

Now in its 17th year!

www.sierrasage.com

Nevada's News Magazine

Sierra Sage

Promoting Reason, Justice & Common Sense

INSIDE EVERY ISSUE:

Provocative
Essays, Features and
Commentary

Variety of widely-read
contributors:

Gary Ailes, DVM
Jane Boucher
Don Conway
The Donelli Twins
Clifton Maclin, Jr.
Mark McLaughlin
Cheryl L. Morlan
Karen Richmond
Gwen Randall-Young
Guy Rocha
Dr. Frank Shallenberger
JoAnne Skelly
Roger/Colleen Stockton

Local Events & News
Crossword Puzzle
Book Review
Cartoons
By April Pederson

Special Focus Sections
Travel
Dining & Entertainment
Home & Garden
Piper's Pet Page
Spotlight On Health
Business & Finance
Sage Nevada
Real Estate

2010 MEDIA KIT & RATES

Effective: October 1, 2009

To balance the benefits of the Sierra Sage to both readers and advertisers, the Sage continues to expand its subscription program, while making its advertising rates more attractive and cost effective. In addition, advertisers in the print edition receive their ad and email link included on the Sierra Sage web site at no additional cost. *There are no long-term contract requirements.* If you make a 3-month or longer commitment, you will receive a 10% discount. IT'S THAT SIMPLE.

The Sierra Sage is the most popular magazine in Nevada and the only one with local subscribers, local free distribution throughout northern Nevada, AND readership nationwide!

The Sage's conservative philosophy and wide range of articles and columns appeals to readers with greater demographic appeal than most publications: *more disposable income, greater assets, and higher education levels.*

Our Sage SPECIAL program is available to track ad effectiveness. By adding the logo to your ad, you can offer specials or discounts to readers to track business resulting from your Sage advertising program. We don't expect you to spend money on advertising unless it proves its value!

We know the economy is down and advertising dollars are scarce so we want to offer the best value possible. We hope you will give us the opportunity to help your business or professional service reach the people that count the most: *your customers and clients.*

Check out our competitive rates and benefits and call to discuss your advertising requirements today. Thank you.

Len Semas, Publisher

The Sierra Sage is your
best advertising value for 2010

Serving Our Readers Since 1994

Call us at (775) 882-8258

Or email sales@sierrasage.com

(See reverse for rates)

Our Mission

- To excel in bringing a mixture of information, education and entertainment to our readers, while provoking thoughtful consideration of issues impacting all Americans.
- To provide our advertisers access to the broadest and most productive demographic audience in Northern Nevada to market their products and services.
- To produce a high-quality publication that is timely, accurate and responsive to the wants of our readers and the needs of our advertisers.

Our Philosophy

Promoting traditional American values and principles based upon reason, justice and common sense; maintaining consistency in our beliefs, while avoiding blind slavery to ideology; encouraging a diversity of discussion with a commitment to seeking common truths.

A Brief History

The Sierra Sage was founded as a free local tabloid newspaper by Ben and Barbara Bachman of Gardnerville, Nevada in 1994. The paper had homespun style that appealed to its readers in the Carson Valley and Carson City area.

In its early days, the Sage became popular locally, known for its quips and quotes, stories of local interest and folksy style. Circulation was limited with distribution at some 125 locations. The style was simple and largely black and white newsprint with some spot color.

In 2002, the current publisher, Len Semas, acquired the Sage with a plan of expanded circulation, new features, a more professional look and feel and the introduction of essays in the tradition of Ben Franklin and early American political philosophers. The motto “Reason, Justice and Common Sense” was adopted as a guiding philosophy.

In June of 2006, the current version of the Sierra Sage was put into place as a high-quality, glossy, full-color magazine publication. A total redesign was implemented together with a number of new contributors and focus areas of interest. Custom cartoons, crossword puzzles and whimsical column “written” by the publisher’s dog, Piper, were added. Distribution was expanded to Lake Tahoe, Dayton, Virginia City, Yerington and Smith Valley, as well as increased in the Carson City and Carson Valley locations. Circulation grew with an estimated 20,000+ dedicated readers. Paid subscriptions were added to free local distribution.

Today, subscriptions exceed 600, with readers in 50 states, becoming the only Nevada publication with truly nationwide readership. Distribution was expanded to the Reno-Sparks area and continues to grow there. A website was added at www.sierrasage.com and includes many of the features of the print version, with added communication links for readers, contributors and advertisers. The Sierra Sage is the most popular and most thoroughly read publication in Nevada. It is widely known and praised for its essays on politics and contemporary issues, while enjoyed for its breadth of content and quality style. Our goal now is simply to make it even better.

Sierra Sage essays are featured in a book by the publisher entitled, “Reason, Justice and Common Sense.” The 240 page book was published in October 2008 and includes a foreword by Barry Goldwater, Jr.

Consider the SIERRA SAGE

Your time is important, so we'll keep this simple.

- You've probably noticed the Sierra Sage *everywhere*.
- Your customers (and potential customers) see the Sierra Sage *everywhere*.
- The Sierra Sage is the best read publication in Nevada.
- The Sierra Sage serves ALL of northwestern Nevada and visitors/subscribers from all over the country.
- The Sage offers the prestige and appeal of a glossy magazine format at cost effective rates with a variety of options to meet every budget. SO....

Why aren't YOU in the Sierra Sage?

We'd enjoy working with you. Give us a call to discuss competitive and cost effective advertising options for your business or profession. Thank you.

Contact us at your convenience:

Sierra Sage

Phone: 775. 882. 8258 (882-VALUE)

Fax: 775. 882. 8287

E-mail: Sales@SierraSage.com

Office: 333 W. Proctor St. (corner Division)
Carson City, NV 89703

SAGE Facts:

Distribution: Northwestern Nevada:

CARSON AREA

Carson City
Dayton
Virginia City
Minden
Gardnerville
Genoa
Topaz/Walker
Bridgeport

LAKE TAHOE

South Shore
Stateline
Roundhill
Zephyr Cove
Incline Village

WASHOE

Reno
Sparks

New locations added regularly

Circulation: 5- 7,500 monthly. Over 400 distribution sites. Distributed both free and by paid subscriptions, locally and nationwide. The Sage is uniquely available at many upscale locations, as well as those appealing to a broader range of reader.

Advertising Options:

- Display (full color at no added charge)
- 3 column or 4 column format for flexibility
- Premium cover placements
- Page banners
- Directories for limited budget advertising

Format: High quality, 8.5 x 10" glossy magazine, published monthly so your ad works for a full 30 days!

Content: Suitable for entire family; appeals to locals and visitors; variety of widely enjoyed columnists; news analysis, quips and quotes; community interest.

ONLINE TOO: www.sierrasage.com

Nevada's Premier Community News Magazine since 1994.

THERE ARE MANY REASONS FOR ADVERTISING

- Reach new customers
- Sell benefits over your competition
- New business, profession or service
- New or expanded location or new ownership
- Change in management or key staff
- Product line addition or change
- Holiday and seasonal promotions
- Sale or special
- Inventory clearance
- Featured products or services
- Expansion of market or service area
- Anniversary or other milestone
- Recognition of employee or supplier
- Creation of a general image presence
- Support of community or special causes
- Employment opportunities

NEED A REASON TO ADVERTISE IN THE SIERRA SAGE?

*We'll give you **TEN** of them!*

1. The Sierra Sage is the best read publication in the northern Nevada area, with a readership of 20,000.
2. The Sierra Sage is the most thoroughly read publication in the area. Sage readers read our publication from cover to cover and then bring it home for additional perusing. For advertising to be effective, it must be seen - in the Sage, it is.
3. The Sierra Sage has the widest coverage of any individual publication in Northern Nevada. The Sage is available at over locations in Carson Valley (Minden, Gardnerville and Genoa), Carson City, Dayton, Virginia City, Yerington/Smith Valley, Lake Tahoe (S. Tahoe to Incline Village), Reno, and Sparks.
4. The Sierra Sage is the only area publication with a national reach. With subscribers in every state, the Sage is often the first contact with people visiting or moving to the area.
5. Unlike daily newspapers where one insertion is one day of exposure, one Sage insertion is 30 days of exposure.
6. Unlike straight ad-only publications, the Sierra Sage is chock full of articles and information, making it more interesting to more readers in all product and service areas.
7. Unlike newsprint publications, the Sierra Sage is printed on high quality glossy stock in full color. Advertising looks better because graphics are crisp and clean, making it more receptive to readers.
8. The Sierra Sage occupies a unique niche in the marketplace – there is nothing else like it, which means regular reading by dedicated Sage lovers – for 17 years.
9. Sage advertising rates are fair, competitive, simple and available in sizes for any budget. Unlike many publications, here is no surcharge for color. There are also no long term contracts required.
10. SAGE ONLINE at www.SierraSage.com adding more presence to our already highly recognized magazine. Your ad is included online at no additional charge.

2010 ADVERTISING RATES

Ad Size	Monthly Rate	Ad Layout Dimensions	(W x H in inches)
2- Page Spread	\$2,000	Varies depending on layout	
Inside or Back Cover	\$1,400	8 x 10.50	NA
Full Page	\$1,200	8 x 10.50	NA
2/3 Page	\$1,000	8 x 6.83 or	5.28 x 10.50
1/2 Page	\$900	8 x 5.17 or	3.92 x 10.50
1/3 Page	\$700	5.28 x 5.17 or	2.56 x 10.5
1/4 Page	\$600	8 x 2.50 or	3.92 x 5.17
1/8 Page	\$350	8 x 1.68 or	3.92 x 2.50
1/16 Page/Business Card	\$200	3.92 x 2.24 or	1.87 x 2.50
Page Banner (Bottom or Top)	\$300	8 x 1.25	NA

Rates are for one insertion • For 3-month commitment or longer deduct 10%

“Sage Special” Tracking Program

In any ad where the Sierra Sage Special logo appears, readers will know that a special offer is being made by the advertiser. To take advantage of the special, the reader will have to mention the Sage as the source. A listing of all Sierra Sage Specials will appear and be promoted throughout the magazine. The Directory will appear similar to the following example:

Sierra Sage Specials (Examples Only)



Look for the Sierra Sage SPECIAL logo in our advertisements and SAVE. Mention the Sierra Sage when patronizing the following advertisers to take advantage of current Sage Specials!

Unless otherwise specified, all offers are valid through current month.

Acme Flowers (p. 20)

Free delivery on orders within Carson City or Douglas County.

Nevada Fence (p. 14)

5% discount on fence installation or repair (\$1,000 minimum)

Winning Casinos (p. 12)

\$5 in free slot play

Cooler Heating & Air Conditioning (p.14)

\$25 credit on service call or 10% discount on new installation

No-Pain Dental (p. 10)

Free cleaning for new patients on initial visit

Best Build Construction (p. 15)

\$1,000 credit on new construction or remodel

Prime Steak Restaurant (p. 18)

Your choice of dessert with dinner entree

Retail USA (p. 18)

10% discount on your purchase

777 Casino (p. 12)

Free lunch coupon with \$50 minimum play

Safety Bank (p. 12)

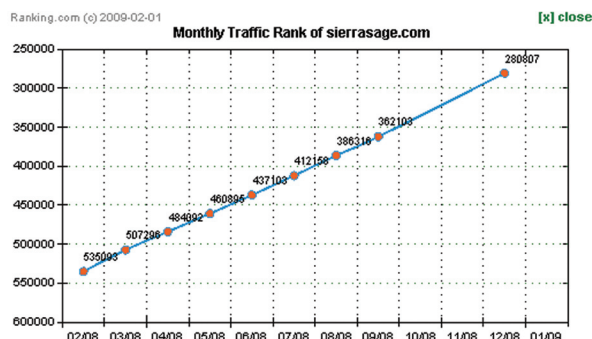
Check fees waived for 1 year

Your Health Medical Clinic (p. 10)

Free copy of Dr. Jones' new book "Good Health Now" with first office visit (new patients).

www.SierraSage.com

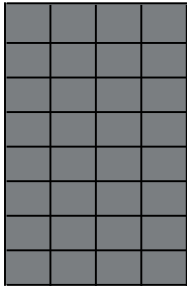
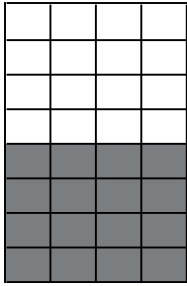
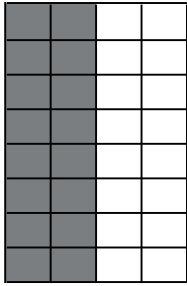
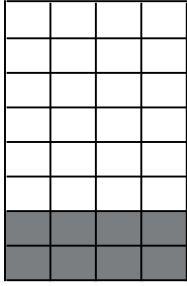
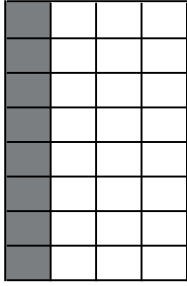
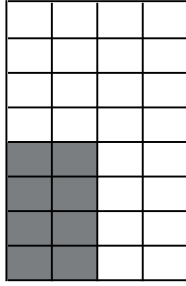
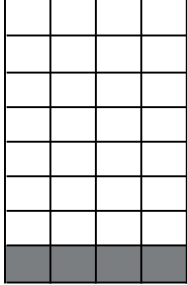
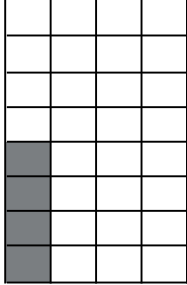
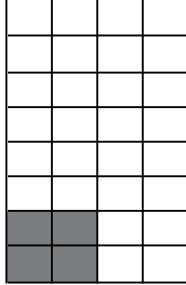
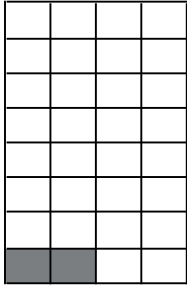
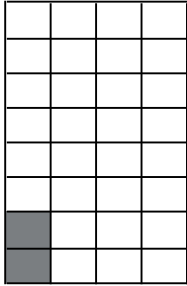
All ads are included on our website, www.sierrasage.com at no additional cost. Your website link is included, if available.



Sierra Sage Distribution plus subscribers nationwide



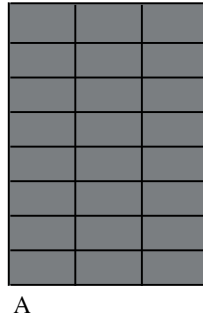
AD LAYOUTS AND DIMENSIONS (4 Column)

	Dimensions		Page Layout
	W (in)	H (in)	
FULL PAGE	A	8 10.5	
			A
1/2 PAGE	A	8 5.1665 Horizontal	
	B	3.9167 10.5 Vertical	
			A B
1/4 PAGE	A	8 2.5001 Horizontal	
	B	1.8726 10.5 Column	
	C	3.9167 5.1665 Vertical	
			A B C
1/8 PAGE	A	8 1.1683 Horizontal	
	B	1.8726 5.1665 Column	
	C	3.9167 2.5001 Vertical	
			A B C
(Banner 8 x 1.25)			
1/16 PAGE	A	3.9167 1.1683 Horizontal	
	B	1.8726 2.5001 Vertical	
			A B
(Business Card+ 3.9167 x 2)			

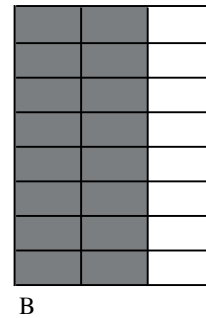
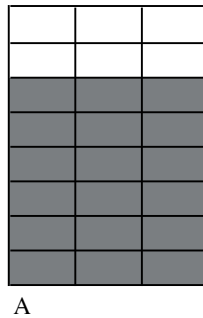
AD LAYOUTS AND DIMENSIONS (3 Column)

	Dimensions	
	W (in)	H (in)
FULL PAGE		
A	8	10.5

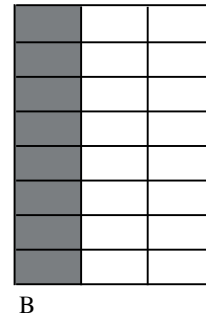
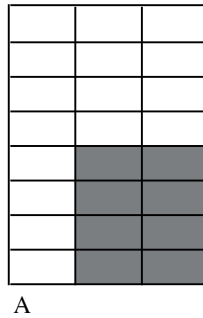
Page Layout



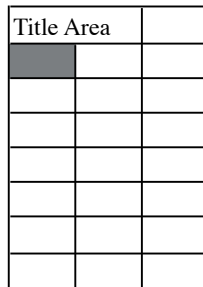
2/3 PAGE		
A	8	6.8333 Horizontal
B	5.2778	10.5 Vertical



1/3 PAGE		
A	5.2778	5.1665 Horizontal
B	2.5556	10.5 Vertical
C		



Directory Ads		
	2.5556	1.25



SAGE TERMS AND POLICIES

POLICIES

1. All rates are based on text only or camera ready ads. Basic graphic design is included at no charge.
2. More extensive graphics and composition provided at the rate of \$75/hour, subject to quotation if desired.
3. Ad placement requests are granted when possible but cannot be guaranteed. Any placement surcharges will be waived or refunded if we are unable to comply with the requested placement. No other make-good or refund will be granted. Subject directories and Special Display Section placements are guaranteed once accepted.
4. The publisher reserves the right to edit or refuse any advertising. Advertising of an adult nature is not accepted.
5. It is the responsibility of the advertiser to ensure correct advertising copy. Proofs may be requested for review and approval.
6. Liability for errors or omissions are limited to the cost of the advertisement.
7. Charitable and service organizations may be eligible for a 10% discount, subject to acceptance by the publisher.

DEADLINES

Advertising should be submitted by the 22nd of the prior month if camera ready, and by the 20th if preparation is required. To ensure publication, earlier submission is always suggested. Submission or modification after these dates will be considered, but changes or acceptance of ads cannot be assured. Deadlines may be altered for special issues.

PAYMENT TERMS

All ads must be pre-paid unless a credit account has been previously established. Credit card payment is available for Visa, Master Card, American Express or Discover. Late payment will be subject to a late charge of 10% per month of the amount due. Returned checks are subject to applicable fees and charges as permitted by law, including a returned check charge of \$25.

LAYOUT GUIDELINES

1. Graphics and predesigned ads should be submitted electronically when possible to Sales@thesierrage.com, or mailed/delivered on a CD or Zip.
2. Acceptable formats for graphics include JPEG, GIF, PICT, EPS or PDF. Ads may be submitted as Macintosh EPS, PDF or Adobe InDesign files. Fonts and graphic elements should be embedded and/or submitted as well as finished artwork. Color graphics should be converted to CMYK formats, if possible. Graphic resolution should be 300 DPI.
3. The Sierra Sage will attempt to ensure correctness of predesigned ads but cannot be held responsible for customer design errors.
4. Photos and graphic art submitted to the Sierra Sage will not be returned, but may be picked up by the customer if requested.
5. Standard ad design is available at no additional charge. Complex graphic design services are available at nominal rates. Please call to discuss.

Editorial Calendar 2009-2010

Issue	Ad Submission Deadline	Planned For Distribution
Nov Issue (2009)	October 29	November 6
Dec Issue	November 27	December 4
Jan Issue (2010):	December 23	January 1
Feb Issue	January 22	January 29
Mar Issue	February 19	February 26
April Issue	March 25	April 1
May Issue:	April 23	April 30
June Issue:	May 21	May 28
July Issue:	June 25	July 2
Aug issue:	July 23	July 30
Sept Issue:	August 20	August 27
Oct Issue:	September 24	October 1
Nov Issue:	October 22	October 29
Dec Issue:	November 19	November 26

What Sage Advertisers Are Saying ~

“We have been advertising with Sierra Sage for six years because we see it as an excellent vehicle to deliver a consistent message to our targeted business market. We always get excellent feedback from our clients and prospects about the ads.”

Greg Nixon, Market President
Irwin Union Bank

“We offer the Sierra Sage at our premises and our customers invariably pick one up when they enter or leave. It’s the best read magazine in the area - so we know our advertising is effective.”

Vicki Shell, General Manager
Glen Eagles Restaurant

“We decided to give the Sierra Sage a try and placed a 1/8 page ad. If it produced results, we said we’d commit to a full year contract. After our first ad ran, we picked up three new clients! We called the Sage and told them, “The Sage works! - increase our ad to a 1/4 page and sign us up for a full year contract. ““

Barbara Dragon, Office Manager
Dragon Dental

The Sierra Sage is your most cost effective print media advertising for the northern Nevada market - give us a try.

Call (775) 882- 8258 today

(775) 882-8258

333 W. Proctor St., Carson City, NV 89703

Order Date: _____

Advertising Insertion Worksheet

Contracting Client

Phone

Fax

Email: _____

If Agency, AccountName: _____

Ad Size:	<input type="checkbox"/> Back Cover	<input type="checkbox"/> 1 page ad	<input type="checkbox"/> 1/3 page ad	<input type="checkbox"/> 1/16 page ad	<input type="checkbox"/> Directory ad
	<input type="checkbox"/> Inside Cover	<input type="checkbox"/> 2/3 page ad	<input type="checkbox"/> 1/4 page ad	<input type="checkbox"/> Business Card ad	
	<input type="checkbox"/> 2 Page Spread	<input type="checkbox"/> 1/2 page ad	<input type="checkbox"/> 1/8 page ad	<input type="checkbox"/> Banner ad	
Ad Color:	<input type="checkbox"/> BW <input type="checkbox"/> 1 Spot <input type="checkbox"/> 2 Spot <input type="checkbox"/> Color <input type="checkbox"/> Varies				
Frequency:	<input type="radio"/> 1 time <input type="radio"/> 2 mo <input type="radio"/> 3 mo <input type="radio"/> 6 mo <input type="radio"/> 12 mo				
Ad Start Month:	<input type="text"/>	Ad End Month:	<input type="text"/>		
Re-Run/Changes:	<input type="checkbox"/> Until changed/cancelled/expired <input type="checkbox"/> Monthly with changes				
Art/Design:	<input type="checkbox"/> Client Design <input type="checkbox"/> Sage Design <input type="checkbox"/> Client Provides Logo or Art				
Monthly Rate:	<input type="text"/>				

Bill To: Client Agency Other Prepay Bill Credit Card

Prepay Info: Check # _____ or Credit Card Type Visa MC Discover AmEx

Credit Card # Exp:
Month Year

Credit Card Bill Add

Notes:
Instructions

Terms: To the extent not in conflict with the provisions of this agreement, client agrees to comply with terms, conditions and policies of the Sierra Sage Rate card currently in effect as of Agreement Date.

Authorized By: _____ **Title:** _____

Signature

Date:

Accepted By: **SIERRA SAGE**, a division of CIDI Systems Limited

Sierra Sage Representative

Date:

Form A1 - 01/07