

## **EARNED RATE**

**Monthly Basis Only**

Inches	Rate per inch
1 - 39 .....	\$8.00
40 - 99 .....	\$7.10
100 - 199 .....	\$6.75

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### **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!

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

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### **Pre-Printed Inserts**

Single Sheet .....	\$220
4 pg.....	\$240
8 pg.....	\$280
12 pg.....	\$300
16 pg.....	\$320

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.

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# 2025 Rates and Information

**Nemaha  
Valley**  **observer**

# COUNTY PUBLICATIONS

Publisher of:

## The Nemaha Valley Observer

Rate Card Effective July 1, 2025

### DEADLINE:

Fridays at 4:00 P.M.

**NATIONAL RATE (COMM.)** \$9.25 PER COLUMN INCH  
**OPEN LOCAL RATE** .....\$8.00 PER COLUMN INCH  
Minimum ad size= 1 column x 1 inch

### CLASSIFIED:

Per Word .....\$0.25  
Display Classified per inch .....\$8.50  
No orders accepted for less than \$8.00  
Blind ads \$1.00 extra  
\$1.50 billing charge

### COLOR:

Color charge of \$135 (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 & Johnson Counties Publication  
Approximately 90% Market Penetration  
Detailed Statement furnished on request

### MISCELLANEOUS:

All advertising subject to approval!  
Subscriptions: \$60 per year in Nemaha and adjoining counties;  
\$65 out of area in state; \$70 out-of-state

### PRE-PRINTED INSERTS - FLAT RATE:

Single Sheet .....\$220  
4 pg.....\$240  
8 pg.....\$280  
12 pg.....\$300  
16 pg.....\$320

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 1900.

# Nemaha Valley Observer

Nemaha Valley  bserver

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