

Exhibit 11

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3X3 TWO-SIDED ZONE RATES

	1 ZONE	2 ZONES	3 ZONES	4 ZONES
1/1	\$112.00	\$90.00	\$79.00	\$73.00
2/1	\$120.00	\$103.00	\$83.00	\$78.00
3/1	\$136.00	\$116.00	\$95.00	\$90.00

3X3 TWO-SIDED ZIP CODE RATES

	50,000	100,000	200,000
1/1	\$94.00	\$83.00	\$77.00
2/1	\$107.00	\$87.00	\$82.00
3/1	\$120.00	\$99.00	\$94.00

Other restrictions may apply. Requires cash with space reservation.

The application of Sticky Notes takes place right on the press stream - as the papers are being printed. In the event of a mechanical problem, it may be necessary to send out a limited number of papers without notes. It is our policy that 95% application will constitute fulfillment of the requested zone. In no event shall refunds be given if application is 95%, or more, complete.

35. NSN PLUS COUPON BOOK

Neighborhood Shopping Network Plus coupon books are published monthly. City-wide coverage or a choice of 4 geographic zones allows advertisers to reach many or target specific areas.

All coupon book rates are based on running consecutive months.

Ad size is 5" x 7"

COUPON BOOK ZONE RATES (COLOR INCLUDED)		
	OPEN	12X*
1 Zone	\$650	\$500
2 Zones	\$1,300	\$1,000
3 Zones	\$1,625	\$1,250
4 Zones	\$1,950	\$1,500

* Frequency discounts are based on running consecutive months.

36. DAILY VISITOR GUIDE

The Daily Visitor Guide focuses on the information most valuable to visitors—such as where to sightsee, shop, eat or catch a show—along with features of interest and a handy location map to ensure the section travels with them around the city.

Wrapping the newspaper Monday through Saturday at tourist-heavy Strip locations, the Daily Visitor Guide has a circulation of approximately 3,000 per day and 7,800 on Saturday.

Front Page Banner Ad

AD SIZE	COST
10" x 1"	\$1,050

Front page ad price includes process color. Ad MUST have a coupon offer. Limited availability. Call your account representative for details.

MODULAR AD RATES: DAILY VISITOR GUIDE

Double Truck	\$3,588
Full Page	\$1,840
Junior Page	\$1,119
1/2 Page	\$948
1/3 Page	\$691
1/4 Page	\$478
1/6 Page	\$313
1/8 Page	\$242
1/16 Page	\$122
COLOR RATES	
1 COLOR	3 COLORS (PROCESS)
\$365	\$619

37. CLASSIFIED RATES

Request Classified Advertising Rate Card.

38. ONLINE INTERNET ADVERTISING

Extend your print advertising reach by placing your advertising online at www.reviewjournal.com.

Web sites include:

- | | |
|--|--|
| reviewjournal.com | lasvegascitylife.com |
| viewnews.com | casinogaming.com |
| eltiempolv.com | lvbusinesspress.com |
| nevadapreps.com | luxurylv.com |
| rebelnation.net | bestoflasvegas.com |
| lvhealthmag.com | |

■ Ad placement opportunities: Within news, classifieds and specially targeted feature content areas.

■ Types of advertising offered: Impression-based banner ads, content and promotional sponsorships, rich media and streaming video, print/online combo buys, and product specific verticals (Employment, Housing/Real Estate and Automotive).

■ Cost and terms: Contract and short-term campaigns accepted. Impression-based advertising average cost is \$12 cpm (cost per thousand site impressions or page views); sponsorships and premium position requests by custom proposal to advertiser or agency. Additional fee for rich media placements may apply.

A. PRODUCT HIGHLIGHTS

Reviewjournal.com offers affordable and flexible advertising rates.

- A banner ad package with 25,000 monthly ad views for as low as \$250 per month.
- Custom campaigns developed and tailored to stay within your budget.

Reviewjournal.com can develop customized email campaigns, banner advertising, mobile campaigns or contests to help you gather information and reach out to new customers:

- When people sign up to enter a contest, you gain information about them to help you target future messages.
- Many times people will opt-in to receive information from you.

B: ONLINE AD SIZES & RATES:

- **BANNER ADS** - all 20k file size max. If animated, animation must cease after a max of 15 seconds.
- 300 x 250 "Large Square"
- 160 x 600 "Skyscraper"
- 728 x 90 "Leaderboard"
- 125 x 125 "Tile Ad"

SECTION SPECIFIC BANNER AD TARGETING

AD SIZE	OPEN	3 MONTH	6 MONTH
300 x 250	\$15	\$11	\$10
160 x 600	\$15	\$11	\$10
728 x 90	\$15	\$11	\$10

NON-SECTION SPECIFIC (RUN OF SITE) BANNER AD

AD SIZE	OPEN	3 MONTH	6 MONTH
300 x 250	\$11	\$10	\$9
160 x 600	\$11	\$10	\$9
728 x 90	\$11	\$10	\$9

GEO-TARGETING BANNER ADS ON LVRJ.COM (ROS OR SECTION SPECIFIC)

AD SIZE	OPEN	3 MONTH	6 MONTH
300 x 250	\$17.50	\$13.75	\$12.50
160 x 600	\$17.50	\$13.75	\$12.50
728 x 90	\$17.50	\$13.75	\$12.50

NON-PROFIT BANNER ADS RATE - \$8 CPM (HIGHER FOR GEO-TARGETING)

- Home Page 300 x 250\$2,000 per month (5 in rotation)

- Home Page 160 x 600 \$750 per month (12 in rotation)
- Home Page 125 x 125
Position #1 (top right)\$2,000 per month (5 in rotation)
- Home Page 125 x 125
Position #2 (below position #1) \$1,000 per month (10 in rotation)

125 x 125 ad sizes available only on home page.

SLIDING BILLBOARDS

- On Home Page\$2,500 per day (exclusive)
 - On News Home Page \$500 per day
.....or \$1,500 for week (7 days) (exclusive)
 - On Sports Home Page \$300 per day
.....or \$1,000 for week (7 days) (exclusive)
- Consult online sales manager about other sliding billboard placement options and prices.

DEAL OF THE DAY PROGRAM: MY BEST OF LAS VEGAS

A zero up-front cost program in which the advertiser offers a 50% off or better deal, which is promoted on the front page of the Review-Journal and the home page of reviewjournal.com. Each daily deal is also emailed out to our database. Ask your sales representative for details!

"FIND IT" ONLINE DIRECTORY

Upgrade your free business listing in our comprehensive directory provided by Local.com. Enhanced listings pop to the top of up to five categories, offer additional description space, photos and video. The Find It directory is promoted on every page of ReviewJournal.com. And can be found at findit.reviewjournal.com.

For more information about online advertising, call your account representative or our online specialists:
 Sung Kim: (702) 241-1463
 Kelly Sutton: (702) 383-0368
 Danielle Reed: (702) 383-4669
 Tonya Wren: (702) 383-0357

39. CITYLIFE RATES

Published every Thursday. 76,900 distributed weekly.

CONTRACT RATES

AD SIZE	DIMENSION	Open	13X	26X	52X
Full Page	10" x 10"	\$2,735	\$2,395	\$2,125	\$1,860
Junior Page	7.46" x 7.5"	\$2,390	\$2,090	\$1,855	\$1,625
1/2 Page Horiz	10" x 4.875"	\$1,504	\$1,315	\$1,175	\$1,025
1/2 Page Vert	4.9" x 10"				
1/3 Page Horiz	10" x 3.25"	\$1,092	\$955	\$850	\$745
1/3 Page Vert	4.9" x 7.25"				
1/4 Page Horiz	10" x 2.5"	\$824	\$715	\$635	\$555
1/4 Page Vert	2.34" x 10"				
1/4 Page Std	4.9" x 4.875"				
1/6 Page	4.9" x 3.25"	\$593	\$515	\$465	\$406
1/8 Page Horiz	4.9" x 2.5"	\$443	\$385	\$345	\$305
1/8 Page Vert	2.34" x 4.875"				
1/16 Page	2.34" x 2.5"	\$268	\$230	\$205	\$180

Frequency discounts require Dollar Volume agreement. Call your account representative for print/online combination rates for lasvegascitylife.com

COLOR RATES FOR CITYLIFE

PROCESS (3 COLOR)	2 COLOR	1 COLOR
+30%	+20%	+15%