVED AS EPS FILES ARE UNACCEPTABLE.

Adobe Illustrator: version 8.0 or greater. Save file as an EPS with all images/links embedded. All set text must be Outlined.

Freehand: version 9.0 or greater. Save file as an EPS with all images or links embedded. All set text must be Converted to Paths.

Photoshop: versions 6.0 or greater. Save two files. 1) EPS saved in Binary format; and 2) unflattened PSD with all type rendered (PC) or Vector data included (Mac) upon saving.

Adobe Acrobat PDF: Version 4.0 or greater. All PDFs must be created with Acrobat Distiller — NO EXCEPTIONS. The Business Report has a custom Adobe Distiller Job Option setting that you may download the .SIT (Mac) or .ZIP (PC) from our Web site: NevadaBusinessReport.com, click on the Digital Ad Requirements link at the bottom of the home page. If you do not have distiller, please do not create a PDF any other way; send the original open file in a format stated above.

## The Business Report Advertising Services

We offer complimentary ad layout services. Additional charges will apply to customized artwork; photography, article duplications; enlargements, and special shipping requests.

Advertising charges: Photography services for locations within a 20 mile radius of Reno are \$75/hr, \$35/each half hour following. Photos are the property of The Business Report but may be purchased at \$200 per photo.

Editorial photos: Photos that are featured in articles may be purchased directly from the photographer, but may not be re-published for 6 months after publication of the magazine.

Bulk copies: Blue Chip bulk sales (10 or more copies) are available for \$4 per issue.

\* Cancellation of previously contracted ads must be made in writing no less than 30 days before the space close dates. The Business Report publisher reserves the right to edit or decline advertising copy at anytime.

## Unit Sizes

### Full Page

Bleed 8.625" x 11.125"  
Non-bleed 7.875" x 10.375"

### 2/3 Page

Vertical 5.167" x 10.375"

### 1/2 Page

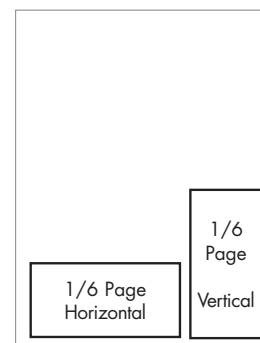
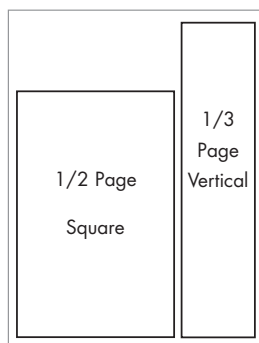
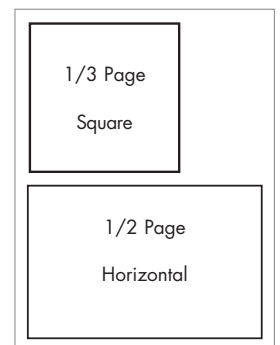
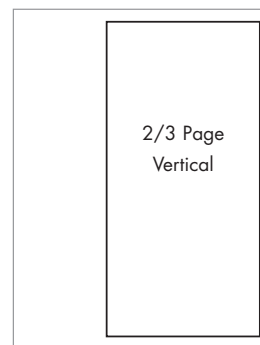
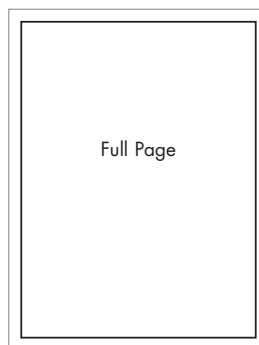
Horizontal 7.875" x 5.104"  
Square 5.167" x 7.736"

### 1/3 Page

Square 5.167" x 5.104"  
Vertical 2.444" x 10.375"

### 1/6 Page

Horizontal 5.167" x 2.469"  
Vertical 2.444" x 5.104"



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## 2007

Issue	Editorial feature	Advertising section
January	You're Hired - Regional Career Opportunities and Trends	Best Places to Work
February	Entrepreneurs of the Year Awards	Entrepreneur of the Year
March	Regional Economic Indicator Report	Our Town - A Guide to Area Economic Development
April		Northern Nevada Business Success Stories
May	Health Care Report	Women in Business
June	Gaming Report	
July	20 Under 40	Legal Profiles
August	Residential Real Estate Report	How To Real Estate Guide/Agent Profiles
September	Focus on Business Education	2007 Business Education Guide
October	Banking Report	Investment Retirement Planning Guide
November		
December		

## 2007 Deadlines Date On Sale

	Deadlines		Date On Sale
	Space Reservation	Digital Ad	
January	11/22	12/5	12/29
February	12/20	1/2	1/26
March	1/17	1/30	2/27
April	2/14	2/27	3/23
May	3/21	4/3	4/27
June	4/18	5/1	5/25
July	5/16	5/29	6/22
August	6/20	7/3	7/27
September	7/18	7/31	8/24
October	8/15	8/28	9/21
November	9/19	10/2	10/26
December	10/17	10/30	11/23

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## Distribution

The Business Report is more than just required reading. In the language of business, it's the word on the street.

Direct mail: 9,000 copies direct-mailed to business leaders

1,000 specially placed in the community

Distribution partners include:

- Reno-Sparks Chamber of Commerce
  - EDAWN
  - Sparks Chamber of Commerce
  - NNDA
  - Carson City Chamber of Commerce
  - Carson Valley Chamber of Commerce
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## Thank you for your support of The Business Report of Northern Nevada!

Thank you for taking the time to review the 2007 media kit. We appreciate your interest in our publication, and we look forward to working with you to build sales and awareness of your products and services in the greater northern Nevada area. If there's anything we can do to improve your advertising experience with us, please don't hesitate to contact us at your earliest convenience.

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