

The Scoop

"The paper with a HOMETOWN Flavor"

09

MEDIA KIT

SIERRA SCOOP INK
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PO BOX 869 MINDEN, NV 89423
LOCATED AT: 1623 8TH STREET, MINDEN NV



"We would've been satisfied if we had received just a 20% increase in business. However, we are now expecting at least a 75% revenue increase. Most of these customers had no idea we were even here until they saw our ad in the Scoop."
Gary, Open Water Nursery

"Whenever we need something or have something to sell we use the Scoop! We've had the most wonderful success with this publication!" Ron & Carol Berglan

"I appreciate having the choice in advertising in different zones. We draw people into our store from this ad!" Karla, Walker Store

"My PC repair business has grown affluently over one year due to advertising in the Scoop. I have established over 300 clients and the list keeps growing every day. I can't believe how well it works! I wouldn't advertise in any other shape or form. The Scoop is certainly the paper with the "hometown flavor" because it is definitely my meat and potatoes."
Nick, Technologic Computer Service

Hi Friends & Neighbors,

Your neighbors and/ or fellow business people have been receiving me for nearly a decade. I arrive in the mail the first of every month to nearly 47,000 households,

My publications/ zones are identified as - 1) Sierra Scoop, 2) Southern Valley Scoop, 3) Northern Valley Scoop, 4) Carson City Scoop (Suburban areas), 5) Mason Valley Scoop, 6) Dayton Valley Scoop, and 7) Pony Express (Stagecoach & Silver Springs).

Reaching customers where they live with 100% Direct Mail

Take a look through my paper and you'll notice the many local businesses who advertise with us because they appreciate your business. You will also find "Utter Ads". This is what we call our classifieds that are really "unclassified ads" which are placed by residents like yourself. These "Utter Ads" can be placed *ABSOLUTELY FREE* by just mailing, faxing, emailing or calling us with your copy. My paper also contains many local news type articles written by clubs, organizations or local residents. We welcome this information so that it can be shared by all our readers.

We hope you enjoy our paper and welcome your comments.

Display Ad Details

Display Advertising Details

As an advertiser in The Scoop, you have the flexibility to change **ad size, ad content and zones** on a monthly basis.

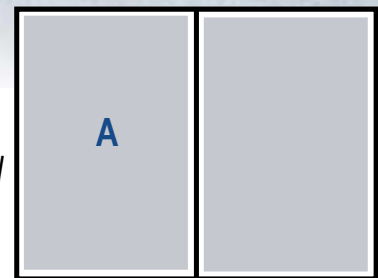
- First ad design and up to 2 ad changes are complimentary!
- \$15 fee per additional ad change
- \$25 fee for complete redesign
- 10% discount given with 4 month payment in advance
- Payment for first ad is required before printing; each month after is billed
- Payment is due 2 weeks after printing of your ad
- Sierra Scoop reserves the right to charge late fees
- Non-Profit organizations receive a 30% discount, see our Rate Card for full details

Self-Designed Ads

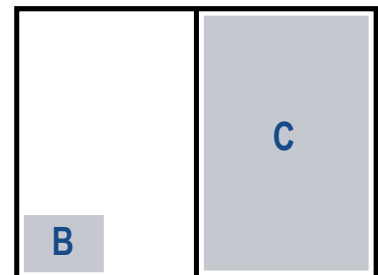
- Ad must be in .pdf file format
- 300 dpi resolution
- Converted to grayscale
- Text outlined to avoid third party font conflicts
- Border placed around ad
- Email ad to sierrascoop@charter.net or bring your ad copy to the office on CD
- We do not accept ads designed in Microsoft Publisher

Display Ad Dimensions

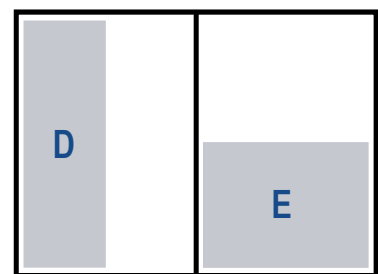
A: Double Truck
7.25 x 9.75 each ad



B: 1/8 Page
3.375 x 2.4375
**full circulation only*

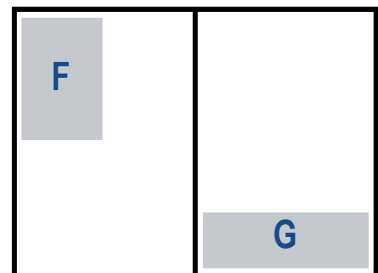


C: Full Page
7.25 x 9.75



D: 1/2 Page V
3.375 x 9.75

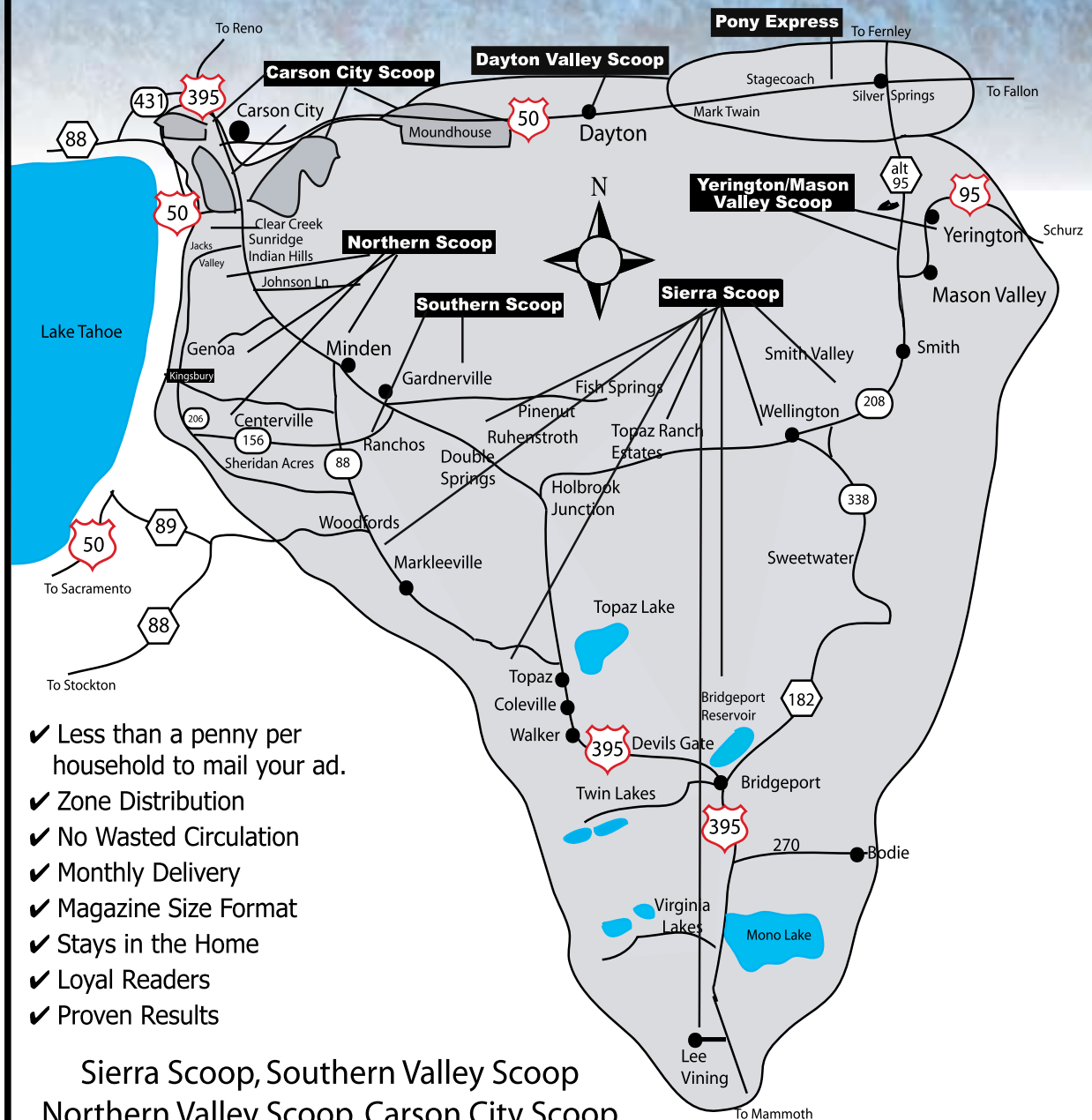
E: 1/2 Page H
7.25 x 4.875



F: 1/4 Page V
3.375 x 4.875

G: 1/4 Page H
7.25 x 2.4375

We've Got you Covered!
100% Direct Mail
Reaching over 100,000
potential customers where they live!



- ✓ Less than a penny per household to mail your ad.
- ✓ Zone Distribution
- ✓ No Wasted Circulation
- ✓ Monthly Delivery
- ✓ Magazine Size Format
- ✓ Stays in the Home
- ✓ Loyal Readers
- ✓ Proven Results

Sierra Scoop, Southern Valley Scoop
 Northern Valley Scoop, Carson City Scoop
 Mason Valley Scoop, Dayton Valley Scoop,
 & Pony Express

Sierra Scoop INK
775-782-4520
1623 8th St. * Minden

Published by Sierra Scoop INK ©
 Map not to scale

www.sierrascoop.com

Where We Mail

100% Direct Mail with The Scoop can help you and your business reach nearly 47,000 households. Advertising with The Scoop guarantees our advertisers saturation of the markets they want to reach. Below is a breakdown of the 7 zoned publications mailing areas.

Pony Express

- Mark Twain
- Stagecoach
- Silver Springs
- Fort Churchill

Dayton Valley Scoop

- All PO Boxes
- Nantucket Place
- River Hills
- Airpark Vista Estates
- Northpointe
- River Knolls
- Aspen Green
- Pinenut Estates
- River Park
- Brookhaven Canyon
- Quail Ridge
- River Village
- Legado
- Santa Maria Ranch
- The Bluffs
- Mark Twain
- Traditions
- Waterford

Sierra Scoop

California Communities

- Lee Vining
- Walker
- Bridgeport
- Coleville
- MWTC
- Topaz
- Sweetwater
- Markleeville
- Swauger Creek
- Woodfords
- Fales Hot Springs

Nevada Communities

- Topaz Lake
- Spring Valley
- Pine Nut
- Smith Valley
- Riverview
- East Valley
- Wellington
- Fish Springs
- Grand View Ranch
- Topaz Ranch Estates
- Industrial Way
- Holbrook Junction
- Wildflower Ridge
- Double Springs
- Ruhstroth

Yerington / Mason Valley Scoop

- All PO Boxes
- Mason
- Wabsuka
- Weed Heights
- Penrose Country Club Estates

Southern Valley Scoop

- Ranchos PO Boxes
- Downtown G'ville
- Centerville
- Chichester Estates
- Waterloo Area
- Downtown Minden
- Chambers Field
- Minden PO Boxes
- Gardnerville PO Boxes

Northern Valley Scoop

- Sunridge Estates
- Johnson Lane
- Indian Hills
- Airport Road
- Jacks Valley
- Centerville
- Genoa Lakes & Genoa
- Foothill Area
- Ironwood
- Mottsville
- Stephanie Way
- Sheridan Acres

Carson City Scoop

- Suburban Areas of Carson City;
- Waterford Area
- Empire Ranch Area
- Kings Canyon
- South Carson St.
- Lakeview
- Pinion Hills
- Curry St.
- Amberwood
- Riverview
- Moundhouse
- Timberline
- Stewart St.
- Ash Canyon
- Prison Hill