

Below is a sample list of NCAN advertisers—even if you consider yourself a “local” or “community” business, you might be surprised at how far your market reaches!

Announcements  
Adoption  
Antique Shows  
Any Collectibles  
Auctions  
Automotive  
Business Opportunity  
Entertainment  
Fairs/Festivals  
Farm Equipment  
Feed & Seeds  
Flea Markets  
Franchises  
Help Wanted  
(i.e. medical, trades, truck drivers, etc.)  
Livestock  
Pools & Spas  
Rallies, Shows, Concerts  
Real Estate  
Recreational Vehicles  
Schools of Instruction  
Steel Buildings  
Tours  
Vacation Sites  
Wanted to Buy

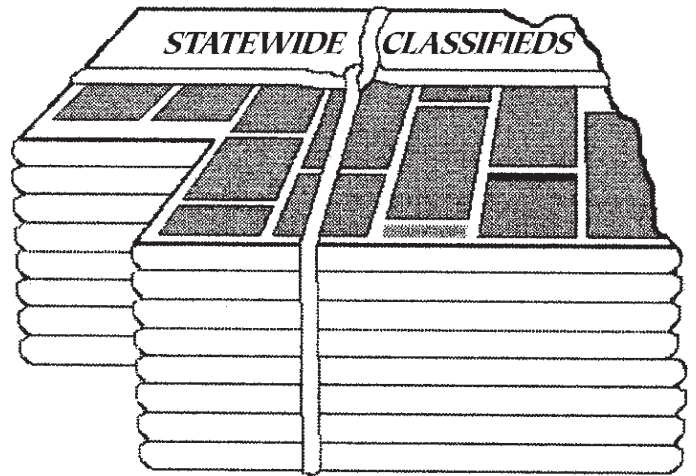
We suggest you contact the nearest participating newspaper to place your ad. If there is no participating newspaper in your area, you may contact us at:

**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)

01/2006

**AD**vertise  
in over 170  
**Nebraska**  
Newspapers  
for only  
**\$195...**



It's easy with the...

**N**EBRASKA  
CLASSIFIED  
ADVERTISING NETWORK

With over 170 Nebraska newspapers, NCAN lets you blanket the state, reaching over 900,000 readers weekly. NCAN is your most affordable advertising deal when trying to reach many Nebraskans with one classified ad. With NCAN, your cost is around \$1.11 per paper, and if you utilize multiple insertions, your cost is even less because of NCAN's frequency discounts! **We can also place your advertising message with other states. Call us for more info and prices.**

## Participating Newspapers

### WEEKLY

Ainsworth Star-Journal  
 Albion News  
 Alma Harlan County Journal  
 Arapahoe Public Mirror  
 Arlington Citizen  
 Arnold Sentinel  
 Arthur Enterprise  
 Ashland Gazette  
 Atkinson Graphic  
 Auburn Press-Tribune  
 Aurora News-Register  
 Bassett Rock County Leader  
 Battle Creek Enterprise  
 Bayard Transcript  
 Beaver City Times-Tribune  
 Bellevue Leader  
 Benkelman Post & News  
 Chronicle  
 Bertrand Herald  
 Blair Enterprise  
 Blair Pilot-Tribune  
 Bloomfield Monitor  
 Blue Hill Leader  
 Bridgeport News-Blade  
 Broken Bow Custer  
 County Chief  
 Burwell Tribune  
 Butte Gazette  
 Cairo Record  
 Callaway Courier  
 Cambridge Clarion  
 Cedar Rapids Press  
 Central City  
 Republican-Nonpareil  
 Chadron Record  
 Chappell Register  
 Clarkson Colfax County Press  
 Clearwater-Ewing Record-News  
 Coleridge Blade  
 Cozad Free Press  
 Cozad Tri-City Tribune  
 Crawford Clipper  
 Creighton News  
 Crete Doane College Owl  
 Crete News  
 Crofton Journal  
 Curtis Hi-Line Enterprise  
 David City Banner-Press  
 Deshler Rustler

DeWitt Times-News  
 Dodge Criterion  
 Doniphan Herald  
 Elgin Review  
 Elkhorn Douglas County  
 Post-Gazette  
 Elm Creek Beacon-Observer  
 Elwood Bulletin  
 Fairbury Journal-News  
 Falls City Journal  
 Franklin County Chronicle  
 Friend Sentinel  
 Fullerton Nance  
 County Journal  
 Geneva Nebraska Signal  
 Genoa Leader-Times  
 Gering Courier  
 Gibbon Reporter  
 Gordon Sheridan Co. Journal-Star  
 Gothenburg Times  
 Grant Tribune-Sentinel  
 Greeley Citizen  
 Gretna Breeze  
 Gretna Guide & News  
 Hartington Cedar  
 County News  
 Hayes Center  
 Times-Republican  
 Hebron Journal-Register  
 Hemingford Ledger  
 Henderson News  
 Hickman Voice News  
 Hooper-Scribner Rustler Sentinel  
 Howells Journal  
 Humboldt Standard  
 Humphrey Democrat  
 Hyannis Grant County News  
 Imperial Republican  
 Indianola News  
 Kimball Western  
 Nebraska Observer  
 Laurel Advocate  
 Lawrence Locomotive  
 Leigh World  
 Lexington Clipper-Herald  
 Loup City Sherman  
 County Times  
 Lyons Mirror-Sun  
 Madison Star-Mail  
 Milford Times  
 Minden Courier

Mitchell Index  
 Mullen Hooker Co. Tribune  
 Neligh News & Leader  
 Nelson Gazette  
 Newman Grove Reporter  
 Niobrara Tribune  
 North Bend Eagle  
 North Platte Bulletin  
 Oakland Independent  
 Ogallala Keith County News  
 Omaha Jewish Press  
 O'Neill Holt County Independent  
 Orchard News  
 Ord Quiz  
 Oshkosh Garden County News  
 Osmond Republican  
 Oxford Standard  
 Palmer Journal  
 Papillion Times/LaVista Sun  
 Pawnee Republican  
 Pender Times  
 Petersburg Press  
 Pierce County Leader  
 Plainview News  
 Plattsmouth Journal  
 Ponca Nebraska  
 Journal-Leader  
 Ralston Recorder  
 Randolph Times  
 Ravenna News  
 Red Cloud Chief  
 St. Edward Advance  
 St. Paul Phonograph-Herald  
 Sargent Leader  
 Schuyler Sun  
 Scottsbluff Business Farmer  
 Seward County Independent  
 Shelton Clipper  
 South Sioux City Dakota Co. Star  
 Spalding Enterprise  
 Spencer Advocate  
 Springview Herald  
 Stanton Register  
 Stapleton Enterprise  
 Stromsburg Polk County News  
 Superior Express  
 Sutherland Courier-Times  
 Sutton Clay County News  
 Syracuse Journal-Democrat  
 Tecumseh Chieftain  
 Tekamah Burt County Plaindealer

Thedford Thomas County Herald  
 Tilden Citizen/Meadow Grove News  
 Trenton Hitchcock County News  
 Tryon Graphic  
 Valentine Midland News  
 Verdigre Eagle  
 Wahoo Newspaper  
 Wakefield Republican  
 Wauneta Breeze  
 Wausa Gazette  
 Waverly News  
 Wayne Herald  
 West Point News  
 Wilber Republican  
 Wisner News-Chronicle  
 Wolbach Messenger  
 Wood River Sunbeam  
 Wymore Arbor State

### DAILY

Alliance Times-Herald  
 Beatrice Daily Sun  
 Columbus Telegram  
 Fremont Tribune  
 Grand Island Independent  
 Hastings Tribune  
 Holdrege Citizen  
 Kearney Hub  
 McCook Gazette  
 Nebraska City News-Press  
 Norfolk Daily News  
 North Platte Telegraph  
 Omaha Daily Record  
 Scottsbluff Star-Herald  
 Sidney Sun-Telegraph  
 York News-Times

**Total Daily Newspapers: 16**

**Total Weeklies: 159**

**Total Publications: 175**

**Total Circulation: 384,473 = 922,736 Readers**

# NCAN Guidelines

- 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 at discretion of NPAS.
- 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.
- 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.
- At the advertiser's request, NPAS will provide one tearsheet from one participating newspaper for each week the ad is scheduled.
- 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.
- Business opportunity and investment advertising may require disclosure of the investment amount in the ad. Name and type of business must be provided with ad order, but need not be stated in the ad. Earnings claims must be based on fact.
- Ads requiring payment in advance for information or that requires sending money through the mail will not be accepted. Ads indicating cost of services or items for sale are accepted.
- Sales help wanted must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commissions, no statement of amount that may be earned is acceptable unless it is a guaranteed wage and states as GUARANTEED in the ad.
- Employment advertising must be for a bona fide job offering and must state the nature of the work offered. No overseas employment ads accepted. Advertising employment through listing publications is subject to approval.
- Work at home ads such as envelope stuffing and assembly subject to preapproval.
- Advertising for weight control, appetite suppressants, and food supplements must be preapproved.
- 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 are subject to pre-approval.
- No advertising offering or soliciting services for surrogate mothers. Adoption ads are acceptable when accompanied by a letter from a registered, licensed agency or attorney attesting to the legality of proposed adoption.
- Advertising will be rejected that discriminates based on age, race, color, national origin, religion, sex or familial status except where legal restrictions prevail.
- Real Estate For Sale advertising and other advertising must comply with "Truth in Lending" guidelines when offering specific financing terms. Refer to Regulation Z of the Federal Act.
- 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, the average number of minutes per call, the 900-number company name, the phrase "must be 18 years or older to call," "18 or older," or "18+." All NCAN ads which promote a 900-number service are subject to a \$10.00 service fee to cover the cost of calling these numbers for verification. This fee is a one time charge for each 900-number advertised. Some 900-number services run misleading ads that have an 800-number in them. We will not accept these type of ads unless the ad indicates that consumers will be redirected and contains all the 900-number information stated above.
- 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.
- Illustrations, logos, headlines, borders, and other display devices will not be accepted.

# Nebraska Classified Advertising Network Ad Order Form

Name \_\_\_\_\_

Company \_\_\_\_\_

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

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

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

**Rates:**

Statewide: 25 words, \$195 (extra words at \$7 each)

Frequency Discount: Run 4 consecutive weeks with no copy changes,  
\$185/week (extra words at \$7 each)

**Interested in statewide classified advertising in other states besides Nebraska? We can help!**

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

Typewritten or emailed copy only

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We suggest you contact the nearest participating newspaper to place your ad. If there is no participating newspaper in your area, please contact Chris Lange or Carolyn Bowman, 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

**A typed copy of your ad along with a check or money order (Visa, American Express or Mastercard also accepted) must be received by NPAS on Wednesday by 10 a.m. to run the following week.**