

2020 RATES



Nellis & Creech Air Force Base
Las Vegas, NV

Published every other Friday, *Desert Lightning News*, serves Nellis AFB and the military/veteran community in the greater Las Vegas area with an expanded distribution to veteran service facilities and organizations.

Available online at
www.nellisafbnews.com.



Print Edition: 5,000
Digital Edition - Facebook Subscribers: 5,569
Total: 10,569

Advertising Space Reservation Deadline:
Monday at Noon for that Friday's publication.

Electronic File Requirements:
Please submit files as a pdf, 300 dpi as CMYK, no 4/c black

Pre-printed Flyer Insertion Rates upon request

On Line Advertising - www.nellisafbnews.com

Web ad pricing is per client, per site, per week. Web ads rotate among five clients.

Leaderboard (Top)	728 x 90 px	\$75
Square (Right Side)	250 x 250 px	\$60
Medium Rectangle (Bottom)	300 x 250 px	\$60
Newsletter Inline Ad (weekly)		\$20 per week
Inline Article (Top/Bottom)	728 x 90 px	\$300 per week

Ad will appear on all articles on Desert Lightning News site. Ad must run a minimum of two weeks and will rotate among 5 advertisers.

Black & White Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate	26 Issue contract rate
Bus. card (2col.x2")=4"	\$64.90 per issue	\$56.10 per issue	\$55.00 per issue	\$53.90 per issue
1/8 pg. (2col.x5")=10"	\$156.75 per issue	\$133.65 per issue	\$129.80 per issue	\$124.30 per issue
1/4 pg. (3col.x6.5")=19.5"	\$301.38 per issue	\$255.25 per issue	\$249.90 per issue	\$239.17 per issue
1/2 pg. (6col.x6.5")=39"	\$589.88 per issue	\$497.64 per issue	\$486.91 per issue	\$465.46 per issue
Full pg. (6col.x13")=78"	\$1179.75 per issue	\$995.28 per issue	\$973.83 per issue	\$930.93 per issue

Color Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate	26 Issue contract rate
Bus. card (2col.x2")=4"	\$111.54 per issue	\$102.74 per issue	\$101.64 per issue	\$100.54 per issue
1/8 pg. (2col.x5")=10"	\$226.60 per issue	\$203.50 per issue	\$199.65 per issue	\$194.15 per issue
1/4 pg. (3col.x6.5")=19.5"	\$418.28 per issue	\$372.16 per issue	\$360.36 per issue	\$356.07 per issue
1/2 pg. (6col.x6.5")=39"	\$821.53 per issue	\$731.45 per issue	\$720.72 per issue	\$699.27 per issue
Full pg. (6col.x13")=78"	\$1587.30 per issue	\$1402.83 per issue	\$1381.38 per issue	\$1338.48 per issue

Now available on
facebook
in a digital format!



Flippable Pages • Entire Print Edition • Keyword Searchable
www.facebook.com/NellisDesertLightningNews

Corporate Headquarters: 220 E. Ave K- 4, Suite 7, Lancaster, CA 93535
Phone: 661-945-5634 • www.aerotechnews.com • www.thinkmilitaryads.com
Facebook: Aerotech News and Review

All Publications
661-945-5634

Las Vegas, NV
702-831-7318

Phoenix, AZ
480-307-1772

Join our mailing list! We'll keep you up to date on upcoming special editions, helpful marketing tips and more!
Sign up for our newsletter below the featured headlines on our homepage.