

EARNED RATE
Monthly Basis Only

Inches	Rate per inch
1 - 39	\$7.75
40 - 99	\$6.90
100 - 199	\$6.75

Contract Rates

We offer a variety of contracts. A contract can offer the advertiser the best advertising value and exposure.
Call our offices for more information!

Accounts must be paid by 10th of the month to receive volume, rerun and/or contract discounts!

Pre-Printed Inserts

Single Sheet	\$195
4 pg.....	\$220
8 pg.....	\$230
12 pg.....	\$240
16 pg.....	\$260

These rates are based on tabloid size pages.

Pre-printed inserts are subject to approval by this newspaper and by the U.S. Post Office.

Additional charge for extra folding or imprinting.

Pre-printed inserts will not be added to monthly totals in computing earned or contract rates.

2024 Rates and Information

THE AUBURN
NEWSPAPERS



COUNTY PUBLICATIONS

Publisher of:

The Nemaha County Herald

Rate Card Effective January 1, 2024

DEADLINE:

Friday at 4:00 P.M.

NATIONAL RATE (COMM.) \$8.50 PER COLUMN INCH
OPEN LOCAL RATE\$7.75 PER COLUMN INCH
 Minimum ad size= 1 column x 1 inch

CLASSIFIED:

Per Word\$0.25
 Display Classified per inch\$8.00
 No orders accepted for less than \$7.50
 Blind ads \$1.00 extra
 \$1.50 billing charge

COLOR:

Color charge of \$90 (quarter page minimum).....

MECHANICAL:

Broad Column Width 1.80 inches
 Column Depth..... 21 inches
 Six columns per page
 Full Page = 11 1/2" x 21" inches
 Printed offset; reproduction proofs necessary
 Tab: 5 Columns Width 10.25 inches
 Column Depth.....11 inches



CIRCULATION:

Published weekly on Thursday
 Official Nemaha County and Auburn City Newspaper
 County Seat Newspaper
 Approximately 90% Market Penetration
 Detailed Statement furnished on request

MISCELLANEOUS:

All advertising subject to approval!
 Subscriptions: \$56 per year in Nemaha and adjoining counties;
 \$60 out of area in state; \$66 out-of-state

PRE-PRINTED INSERTS - FLAT RATE:

Single Sheet\$195
 4 pg.....\$220
 8 pg.....\$230
 12 pg.....\$240
 16 pg.....\$260

These rates are based on tabloid size pages.
 Pre-printed inserts are subject to approval by this newspaper
 and by the U.S. Post Office.
 Physical Insert Size not to exceed 11" x 12"
 Pre-printed inserts will not be added to monthly totals
 in computing earned or contract rates.
 Circulation approximately 1150.



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