



Your #1 Source For Entertainment

About Reno.Com

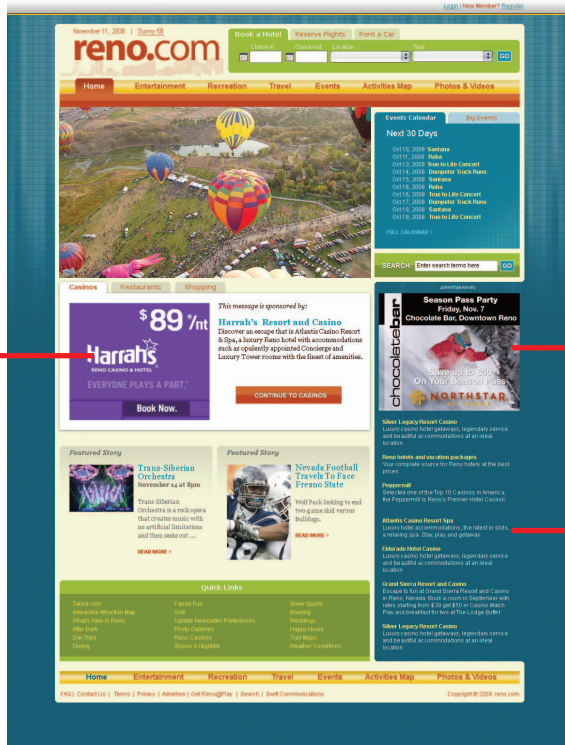
- Established in 1994, Reno.com gives visitors and locals the tools to plan their Reno experience... from lodging to recreation, entertainment to casinos, nightlife to special events and more.
- Reno.com's focus is to be the ultimate source of information for travelers and visitors seeking a quality experience in the Reno/Sparks area. Thanks to our dominance on major search engines, we are the best site to deliver entertainment information to those seeking all our area has to offer.

Home Page

Casino, Restaurant & Shopping tabs

Text Ads

Video Player/Big Box

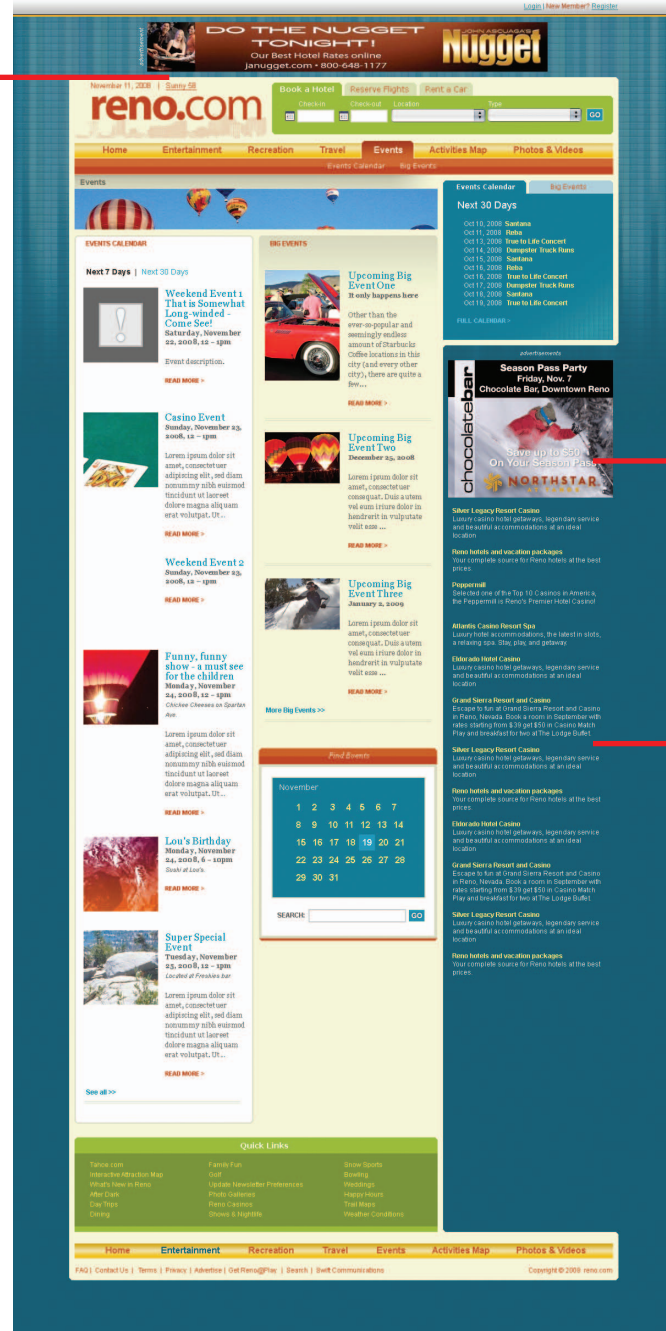


All Other Pages

Text Ads

Leader Board

Video Player/Big Box



Reno.com Advertising Rates

2009 Rates

Position	Open Rate	6 months	Year
Leader Board Targeted Section Front			
CPM	\$24	\$22	\$19
Flat Rate (per 10K impressions)	\$240.00	\$210.00	\$190.00
Big Box - Targeted Section Front (300 X 250)			
CPM	\$24	\$22	\$19
Flat Rate (per 10K impressions)	\$240.00	\$210.00	\$190.00
Leader Board - Targeted Sub-Sections			
CPM	\$16	\$14	\$11
Flat Rate (per 10K impressions)	\$160.00	\$140.00	\$110.00
Big Box - Targeted Sub-Sections (300 X 250)			
CPM	\$16	\$14	\$11
Flat Rate (per 10K impressions)	\$160.00	\$140.00	\$110.00
Run of Site text advertisement			
CPM	\$5	\$4	\$2
Flat Rate (per 100K impressions)	\$500	\$400	\$200
Homepage 300 x 250 Video Player			
Flat Rate (per month)	\$800	\$750	\$650
Homepage text advertisements			
CPM	\$8	\$7	\$5
Flat Rate (per 50K impressions)	\$400	\$350	\$250
Casino /Dining /Shopping Tabs – A la Carte			
Flat Rate (per month)	\$750	\$600	\$500
Casino and Dining Tab Package			
Flat Rate (per month)	\$1000	\$900	\$775
Reno.com Aditonal Advertising			
Position	Open Rate	6 months	Year
Newsletter advertisement (monthly) – 1 advertiser per month – 13,000 Recipients minimum			
Flat Rate (per month)	\$800	\$650	\$500
Affiliate E-Mail Blast (2 blasts available monthly) - 11,000 Recipients minimum			
Flat Rate (per month)	\$300	\$250	\$175
Hotel Booking Engine – Contact your sales representative for more information.			

Contact Info

If you have any questions, please contact your Sierra Nevada Media Group representative or **Tim McGrath 775-771-6907 • tmcgrath@reno.com**