

Desert Lightning News

Serving Southern Nevada's military community including Nellis Air Force Base

2018 ADVERTISING RATES

Black & White Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract	26 Issue rate w/contract
Bus. card (2col.x2")=4"	\$55.60 per issue	\$48.00 per issue	\$47.00 per issue	\$46.00 per issue
1/8 pg. (2col.x5")=10"	\$134.00 per issue	\$114.50 per issue	\$111.00 per issue	\$106.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$258.38 per issue	\$218.40 per issue	\$213.53 per issue	\$203.78 per issue
1/2 pg. (6col.x6.5")=39"	\$505.05 per issue	\$425.10 per issue	\$415.35 per issue	\$395.85 per issue
Full pg. (6col.x13")=78"	\$1010.10 per issue	\$850.20 per issue	\$830.70 per issue	\$791.70 per issue

Full Color Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract	26 Issue rate w/contract
Bus. card (2col.x2")=4"	\$95.60 per issue	\$88.00 per issue	\$87.00 per issue	\$86.00 per issue
1/8 pg. (2col.x5")=10"	\$194.00 per issue	\$174.50 per issue	\$171.00 per issue	\$166.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$358.38 per issue	\$318.40 per issue	\$313.53 per issue	\$303.78 per issue
1/2 pg. (6col.x6.5")=39"	\$705.05 per issue	\$625.10 per issue	\$615.35 per issue	\$595.85 per issue
Full pg. (6col.x13")=78"	\$1360.10 per issue	\$1200.20 per issue	\$1180.70 per issue	\$1141.70 per issue

Pre-printed Flyer Insertion Rates:

- Single Sheet (8.5 x 11 inches) \$40 per thousand
- 4-8 tabloid pages \$42 per thousand
- 12-24 tabloid pages \$46 per thousand
- 28+ tabloid pages \$52 per thousand

Max size is 10 x 13 inches. 2,000 minimum run, \$85 min charge. Shipping address: News West Publishing, 2435 Miracle Mile Bullhead City, AZ 86442. All inserts must be received by Mon., 3 pm, week of insertion

Now available on
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 in a digital format!



Readership:

Published every other Friday, *Desert Lightning News*, serves Nellis AFB and the military/veteran community in the greater Las Vegas area. *Desert Lightning News* provides news and features of interest to Nellis AFB personnel, as well as expanded coverage serving retirees and veterans. Advertisers will get coverage of Nellis AFB, southern Nevada's crucial economic force and additional reach into Las Vegas, with expanded distribution to veteran service facilities and organizations.

Also available online at www.nellisafbnews.com as well as Facebook.

Print Edition: 8500

Digital Edition - Facebook Subscribers: 4,362

Total: 12,862

Digital edition monthly average reach: 20,810

Digital edition annual average reach: 249,715

Mechanical Requirements:

Page size: 6 columns x 13 inches - Image area 10.25" x 13" tall
 1 column: 1.5625" 2 columns: 3.325" 3 columns: 5.00"
 4 columns: 6.75" 5 columns: 8.50" 6 columns: 10.25"

Electronic File Requirements:

Please submit files as a pdf, 300 dpi as CMYK, no 4/c black

Advertising Space Reservation Deadline:

Monday at Noon for that Friday's publication.

On Line Advertising

www.nellisafbnews.com

Web ad pricing is per client, per site, per week.

Web ads rotate among ten clients.

Full Banner	468 x 60 pixels	\$75
Leaderboard	728 x 90 pixels	\$75
Square	250 x 250 pixels	\$75
Medium Rectangle	300 x 250 pixels	\$65

Flippable Pages • Entire Print Edition
 Keyword Searchable

www.facebook.com/NellisDesertLightningNews

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