

EARNED RATE
Monthly Basis Only

Inches	Rate per inch
1 - 39	\$7.50
40 - 99	\$6.75
100 - 199	\$6.60
200 - 399	\$6.40
Over 400.....	\$6.20

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.

2021 Rates and Information

THE AUBURN
NEWSPAPERS



COUNTY PUBLICATIONS

Publisher of:

The Nemaha County Herald Rate Card Effective January 1, 2021

DEADLINE:

Friday at 5:00 P.M.

NATIONAL RATE (COMM.) \$8.25 PER COLUMN INCH
OPEN LOCAL RATE\$7.50 PER COLUMN INCH
Minimum ad size= 1 column x 1 inch

CLASSIFIED:

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

COLOR:

Color charge of \$85 (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



The Nemaha County

HERALD

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: \$48 per year in Nemaha and adjoining counties;
\$52 out of area in state; \$57 out-of-state

PRE-PRINTED INSERTS - FLAT RATE:

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

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in computing earned or contract rates.
Circulation approximately 1325.

THE AUBURN
NEWSPAPERS



The Nemaha County

HERALD

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