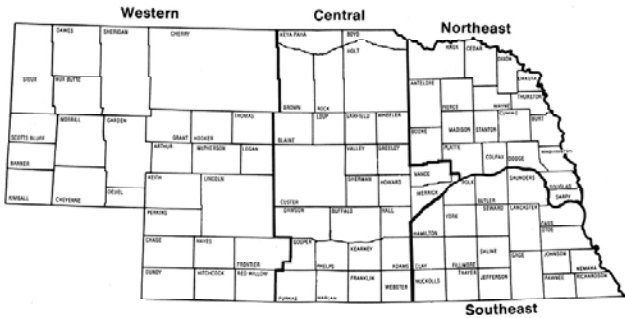


You've Got
Nebraska Covered,
With a Statewide 2x2!



Place your 2x2 (3.792"x2") or 1x4 (1.833"x4") display ad in 169 Nebraska newspapers for only \$895. 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 760,000, you get statewide coverage for less than \$5.30 per publication.

Place your **2x2** (3.792"x2") or **1x4** (1.833"x4") in the Southeast or Western Region of the state for \$300; or the Central or Northeast region for \$325.

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
www.nebpress.com

STATEWIDE ADVERTISING COVERAGE

172 Newspapers One Low Price!



**The 2x2 & 2x4
Display Ad Network
from the**



**Nebraska
Press Association**

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

Participating Newspapers

Central Region

Ainsworth Star-Journal
Alma Harlan Co. Journal
Arapahoe Public Mirror
Arnold Sentinel
Bassett Rock Co. Leader
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

46 Newspapers
Circulation: 90,878

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
Fremont 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: 102,619

Southeast Region

Ashland Gazette
Aurora News-Register
Beatrice Sun*
Crete Doane College Owl
Crete News
David City Banner-Press
Deshler Rustler
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*

30 Newspapers
Circulation: 65,164

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 Citizen
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

35 Newspapers
Circulation: 69,253

Statewide

169 Newspapers

Circulation

327,914

* = 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: \$895 STATEWIDE
 (1x4: \$895 STATEWIDE)
 (2x4: \$1,790 STATEWIDE)
 (1x8: \$1,790 STATEWIDE)

2x2: SE, WE-\$300 / NE, CE \$325 per Region
 (1x4: SE, WE-\$300 / NE, CE \$325 per REGION)
 (2x4: SE, WE-\$600 / NE, CE \$650 per REGION)
 (1x8: SE, WE-\$600 / NE, CE \$650 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:

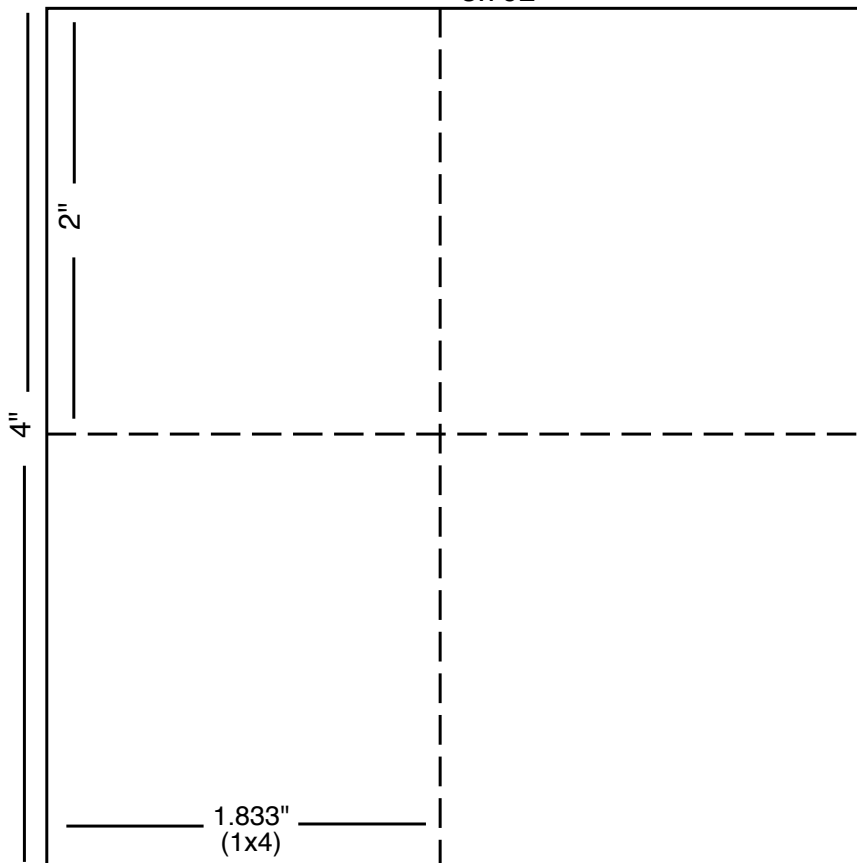
Statewide
(327,914)

Northeast
(102,619)

Southeast
(65,164)

Central
(90,878)

Western
(69,253)



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