

## PRESS RELEASE

### Pricing & Coverage Options

#### **Statewide Newspaper Distribution - \$115.00**

1-2 pages (maximum of 4 pages). Distributed to the 15 daily and 149 weekly Nebraska newspapers. Your release will reach publishers and editors.

#### **Broadcast Distribution – \$100.00**

1-2 pages (maximum of 4 pages). Distributed to over 80 TV and radio stations. Your release will reach news departments and news directors.

#### **Regional Newspaper Distribution – \$40.00 per region**

1-2 pages (maximum of 4 pages). Four regional options for more targeted coverage. Goes to daily and weekly newspapers within the region. Your release will reach publishers and editors.

See map for regional coverage options.

**Fast • Easy • Reliable • Low Cost • Comprehensive**

**The Nebraska Press Association can help “spread the word” about your company or organization! It’s easy. Just email us your press release. We do the rest! NPA’s press release service is ideal for all types of announcements including:**

- **Business promotions, awards and achievements**
- **Election of officers, annual meetings and conferences**
- **Community events and festivals**
- **Government reports and services**
- **Arts, music or sporting events**

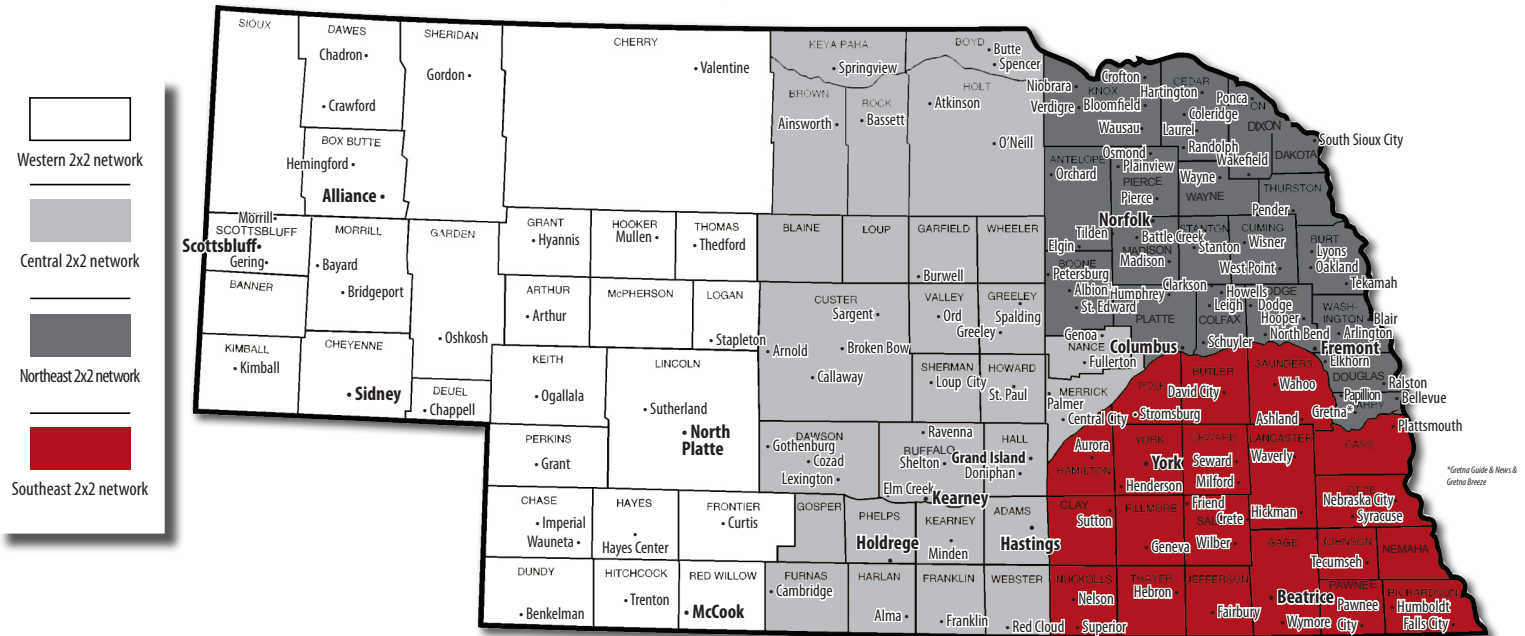
**Press releases are distributed quickly, saving you time and money.**

**Discounted rates are available if purchased in combination with Nebraska Press Association network advertising. Frequency discount packages are also available. Contact the NPA office for details.**

- The decision to publish material from a press release is at the sole discretion of the media outlet. NPA makes no guarantee, explicit or implied, that any media outlet will publish any portion of a distributed press release.
- *The NPA press release service is for distribution only and does not include media monitoring.* If you are interested in tracking which media outlets publishes your release, please contact NPA for information.
- NPA will confirm receipt of your press release and will send you a confirmation email once the release has been distributed to the media.

Susan Watson  
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## PARTICIPATING NEWSPAPERS



### To place a press release

**Press Release:** Prepare your press release and simply email with instructions to [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

**Preferred formats:** Text or .doc

**Pre-payment** with credit card (MC or VS) required for first time press release customers.

**Photos:** If you have a photo, attach it as a jpeg with your release. Maximum of 2 photos.

**Deadlines:** We provide same day turn around if the release is in our office by 11:00 a.m.

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