

Las Vegas **SPECTRUM**



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THE
WHAT



The LGBTQ Progressive News Magazine for Southern Nevada

Las Vegas
SPECTRUM

Who we are

Welcome to the area's newest publication – a monthly news magazine geared to the LGBTQ and Progressive community. A publication where we blend the best of new ideas and good, solid news features and reporting.

The *Spectrum* is a joint effort between several longtime journalists who have embraced some of the latest online and social media technology, combined with good, old fashioned direct mail delivery, in addition to the traditional, free pickup locations. The key people in this new operation are experienced in all facets of the newspaper industry,

The publisher, Rob Schlegel, is well-known in the local community, having cut his teeth at the small daily newspaper, the *Valley Times*. He also co-published Nevada's largest tourist publication then became publisher of the *Las Vegas Bugle*, the area's LGBTQ newspaper, from 1985 through 2002.

Since 2002, the LGBTQ community has turned to the *Las Vegas Night Beat* for local, LGBTQ news. In late 2018, Schlegel and his group, *Las Vegas Spectrum LLC*, helped publish the last *Night Beat* and then purchased the magazine. They have reinvented, expanded and renamed it the *Las Vegas Spectrum*.

Las Vegas SPECTRUM

Collaboration and why Progressive?

While the *Spectrum* focuses on LGBTQ issues, the publication also carries news of interest to those in the progressive community. Our features are balanced. We're looking to inform those allied with the community, including those interested in women's equality, affordable health care, education for all, a living wage, comprehensive immigration reform and ... well, we want a society where we can all live together and be supportive of each other.

In 1996, the *Bugle* formed a political endorsement committee, which has included dozens of community members, and has issued political endorsements in most elections since. This have proven to be an effective force in local elections. Nevada Impact, now has a permanent home at the *Las Vegas Spectrum*.

Our Distribution

We are careful that the copies we print are distributed and picked up. You'll never see stacks of unread *Spectrum* magazines at the end of a month. We guarantee to print and distribute at least 8,000 copies per month. Our press runs for the first five months of operation have averaged 8,340.

We intend to be at 11,000 copies beginning with June, 2019. Our direct mail copies are approximately 3,500 and we should be adding 2,500 to our direct mail press run, beginning June of 2019. Our rates are based on a guarantee of 8,000 copies. We will update this rate card as our increased distribution happens.available for pick up. Please consider spending a portion of your advertising and marketing budget with the *Las Vegas Spectrum*.

Las Vegas SPECTRUM

LGBTQ | Progressive News Magazine
Successor publication to the Las Vegas Night Beat

Advertising Rates, Sizes and Terms

Ad Size	Monthly One Time Rate	6 months +
Full Page Premium , gloss	\$895	\$795
7.5" wide x 9.65" tall. See next page for bleed information		
Full page , standard inside page	\$595	\$495
7.5" wide x 9.65" tall. See next page for bleed information		
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Quarter page , standard inside page	\$225	\$195
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Business Starter Specials (min. 6 months)	\$ 49	
3.625" wide x 2.0"		
Business Directory Listings for non-display advertisers (min. 6 mo.) . . . \$ 25		
Four lines of text maximum. First line is bold. No charge for display advertisers. Prepay 6 months, get 7 months. Prepay 12 months, get 15 months. 50% off for non-profits if prepaid.		

Payment: We require advance payment unless credit arrangements have been established in advance. Members of the Lambda Business Association Chamber of Commerce are automatically approved for credit



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(702) 813-6214
Rob@LasVegasSpectrum.com

For national advertisers, please contact
Rivendell Media
1248 Route 22 West, Mountainside, NJ 07092
(212) 242-6863



CYMK files ONLY.

No RGB files.

Black text should be 100% K

Small fonts in CMYK do not print well on web presses.

Full page dimensions

7.5 inches wide x 9.65 inches tall

Full bleed is 8.625 inches wide x 11.5 inches tall

Live area is 7.5" x 9.75"

Finished page size is 8.125" x 10.5"

200 dpi resolution for inside pages

300 dpi resolution for premium, gloss pages



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Bus Card (Sponsored Content)

3.625 inches wide x 2.0 inches tall
200 dpi resolution for inside pages

Quarter page

3.625 inches wide x 4.65 inches tall
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Spectrum Directory Sample

Available at no charge to our paid advertisers.
See rate card for non-advertisers.
Limited to 4 lines or space available.

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702DEFENSE.com

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Nevada State Bank

John Vanderploeg
3480 W Sahara Ave, 89102
(702) 706-9021 | www.nsbank.com

Half page

7.5 inches wide x 4.65 inches tall
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