

# Sierra Sage

Promoting Reason, Justice & Common Sense

## INSIDE EVERY ISSUE:

Provocative Essays, Features and Commentary

Variety of widely-read contributors:

Gary Ailes, DVM  
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The Donelli Twins  
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Dr. Frank Shallenberger  
JoAnne Skelly  
Roger/Colleen Stockton

Local Events & News  
Crossword Puzzle  
Book Review  
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Business & Finance  
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Real Estate

## 2010 Advertising Program/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 on the reverse side 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)

# 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)

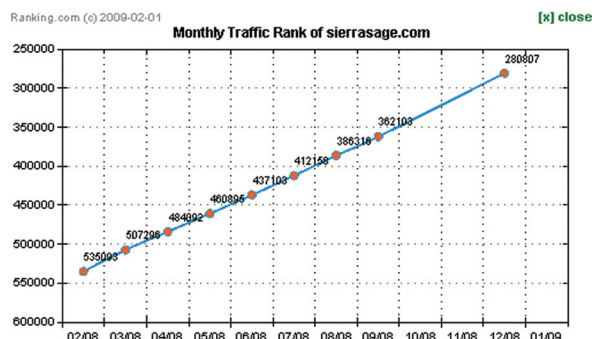
Check fees waived for 1 year

### 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

