



**The Sierra Nevada Kids' Directory** is a targeted marketing program designed as a FREE FAMILY RESOURCE GUIDE. It is targeted both in concept and distribution to parents, expecting parents, grandparents and kids.

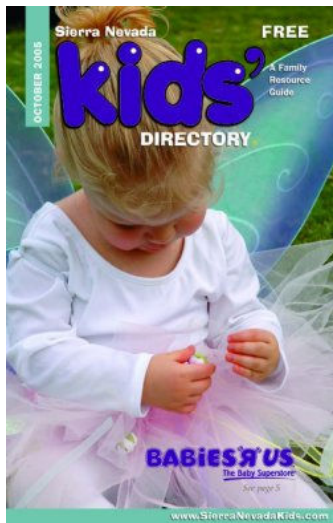
It is not a "magazine" or "newspaper" type format with articles, which are looked at and then thrown away. It is a small, easy to carry, full color resource guide for family activities that customers and clients can use for months.

## Smart advertising... *The Kids' Directory works!*

Already successful in over 200 cities across the USA, the Kids' Directory has a proven track record for increasing sales for business. **The Sierra Nevada Kids' Directory** uses the training and experience of its parent company to ensure success.

Directories are carried around for months, shared with friends and have a long shelf life. This means your advertising dollars will go further and bring you more customers for your money than any other publication.

Directories are found in Pediatrician Offices, OBGYN, Salons, Libraries and Retailers in Reno, Sparks, Lake Tahoe, Carson City and beyond. **The Sierra Nevada Kids' Directory** is guaranteed to reach active shoppers in your target market.





*The Sierra Nevada Kids Directory is now  
Offering Special Pages:*



## *PARTY PAGES*

**Do you offer products or services for Birthday Parties?**

**If so, then you need to be in the *Party Pages!***

- **Party Pages are separated from the other Kids Directory pages with a bright color background so that parents can find what they need for their upcoming party very quickly.**
- **Advertisers in this section are party locations, party entertainers and party suppliers.**
- **Your ad will be seen by parents in Reno, Sparks, Carson City, Lake Tahoe, Truckee, Fernley, Fallon, Minden and Gardnerville.**
- **Every ad is always full color and includes a link on our website and a spot in our monthly email newsletter to hundreds of parents in Northern Nevada who have signed up to receive information from our advertisers.**

**Contact The Kids Directory at [775-971-4985](tel:775-971-4985)  
or [Sales@SierraNevadaKids.com](mailto:Sales@SierraNevadaKids.com) to get started in the next issue!**

\*Only \$50 per month. 4 month minimum. All ads are 1/10 page size and can only promote party services. \*



Sierra Nevada

# kids'

## DIRECTORY

# Distribution

## Reno

A Childs World	Divine Smile	Mops Reno Christian Fellowship	Salon Serenity
Abbys of 5th Beatuy Salon	Doctors Colletti & Colletti	Mops St. Johns Presbyterian	Sierra Massage
Absolute Chiropractic	Double Diamond Athletic Club	Mountain View Montessori	Sierra Pediatrics
Absolute Dental	Double Diamond Dental	My First School	Sierra Speech and Language
Absolute Music	Dr. Abbott	My Gym	Sierra View Library
AKA Smiles Photography	Eclipse Pizza	Nevada Early Intervention Services	Sierra Vista Academy
Allergy Clinic	Emerald Tea & Coffee House	Nevada Historical Society	Sierra Women's Health, Gynecology
Anytime Fitness	ER at Hospital	Nevada Museum of Art	Silver Bear Swim School
ARC Med Center	Family Dentist	Nevada State Welfare Office	Small Smiles Dentistry
Art on Earth	Family Practice	New Spa	Small Strides
ArtisTree	Fanatic 4 Fun	Northeast Community Center	Snip-Its Hair Salon
Asian Wok	Farmers Insurance	Northern NV Women's Group	Soleil Salon & Day Spa
Athena Gynecology Medical Group	Fascinating Rhythms	Northwest Library	Somersett Community- Town Center
Aura Spa	Fleishman Planetarium	Nothing To It Culinary Institute	Sonshine Preschool
Babies R Us	Flickers Candles	Orthopedic Surgery	South Reno Area
Baby Pix	Flowing Tide Pub	Orthodontic Partners	South Valleys Library
Bangkok Express	Fundamentals School	Orthodontic Partners	Squeeze In
Baskin Robins 31 Flavors	Girl Scouts of the Sierra NV	Orthodontist	St Mary's Immunizations
Beauty & Style	Girly Girl	Osgood Chiropractor	St. Mary's Health Center
Beauty School	Great Clips	Parent Teacher Aids	Star Bucks
Ben and Jerry's	Great Harvest Bread Company	Party America	Starbucks
Big Brothers Big Sisters	Gymboree	Pediatric Associates	Starlite Dance Center
Big O Tires	Hair It Is	Pediatrics	Starz Gymnastics
Blind Onion	Hair Trends	Perfect Donut	State Farm
Borders	Ham & Eggs	Pho 21	Step Into Music/Maytan Music Center
Boy Scouts of America	Heart to Hand	Picture Perfect	Subway
Boys & Girls Club	High Sierra Gym.	Pierce's Pub	Summit Pediatrics
Brookfield Pre-School	Hong Kong Diner II	Pitts Orthodontics	Susan Ramos, Gen Surgery
Buenos Grill	Ignite Cheer	Pizza Plus	Tae Kwon Do
Build-a-Bear	In Motion Dance Studio	Planned Parenthood	The Goddard School
Bully's	Info Center	Port O Subs	The Playroom
Burlington Coat Factory baby Depot	Internal Medicine	Poss Salon	Total Tutoring
Casa de Vita	Jump Man Jump	Private school	University of NV Coop Extension
Caughlin Crossing Dentistry	Keva Juice	Pro Nail	University School of Medicine
Caughlin Preschool	Kids R Kids	Professional Building	UNR Family Medicine Center
Center for Advanced Learning	KNPB - Channel 5	Purple Bean	UNR School of Medicine
Center For Women's Health	L' Essence Day Spa	Purple Pumpkin	Waldens Coffee House
Center For Womens Health	L&L Hawaiian BBQ	Ralston Family Physicians	Washoe County Social Services
Child and Family Conceling Center	La Petite Academy	Red Robin	Washoe Family Care
Child Garden	La Petite Retreat	Reno Down Town Library	Washoe Family Urgent Care
Child Neurology	Lab Corp	Reno Family Eye Care	Washoe Medical Lab
Children's Behavioral Services	Lakeridge Tennis Club-Child Care	Reno Family Physicians	Washoe Parks & Recreation
Children's Cabinet	Lamppost Pizza	Reno Gynecology	Washoe Pregnancy Center
Children's Heart Center	Laundromat	Reno/Sparks Indian Colony	Westside Café
Circle of Friends- daycare	Lavendar Ridge	Renown Behavioral Health	Whispering Vine
Cold Stone Creamery	Learning Express	Renown Child Care	Wing Stop
Coldwell Banker	Lenscrafters	Renown Med	Z Pizza
Comstock Kids	Little Angel's Ark Learning	Reproductive Endocrinology	
Cosmetic Surgeon	Little One's Swim	Ricks Deli & Cafe	
Cost Cutters	Lucky Nails	River School at Mayberry Bend	
Creative Minds	Mark Schumaker	Rocky a bye	
Day Spa	McKinnley Arts Center	Roller Kingdom	
Dentistry for Kids	Med Group of Nevada, Infertility	RTI	
Dept of Human Resources	Med Group of Nevada, Pediatrics	Russ Little Dentist	
Dickson Reality	Mops- Grace Community Church	Salon De Rio	

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## DIRECTORY

# Distribution

## Sparks

Absolute Dental  
Almost Home Daycare  
Apple Family Dentistry  
Avella Salon  
Beyond Nails  
Block Buster  
Blockbuster  
Body Fuel  
Bronz Tanning  
California Sun Tanning  
Children's Dentistry Dr. Austin  
Coconut bowl  
Cold Stone Creamery  
Community Center  
Creative Kids  
Curves  
Dickson Realty  
Eagle Fitness  
Early Years Daycare  
Ellen Kingsley  
Evolution Martial Arts  
Family Dentistry, Heinen  
Family Medicine Associates  
Fantasy Sam  
Freeman Karate  
Fuji Sushi  
G and G Nursery  
Golds Gym  
Great Clips  
High Desert Family  
Home Expressions  
Home Field Indoor Soccer  
Hunnington Learning  
I-Hop  
Imagination Station  
In house daycare  
Isabell Bakery  
Java Jolt  
Just Kidding Day Care  
Karate JuJitus  
Kat's Koffee  
Kenneth Stewart Family Dentist  
Kim Ham  
Klondics Ice Cream  
L7 Martial Arts  
La Petite Academy  
Lab Corp  
Lazy 5 Park office  
Little Bear Preschool  
Manny & Olgas Pizza  
Marble Slab Creamery  
Message Envy  
MOPS - Summit Christian Church

Nails  
Nich  
Olive Lolo  
Orthopedic Partners  
Pacific Tan  
Pebble Pre-school- The Rock Church  
Pediatrics R Us  
Playful Potter  
Portrait Innovations  
Prudential Realty  
Pump It Up  
Pyramid Health  
Qudoba  
Race Way  
Red Hawk Golf  
Red Hawk Swim and Fitness  
Red Robin  
Renown Health Center  
Renown Urgent Care  
Saint Mary's Lab  
Scheel's  
Sierra Family Practice  
Spanish Springs Family Dental  
Spanish Springs Library  
Spanish Springs Presbyterian Church  
Sparks Library  
Sparks Music  
Sparks Pediatric  
Sports Clips  
St. Pauls Episcopal Church  
Style Exchange  
Sunsations Tanning  
Tae Kwon Do  
The Goddard School  
Tranquility Spa  
Treasure Chest Day Care  
Triangle Family Medicine  
Twisted Sissor  
Ultra  
University of NV, School of Medicine  
Wild About Smiles  
Wild Waters  
Wing Field Springs Realty

## Carson City

ABC Learning Center  
Al Seeliger Elementary School  
Alisha's Daycare Little Peers  
Alternatives  
Aquatic Center

Back Door Hair Studio  
Bella Salon Spa  
Best Western  
Bethlehem Lutheran Church  
Bordewich-Bray Elementary Schl  
Boys & Girls Club  
Capital Christian School  
Capital Medical  
Carson City Library  
Carson City Nugget  
Carson City Plaza Hotel  
Carson City School District  
Carson City Tourism Board  
Carson Medical Group - Pediatric  
Carson Rehad Center  
Carson-Tahoe Hospital  
Century 21  
Children's Museum  
Community Center  
Coombs, John DDS  
Cost Cutters Family Hair Studio  
D'Ascoli Orthodontist  
Days Inn  
Desert Rose OBGYN  
Doctor  
Downtown One Eleven Salon  
Dr. Schlager Ent  
Dream Realty Properties  
Eagle Real Estate  
Edith W Fritsch Elementary  
Educare Academy  
Empire Elementary School  
Envious  
Evergreen Mountain View Health  
Hampton Inn  
Holiday Inn Express  
Hollywood Hair Center  
Jack in the box  
Jacks Valley Elementary School  
John C Fremont Elementary Schl  
Kids Club Preschool  
Kinderland Nursery School  
Little People Portraits (Kmart)  
Mane Connection  
Mane Event  
Mark Twain Elementary School  
Methodist School First United  
MOPS Playgroup - Carson Valley  
Christian Center  
MOPS Playgroup - Hilltop Community  
Church  
Nevada Properties  
Pioneer Real Estate  
Platinum Salon and Spa

Positive Energy  
Realty Executives  
Shear Stylz  
Sierra Land Realty  
Sierra Vista Children's Acad  
Smart Style Family Hair  
St Teresa-Avila Catholic Schl  
Stewart Community Center  
Stewart Headstart Washoe Tribe  
Studio 1  
Studio 218 Hair Design  
Super 8  
Supercuts  
Tahoe Women's care  
United Blood Services  
UPS Store  
Western NV Community College -  
Childcare Center  
Wild About Smiles

## Incline Village

All about Nails  
Century 21  
Hair it Goes  
Incline Community Hospital  
Incline Elementary  
Incline Library  
Incline-Tahoe Realty  
Intero Reality  
M. Studio  
Pro Hair and Nails  
Sierra Nevada College  
Tahoe Facial  
Tahoe Foreign Language Center  
The Children's Cabinet  
Vanaties

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**DIRECTORY**

# Distribution

## Truckee Area

Best Western Truckee-Tahoe Inn  
Blue Sky Home Center  
Buds Sports Shop  
Century 21  
Coldwell Banker  
Custom Learning Center  
Different People Clothing and Gifts  
Discovery preschool and Daycare  
Dragonfly Preschool  
Glenshire Clubhouse  
Glenshire Coldwell Banker Northern  
California  
Glenshire Elementary School  
Glow  
Hampton Inn & Suites  
Head Start Truckee Pines  
Heming & Erle Real Estate  
Holiday Inn Express  
InnerRhythms Dance Center  
Keller Williams Boice Realty  
Kid Zone Museum  
Lengua Viva  
Lutero  
Mt. Kids Clothing  
Northwood's Clubhouse  
Pacific Crest Properties  
Pacific Crest restaurant Porters  
Sports Shop  
Scraps Dog Bakery  
Shag Hair  
Sierra Mountain Community  
Education Center  
Smokey Kitchen Family BBQ  
Tahoe Douglas Chamber/Info Center  
Tahoe Forest Women's Center  
Tahoe Mt. Resort Rentals  
Teen Center  
The Inn at Truckee  
The Truckee Hotel  
Treehouse Children's Clothing  
Trout Creek Rec Center  
Tahoe Bagel Shop  
Truckee Book & Bean  
Truckee Library  
Truckee Nails  
Truckee Reality  
Truckee Rec Center  
Truckee Tahoe Medical Group  
Wild Cherries  
Zano's Family Italian & Pizzeria



## DIGITAL SPECIFICATIONS & CHECKLIST

Our full color production process utilizes a digital “straight-to-plate” output system. All print ready designs must be submitted digitally using CDs or email.

We accept design work in Apple Macintosh (OS X) versions of Adobe Creative Suite 2 (InDesign, Illustrator, or Photoshop) or file formats of .tif, .ai, eps, and .jpg, or high resolution .pdf.

Files are accepted from other Apple and PC-based programs only when saved as a high resolution .pdf or .jpg. Please make sure all graphics and fonts are embedded. If your ad requires corrective work, it may result in a charge.

### PRODUCTION CHECK LIST

- Double check ad size. Dimensions are listed below.
- All files and scans must be CMYK (Not RGB) and 300 DPI to size
- Apple Macintosh (OS X) based systems:
  - Acceptable formats: .tif, .ai, eps, and .jpg, or high resolution .pdf.
  - Include native document
  - Save with bleed. No crop marks, registration or color bars.
  - Include all fonts, logos, graphics, art, and support files.
- Other Programs:
  - Create a high-resolution .pdf of the ad with all graphics, fonts and colors (CMYK) embedded.
- Composite Color Proof to verify output text, art and color.
- Submit ad to the Kids' Directory by the 5<sup>th</sup> of the deadline month. Files may be transmitted to [Graphics@SierraNevadaKids.com](mailto:Graphics@SierraNevadaKids.com).

### AD DIMENSIONS

Full Page-Full Bleed	Full Page Inset Margin	1/2 Page	1/4 Page	1/8 Page	Party Pages Ad
5.25" x 8.25"	4.75" x 7.5"	4.75" x 3.75" or 2.25" x 7.5"	2.25" x 3.75" or 4.75" x 1.75"	2.25" x 1.75"	2.25" x 1.375"