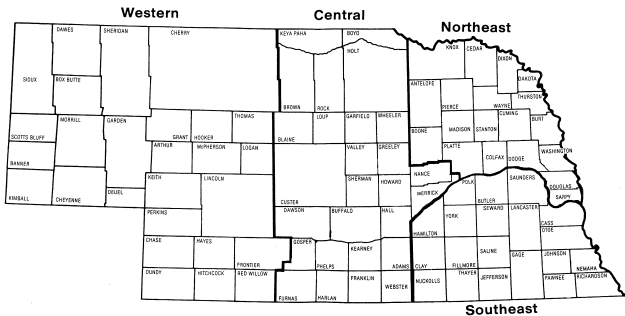


**You've Got  
Nebraska Covered,  
With a Statewide 2x2!**



Place your 2x2 (3.792"x2") or 1x4 (1.833"x4") display ad in 171 Nebraska newspapers for only \$875. We also accept 2x4 (3.792"x4") or 1x8 (1.833"x8") ads at twice the price of a 2x2. **Offering a readership of over 820,000, you get statewide coverage for less than \$5.12 per publication.**

Place your **2x2** (3.792"x2") or **1x4** (1.833"x4") in the SE, WE, or CE region of the state for \$295; or the NE region for \$320.

Place your **2x4** (3.792"x4") or **1x8** (1.833"x8") at twice the price. Choose one or more of the four different regions of the state to target your specific area.

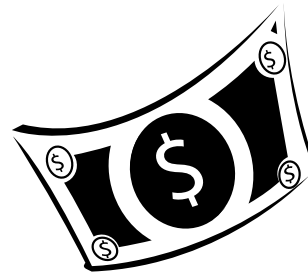
**Your order with prepayment must be received at the NPAS office by Tuesday, 4 p.m., to run the following week.**

We suggest you contact the nearest participating newspaper to place your ad. If there is no participating newspaper in your area, you may contact us direct at:

**Nebraska Press Advertising Service**  
845 "S" Street  
Lincoln, NE 68508-1226  
800-369-2850 / 402-476-2851  
Fax: 402-476-2942  
Email: [ads@nebpress.com](mailto:ads@nebpress.com)  
[www.nebpress.com](http://www.nebpress.com)

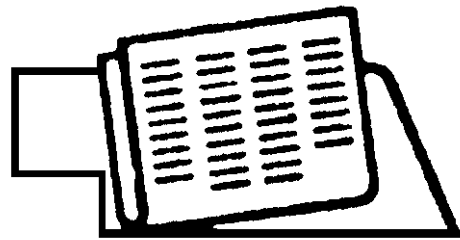
05/01/10

**REACH  
MORE PEOPLE  
FOR LESS MONEY**



**Advertise in the  
Nebraska Statewide  
Display Advertising  
Network**

**2x2 □ 2x4**



**Statewide coverage  
has never been  
easier or more  
affordable!**

# With a Statewide 2x2, You've Got Nebraska Covered!

## Participating Newspapers

### Central Region

Ainsworth Star-Journal  
Alma Harlan Co. Journal  
Alma Republican Valley Review  
Arapahoe Public Mirror  
Arnold Sentinel  
Bassett Rock Co. Leader  
Beaver City Times-Tribune  
Bertrand Herald  
Blue Hill Leader  
Broken Bow Custer Co. Chief  
Burwell Tribune  
Butte Gazette  
Cairo Record  
Callaway Courier  
Cambridge Clarion  
Central City  
Republican-Nonpareil  
Cozad Free Press  
Cozad Tri-City Trib  
Doniphan Herald  
Elm Creek Beacon-Observer  
Elwood Bulletin  
Franklin Co. Chronicle  
Fullerton Nance Co. Journal  
Genoa Leader-Times  
Gibbon Reporter  
Gothenburg Times  
Grand Island Independent\*  
Greeley Citizen  
Hastings Tribune\*  
Holdrege Citizen\*  
Kearney Hub\*  
Lexington Clipper-Herald  
Loup City Sherman Co. Times  
Minden Courier  
O'Neill Holt Co. Independent  
Ord Quiz  
Oxford Standard  
Palmer Journal  
Ravenna News  
Red Cloud Chief  
St. Paul Phonograph-Herald  
Sargent Leader  
Shelton Clipper  
Spalding Enterprise  
Spencer Advocate  
Springview Herald  
Wolbach Messenger  
Wood River Sunbeam

48 Newspapers  
Circulation: 94,764

### Northeast Region

Albion News  
Arlington Citizen  
Battle Creek Enterprise  
Bellevue Leader  
Blair Enterprise  
Blair Pilot-Tribune  
Bloomfield Monitor  
Cedar Rapids Press  
Clarkson Colfax Co. Press  
Clearwater-Ewing Record-News  
Coleridge Blade  
Columbus Telegram\*  
Creighton News  
Crofton Journal  
Dodge Criterion  
Elgin Review  
Elkhorn Douglas Co.  
Post-Gazette  
Freemont Tribune\*  
Gretna Breeze  
Gretna Guide & News  
Hartington Cedar Co. News  
Hooper-Scribner  
Rustler-Sentinel  
Howells Journal  
Humphrey Democrat  
Laurel Advocate  
Leigh World  
Lyons Mirror-Sun  
Madison Star-Mail  
Neligh News & Leader  
Newman Grove Reporter  
Niobrara Tribune  
Norfolk Daily News\*  
North Bend Eagle  
Oakland Independent  
Omaha Daily Record\*  
Omaha Jewish Press  
Orchard News  
Osmond Republican  
Papillion Times/LaVista Sun  
Pender Times  
Petersburg Press  
Pierce County Leader  
Plainview News  
Ponca Nebr. Journal-Leader  
Ralston Recorder  
Randolph Times  
Schuyler Sun  
South Sioux City Dakota Co Star  
St. Edward Advance

Stanton Register  
Tekamah Burt Co. Leader  
Tilden Citizen/Meadow  
Grove News  
Verdigre Eagle  
Wakefield Republican  
Wausa Gazette  
Wayne Herald  
West Point News  
Wisner News-Chronicle

58 Newspapers  
Circulation: 106,340

### Southeast Region

Ashland Gazette  
Aurora News-Register  
Beatrice Sun\*  
Crete Doane College Owl  
Crete News  
David City Banner-Press  
Deshler Rustler  
DeWitt Times-News  
Fairbury Journal-News  
Falls City Journal  
Friend Sentinel  
Geneva Nebraska Signal  
Hebron Journal-Register  
Henderson News  
Hickman Voice-News  
Humboldt Standard  
Milford Times  
Nebraska City News-Press  
Nelson Nuckolls Co.  
Locomotive-Gazette  
Plattsmouth Journal  
Seward County Independent  
Stromsburg Polk Co. News  
Superior Express  
Sutton Clay Co. News  
Syracuse Journal-Democrat  
Tecumseh Chieftain  
Wahoo Newspaper  
Waverly News  
Wilber Republican  
Wymore Arbor State  
York News-Times\*

31 Newspapers  
Circulation: 69,946

### Western Region

Alliance Times-Herald\*  
Arthur Enterprise  
Bayard Transcript  
Benkelman Post & News-  
Chronicle  
Bridgeport News-Blade  
Chadron Record  
Chappell Register  
Crawford Clipper  
Curtis Hi-Line Enterprise  
Gering Courier  
Gordon Sheridan County  
Journal-Star  
Grant Tribune-Sentinel  
Hayes Center Times-Republican  
Hemingford Ledger  
Hyannis Grant Co. News  
Imperial Republican  
Indianola News  
Kimball Western Nebr. Observer  
McCook Gazette\*  
Mitchell Index  
Mullen Hooker County Tribune  
North Platte Bulletin  
North Platte Telegraph\*  
Ogallala Keith Co. News  
Oshkosh Garden Co. News  
Scottsbluff Business Farmer  
Scottsbluff Star-Herald\*  
Sidney Sun-Telegraph\*  
Stapleton Enterprise  
Sutherland Courier-Times  
Thedford Thomas Co. Herald  
Trenton Hitchcock Co. News  
Valentine Midland News  
Wauneta Breeze

34 Newspapers  
Circulation: 70,965

**Statewide**

**171 Newspapers**

**Circulation**

**342,015**

\* = Daily Newspapers

## 2x2 Display Ad Network Guidelines

- Basic ad size is 2 columns x 2". However, due to the various column widths of newspapers, some ads may be reduced to fit.
- We also accept 1x4 (1.833" wide x 4" deep) display ads at the same price of a 2x2.
- We also accept 2x4 (3.792" wide x 4" deep) and 1x8 (1.833"x 8" deep) display ads at twice the price of a 2x2.
- NPAS guarantees that ads will be distributed to all participating newspapers. We will monitor newspapers periodically to make sure ads are being published. We do not guarantee 100% of participating newspapers will publish an accepted ad.
- NPAS will request specific section placement for advertisers, however, we cannot guarantee placement. Placement within the participating newspaper is ultimately up to each individual paper.
- NPAS and all participating newspapers reserve the right to reject any advertising copy submitted to them.
- At the advertiser's request, NPAS will provide one tearsheet from one participating newspaper for each week the ad is scheduled.
- Advertising will be rejected if not in compliance with state and federal regulations or if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, or for other good cause.
- Individual newspapers reserve the right to properly classify, edit or reject advertising in compliance with local regulations, standards and policies.
- The following are guidelines to be used in the acceptance of advertising, but do not and are not intended to reflect all specific policies of participating newspapers.
- Advertisers must make known the name, street, city, state and phone number of the individual and organization submitting the ad order.
- Commercial advertising must indicate that the ad was placed by a firm or an individual engaged in commercial enterprise by using the firm name or "broker" or "agent" or some other suitable term.
- Ads requiring payment in advance for information or that requires sending money through the mail must be preapproved by the NPAS Sales Manager.
- Advertising for weight control, appetite suppressants, and food supplements must be pre-approved.
- No personal loan or mortgage ads unless from established, bona fide licensed lending institutions. Name of company will be required in ad.
- No ads from companies selling information regarding Government Surplus.
- Advance-fee credit card ads or ads which promise easy credit, debt consolidation, or which contain offers to instantly obtain credit cards must be pre-approved.
- Advertising will be rejected that discriminates based on age, race, color, national origin, religion, sex or marital status except where legal restrictions prevail.
- 900 ads must meet all of the above conditions plus, if accepted, each ad must clearly state the cost per minute, hour or per call. There is a \$10 surcharge for 900 ads.
- Cruise ship and similar travel ads are acceptable provided complete cost is disclosed in ad.
- Acceptance of advertising may be subject to business and/or Better Business Bureau reference checks.

**Your order with prepayment must be received at the NPAS Office by Tuesday, 4 p.m., to run the following week.**

## 2x2 Display Ad Network

Name \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State Zip \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Please run week(s) of: \_\_\_\_\_ Amount Paid \_\_\_\_\_

Prepayment must be received by Tuesday, 4 p.m., for your ad to run the following week.  
We accept Visa, Mastercard, check or money order.

**Interested in statewide 2x2 display advertising in other states besides Nebraska?** We can help!

**YES! I'd like info on other states' statewide 2x2 display advertising programs!** (If you already know specific states you're interested in, please list: \_\_\_\_\_)

Rates: **2x2: \$875 STATEWIDE**  
(1x4: \$875 STATEWIDE)  
(2x4: \$1,750 STATEWIDE)  
(1x8: \$1,750 STATEWIDE)

**2x2: SE, CE, WE-\$295 / NE \$320 per Region**  
(1x4: SE, CE, WE-\$295 / NE \$320 per REGION)  
(2x4: SE, CE, WE-\$590 / NE \$640 per REGION)  
(1x8: SE, CE, WE-\$590 / NE \$640 per REGION)

Please include an electronic ad transfer in the form of a .pdf of your 2x2, 1x4, 2x4, 1x8 ad.

3.792"

***Please circle the region your ad should run in:***

**Statewide**  
(363,778)

**Northeast**  
(112,438)

**Southeast**  
(74,622)

**Central**  
(101,418)

**Western**  
(75,300)

<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 5px;">4"</div> <div style="border-left: 1px dashed black; border-right: 1px dashed black; height: 100%;"></div> </div>	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 5px;">2"</div> <div style="border-top: 1px dashed black; border-bottom: 1px dashed black; border-right: 1px dashed black; width: 100%;"></div> </div>
<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 5px;">4"</div> <div style="border-left: 1px dashed black; border-right: 1px dashed black; height: 100%;"></div> </div>	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 5px;">1.833"</div> <div style="border-top: 1px dashed black; border-bottom: 1px dashed black; border-right: 1px dashed black; width: 100%;"></div> </div> <p style="text-align: center; margin-top: 5px;">(1x4)</p>

We suggest you contact the nearest participating newspaper to place your ad. If there is no participating newspaper in your area, please contact the Nebraska Press Advertising Service, 845 "S" Street, Lincoln, NE 68508-1226. Phone 800-369-2850 / 402-476-2851, FAX: 402-476-2942. Email: ads@nebpress.com