

NPA/OnePress Staff



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Good work!

The following newspapers sold network ads during the month of September. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads. **Names marked with an asterisk indicate sales that are eligible for the Fall Cash Sales Special.**

Week of September 4, 2023

Fairbury Journal News – Jennifer Lewis (paper made \$300)

Oakland Independent – Paige Anderson (paper made \$162.50)

Crete News – Kaitlyn Dallman (paper made \$150)

Cedar County News – Kellyn Dump (paper made \$200)

Blair Enterprise – Lynette Hansen (3 ads) (paper made \$787.50)

Blair Enterprise – Jahde Osborn (paper made \$162.50)

Hickman Voice News – Darren Ivy (4 ads) (paper made \$762.50)

Week of September 11, 2023

Fairbury Journal News – Jennifer Lewis (paper made \$300)

Norfolk Daily News – Suzie Wachter (paper made \$162.50)

Cedar County News – Kellyn Dump (2 ads) (paper made \$362.50)

Blair Enterprise – Lynette Hansen (2 ads) (paper made \$625)

Hickman Voice News – Darren Ivy (5 ads) (paper made \$912.50)

Lyons Mirror Sun – Paige Anderson (2 ads) (paper made \$162.50 + \$162.50)

Blair Enterprise – Jahde Osborn (paper made \$150)

Week of September 18, 2023

Hickman Voice News – Darren Ivy (3 ads) (paper made \$462.50)

Cedar County News – Kellyn Dump (paper made \$162.50)

Blair Enterprise – Jahde Osborn (paper made \$162.50)

Week of September 25, 2023

Cedar County News – Kellyn Dump (paper made \$162.50)

Blair Enterprise – Jahde Osborn (paper made \$150)

Doniphan Herald – Randy Sadd* (paper made \$487.50)

Alma Harlan County Journal – Angela Bellware* (paper made \$325)

Fall Cash Promotion

Sell any OnePress advertising to a new customer (who hasn't advertised in a network for the past 18 months) by November 17, 2023, and receive a cash bonus! In addition to Fall Cash, for every eligible ad sold, you will be entered to win a 2-night stay at the Crowne Plaza Hotel in Kearney and a \$100 gift certificate to Fyre, the new restaurant at the Crowne Plaza.

Updated sales materials for selling networks is attached to this week's Bulletin.

Violet Spader, OnePress sales director, will hold a virtual network sales training on Wed., Oct. 18, from 2:00-3:00 p.m. CT.

(A virtual network sales training was also held on Oct. 4.)

Zoom link for Oct. 18:

<https://us06web.zoom.us/j/87535551885?pwd=aNiCdZ4tCLYq9fTOhyAQd9cRazMnya.1>

Questions? Email vs@nebpress.com or call 402-476-2851.

UNL administrators propose cuts to UNK faculty, programs, eliminate degrees, including Journalism

Zach Wendling, Nebraska Examiner, Oct. 3, 2023

LINCOLN-With the University of Nebraska system facing an approximate \$58 million shortfall over the next two years across campuses in Lincoln, Omaha and Kearney, administrators have proposed cutting UNK faculty positions from 14 departments; eliminating some entire humanities programs; and eliminating some degrees, including Journalism (BS/BA).

Todd Gottula, UNK spokesperson, said while some degrees may end, it does not mean programs will too. For example, he said, the journalism degree may end, but the communications department, some classes and the UNK newspaper or campus radio and TV stations could remain.

UNK students have protested the proposed budget cuts, which were sent to a Faculty Advisory Committee for further review. Final cuts are due to NU President Ted Carter on Dec. 1.

Will Aviles, a professor of political science at UNK and president of the UNK Education Association called on members of the UNK community to contact Carter, regents and state senators and ask them to oppose the proposed cuts.

Read the entire article at:

<https://nebraskaexaminer.com/>



FALL INTO

CASH

SELL ANY ONEPRESS ADVERTISING NETWORK TO A NEW CUSTOMER
BY NOVEMBER 17, 2023 AND RECEIVE SOME FALL CASH!

| NETWORK | CLIENT PRICE | NEWSPAPER PROFIT | FALL CASH |
|---------------|--------------|------------------|-----------|
| CLASSIFIED | \$225 | \$112.50 | \$25 |
| STATEWIDE 2X2 | \$975 | \$487.50 | \$50 |
| STATEWIDE 2X4 | \$1,950 | \$975 | \$100 |
| STATEWIDE 2X6 | \$2,250 | \$1,125 | \$150 |
| NE OR CE 2X2 | \$325 | \$162.50 | \$25 |
| NE OR CE 2X4 | \$650 | \$325 | \$50 |
| NE OR CE 2X6 | \$800 | \$400 | \$75 |
| SE OR WE 2X2 | \$300 | \$150 | \$25 |
| SE OR WE 2X4 | \$600 | \$300 | \$50 |
| SE OR WE 2X6 | \$750 | \$375 | \$75 |

In addition to Fall Cash, for every ad sold, you will be entered to win a 2-night stay at the Younes Campus in Kearney, plus a restaurant gift certificate!

This offer is available to any advertiser who has not advertised in the display ad network in the last 18 months.

OnePress offers sales collateral and training to assist your advertising network sales!

Contact Violet Spader at 402-476-2851 or vs@nebpress.com

The contest is available to all NPA newspapers who are active participants in the OnePress advertising network(s). Bonuses are paid directly to the salesperson by November 30, 2023. Salesperson will also receive recognition in the NPA Bulletin. Salesperson's name will be entered for each ad placed for an additional chance to win the 2-night stay at the Younes Campus and restaurant gift certificate. Drawing to be held after December 1, 2023. Winner will be contacted by email and announced in the NPA Bulletin.

NNA Convention - from pg. 1

provides for tax credits for local businesses to advertise in local newspapers.

- **Federal Advertising in Local Media (Senate Rept. 118-84 at 202 – July 27, 2023)** – Hundreds of millions of advertising dollars are spent on information and educational campaigns for the American public but few of those dollars reach the smaller markets across the country. NPA is advocating for a portion of those advertising dollars to be spent with all newspapers in Nebraska so the intended message reaches our large, valuable audience.
- **USPS Rate Increases and Delivery Issues (The Delivering for America Plan)** – This 10-year plan of the current Postmaster General is crippling small newspapers in an already tight economy. Since 2021 newspapers have experienced a 40% increase in postage rates yet delivery issues are increasingly worse. Congress must be kept aware of these challenges and prepared to take further action.

NPA president Peterson said it was good to hear each member of the Congressional delegation state the importance of community newspapers in their districts and throughout the state. Huse, whose family is the fifth-generation owner of the Norfolk Daily News, explained his newspaper's recent series on "Protect the Pillar."

He said, "Without newspapers – a trusted, local news source, our democracy will cease to exist. Newspapers face so many challenges today, including significant increases in postage, newsprint, etc., and the base of local advertising support is dwindling. We ask for people to support their local newspaper by subscribing. It is proven over and over that, as NNA spells out, "democracy is weakened where journalism is absent."

In addition to training and networking, newspaper members celebrated the 2023 NNA Better Newspaper Contest Awards during the Saturday, September 30 awards dinner. **Three Nebraska newspapers were 2023 award-winners, and attended the dinner in person to accept their awards.**

Nebraska Editorial Contest Winners:

- **Antelope County News (Neligh)** won 13 total awards, including 1st Place - Best Sports Column (Daily & Non-Daily Division, circ. less than 3,000); 1st Place - Editions - Best Use of Photography (Daily & Non-Daily Division); 1st Place - General Excellence (Non-Daily Division, circ. less than 3,000); 1st Place - Best Use of Social Media for Breaking News (Daily & Non-Daily Division); and 1st Place - Story Series - Best Sports Story (Non-Daily Division, circ. 2,000-3,999).
- **Cedar County News (Hartington)** won 10 total awards.
- **Stanton Register** won seven total awards, including 1st Place - Best Breaking News Photo (Non-Daily Division, circ. less than 2,000).

Nebraska Advertising Contest Winners:

- **Antelope County News (Neligh)** won six total awards.
- **Stanton Register** won two total awards, including 1st Place - Best Small-Page Ad (Non-Daily Division, circ. less than 5,000).

Newspapers are vital to preserving our history

Carrie Pitzer, publisher, Stanton Register, Oct. 4, 2023

From the Holocaust Museum to Ford's Theater and every museum in between, the message was hanging on the walls in Washington, D.C. Every historical event important to our country was archived in our newspapers.

I was in our nation's capital for the National Newspaper Association convention, so I wasn't going to miss the chance to take my two daughters to see some of our most important historical sites. All of them had framed front pages of newspapers from those events.

I watched the visitors stopping at each front page to read the headlines. Some read the stories, too.

It was a reminder that newspapers are historical documents. They provided factual details of the events that occurred.

Computers were set up in the Holocaust Museum for genealogical information, much of which stemmed from newspapers.

These weren't just for details of the events, but birth announcements and obituaries, too. It's possible because of the archives.

This publication is proudly archived every week — news, obituaries, birth announcements, legal notices, sports and more. I don't know what will be searched in 10 years or even 100 years, but this publication and all newspapers will be available in a century.

After all, those from a century ago are available, too. You can go to the Stanton Library website from your computer and search the Stanton Register archives — for free. We don't provide pages to the archive immediately because this is a business and subscriptions are necessary.

Do you know what I didn't see hanging on any walls in D.C.? A print out from a website, Facebook or Instagram. There were no TikTok videos either.

I am often asked about the future of newspapers, and I am proud to say ours are growing. And thank God they are because where would people get accurate information? Certainly not from social media.

As we celebrate National Newspaper Week, I'm proud to be your publisher. And your watchdog.

That will continue.

Column reprinted with permission.



Free Speech Week is October 16-22

Free Speech Week (FSW) is a yearly event to raise public awareness of the importance of freedom of speech and of the press in our democracy - and to celebrate that freedom. As freedom of speech and of the press are rights all Americans share, this non-partisan, non-ideological event is intended to be a unifying celebration.



Created in 2005 and originally called National Freedom of Speech Week, Free Speech Week (FSW) takes place during the third full week of October annually. This year it will be observed October 16 - 22, 2023.

Its purpose is to raise public awareness of the importance of freedom of speech and of a free press in our democracy - and to celebrate that freedom. This non-partisan, non-ideological event is intended to be a unifying celebration.

Go to <https://www.freespeechweek.org/> for resources, logos, quotes, and celebration/activity ideas.

Society of Professional Journalists selects Jill Martin for Distinguished Teaching in Journalism Award

Society of Professional Journalists (SPJ), Sept. 5, 2023

The Society of Professional Journalists has chosen Jill Martin as recipient of the Distinguished Teaching in Journalism Award. Martin is an assistant professor at the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

Each year, SPJ honors an outstanding journalism educator and recognizes their exceptional teaching abilities and commitment to upholding the profession's highest standards. Martin won this year with detailed letters from faculty and current students that demonstrates her extensive background and commitment to connecting students to real-world learning initiatives. Martin was recognized at the Collegiate Excellence Awards at the SPJ Convention in Las Vegas, Sept. 29.

"The committee chose Jill Martin because of her demonstrated ability to develop students using numerous innovative and experiential learning opportunities that offer the practical real-world experience that is invaluable not only for students, but also for early-career professional journalists," said SPJ Journalism Education Committee Chair Bey-Ling Sha.

Martin joined the University of Nebraska-Lincoln in 2018 and has since established new hands-on learning experiences for her students. Prior to accepting the position at CoJMC, Martin served as the managing editor of four weekly publications in Southeast Nebraska including the Seward County Independent, Milford Times, Friend

Sentinel and Wilber Republican. She holds a bachelor's degree in communication studies and a master's degree in professional journalism from UNL. With over two decades of experience in newspapers and broadcast news in Nebraska, she used her extensive background to launch the Experience Lab, in 2021 with her colleague Jemalyn Griffin, and help grow the Nebraska News Service. The lab provides students an opportunity to gain hands-on learning experiences in all aspects of a newsroom.

Martin also mentors students through the Nebraska News Service. As credentialed state house reporters, there are more student journalists covering the legislature than there are reporters from any other news organizations in Nebraska. These stories reach more than 100 clients, and in 2022, students published a record-breaking 500 stories.

SPJ promotes the free flow of information vital to informing citizens; works to inspire and educate the next generation of journalists; and fights to protect First Amendment guarantees of freedom of speech and press.

Have you earned your press pass?

The web-based course, *Earn Your Press Pass*, teaches the fundamentals of journalism. **Thanks to funding from the NPA Foundation, the course is available to all Nebraska Press members/staff at no cost.**

Earn Your Press Pass began as a cooperative project with Kansas Press Association and Lindsey Young, part owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas. Lindsey, a former high school teacher, has experience instructing students in everything from English to public speaking to journalism.



This training will be especially helpful for employees with limited journalism training or experience, early-career journalists and freelancers. Training topics include newspaper basics, interviewing & reporting skills, sourcing considerations, news judgement, headline & cutline writing, AP Style, copy editing & basic photography.

The Earn Your Press Pass course designed to go at your own pace & fit your schedule. Members who complete the entire course will receive a Certificate of Completion.

Since NPA began promoting the course in May, 43 staff from 27 different member newspapers have signed up for Earn Your Press Pass!

If you have an employee who could benefit from this training, contact Susan Watson, nebpress@nebpress.com, or Violet Spader, vs@nebpress.com to sign up.

Course details are attached to the Bulletin.

The newspaper business is like any other business -- it needs local support to survive

Rob Dump, publisher, Laurel Advocate, Oct. 4, 2023

In this business, like any small-town business, we have to make some tough decisions on a daily and weekly basis.

Those decisions can be as simple as, “Should we run that photo on Page One or Page Three?” or as difficult as, “Should we call that Board out for violating the public meetings laws by discussing pertinent issues outside of a public meeting?”

We make these decisions based on a few guiding principles to help us pick the right path.

Truth, accuracy and objectivity are the cornerstones of what we do — the cornerstones of journalism ethics.

When putting together the paper each week, we also ask ourselves, “Is this the right thing to do for our readers and for the community?”

Being a journalist has always been a balancing act between getting the facts right and keeping the readers happy and informed. In a perfect world, these would go together hand-in-hand.

Unfortunately, our role as a government watchdog, combined with the misinformation campaigns and propaganda disguised as news, has made our mission tougher than ever these days.

Thankfully, the misinformation campaigns have generally taken aim at national politics and national issues. Unfortunately, these campaigns are making a mark here, too. I can't begin to count the number of times we've been labeled as “fake news.”

The common thought these days that newspapers are a thing of the past and an unnecessary part of modern day life has also been pretty disconcerting.

I have to tell you, it's awfully frustrating to hear folks say they don't read a newspaper, then hear them quote something straight out of the newspaper.

And, just because you might read it on your phone, from a web page or a social media post doesn't mean it didn't come from a newspaper.

Yes, over the years, our industry and our jobs have had to evolve. One thing remains constant, though — our desire to educate and inform the public.

Our industry has done a great job of adapting to today's changing world.

We have web pages, apps, E-Editions, Facebook pages, Twitter (X) pages, YouTube and Instagram. We haven't, however, done as great a job of telling folks just how much we've changed and adapted, and everything we have to offer.

In the last few years, the landscape has begun to change. Not everyone can keep up with all of the changes and the amount of time required to stay ahead of the technology curve, and several newspapers have been forced to close their doors.

When we first came to Nebraska 32 years ago, there were 167 newspapers in the state. Today, we have 145 newspapers. That same story is true across the country, as well.

According to Northwestern University's Medill School of Journalism, Media and Integrated Marketing Communications' October 2022 State of Local News report, “Newspapers are continuing to vanish at a rapid rate. An average of more than two a week are disappearing.”

Since 2005, the country has lost more than 2,500 newspapers. The country lost more than 360 newspapers between the pre-pandemic months of late 2019 and the end of May 2022. That's 360 communities that have lost their historian, their watchdog, and essentially, their voice.

Our business is like any other Main Street business. We need community support to survive.

If you want to help make sure this voice of the community stays strong and vibrant, buy a subscription. If you already have a subscription, buy one for a friend or family member. We've even seen people buy subscriptions just to donate them to the local nursing home or senior citizen center.

The reason we're here is to tell your story. The decision to do that is still the easiest one we make each week.

Column reprinted with permission.

In Print. Online. For You.



National Newspaper Week

#newspapersyourway

Classified Advertising Exchange

October 9, 2023

NEWSROOM: An east-central Nebraska media company has an immediate opening in our newsroom. Journalism is more than just meeting coverage and being a stenographer. Help our readers get to the rest of the story.

We are a family-owned company with two weekly newspapers in Polk and Nance counties. We offer competitive pay and paid vacations. Recent graduates are welcome to apply. Email your resume to sparrowpubs@gmail.com.

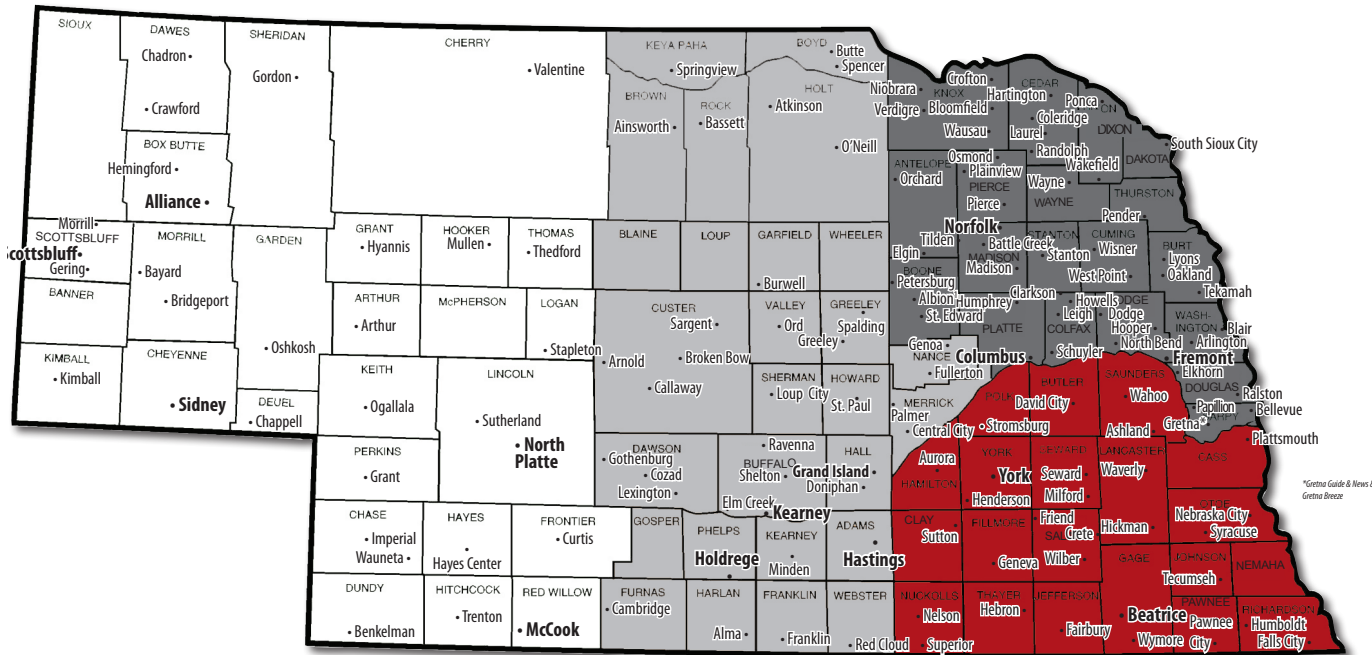
Attached to this issue of the Bulletin:







- **Updated OnePress sales materials for selling network ads**
- ***'Earn Your Press Pass'* course details**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.

Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.

2x2/2x4/2x6 Ad Networks



| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  <p>STATEWIDE 233,128 circulation 144 newspapers \$975/week (2x2 size) \$1,950/week (2x4 size) \$2,250/week (2x6 size)</p> |  <p>WESTERN NEBRASKA 48,362 circulation 31 newspapers \$300/week (2x2 size) \$600/week (2x4 size) \$750/week (2x6 size)</p> |  |
|  <p>CENTRAL NEBRASKA 62,834 circulation 38 newspapers \$325/week (2x2 size) \$650/week (2x4 size) \$800/week (2x6 size)</p> |  <p>NORTHEAST NEBRASKA 75,869 circulation 49 newspapers \$325/week (2x2 size) \$650/week (2x4 size) \$800/week (2x6 size)</p> | |
|  <p>SOUTHEAST NEBRASKA 46,063 circulation 26 newspapers \$300/week (2x2 size) \$600/week (2x4 size) \$750/week (2x6 size)</p> |  <p>DEADLINE Thursday by 10 am for ads to run the following week.</p> | |

EXTEND YOUR REACH
Add digital impressions to any size | 25,000 impressions - \$500

- ### FREQUENCY SPECIALS
- Buy 2 weeks, 3rd week 50% off
 - Buy 3 weeks, 4th week free

PARTICIPATING NEWSPAPERS

CENTRAL REGION

Ainsworth Star-Journal
 Alma Harlan Co. Journal
 Arnold Sentinel
 Atkinson Graphic
 Bassett Rock Co. Leader
 Blue Hill Leader
 Broken Bow Custer Co. Chief
 Burwell Tribune
 Butte Gazette
 Callaway Courier
 Cambridge Valley Voice
 Central City
 Republican-Nonpareil
 Cozad Local
 Doniphan Herald
 Elm Creek Beacon-Observer
 Franklin Co. Chronicle
 Fullerton Nance Co. Journal
 Genoa Leader-Times
 Gothenburg Leader
 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
 Palmer Journal
 Ravenna News
 Red Cloud Chief
 St. Paul Phonograph-Herald
 Sargent Leader
 Shelton Clipper
 Spalding Enterprise
 Spencer Advocate
 Springview Herald

38 NEWSPAPERS
62,834 CIRCULATION

SOUTHEAST REGION

Ashland Gazette
 Aurora News-Register
 Beatrice Sun*
 Crete Doane College Owl
 Crete News
 David City Banner-Press
 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
 Seward County Independent
 Stromsburg Polk Co. News
 Superior Express
 Sutton Clay Co. News
 Syracuse Journal-Democrat
 Wahoo Newspaper
 Waverly News
 Wilber Republican
 York News-Times*

26 NEWSPAPERS
46,063 CIRCULATION

NORTHEAST REGION

Albion News
 Arlington Citizen
 Battle Creek Enterprise
 Blair Enterprise
 Blair Pilot-Tribune
 Bloomfield Knox Co. News/
 Monitor
 Clarkson Colfax Co. Press
 Clearwater Summerland
 Advocate Messenger
 Columbus Telegram*
 Crofton Journal
 Dodge Criterion
 Elgin Review

Fremont Tribune*
 Hartington Cedar Co. News
 Hooper-Scribner Rustler-Sentinel
 Howells Journal
 Humphrey Democrat
 Laurel Advocate
 Leigh World
 Lyons Mirror-Sun
 Madison Star-Mail
 Niobrara Tribune
 Norfolk Daily News*
 North Bend Eagle
 Oakland Independent
 Omaha Daily Record*
 Omaha Jewish Press
 Orchard Antelope Co. News
 Osmond Republican
 Pender Times
 Petersburg Press
 Pierce County Leader
 Plainview News
 Ponca Nebr. Journal-Leader
 Ralston Recorder
 Randolph Times
 Sarpy County Times
 Schuyler Sun
 South Sioux City Dakota Co
 Star
 St. Edward Advance
 Stanton Register
 Tekamah Burt Co. Leader
 Tilden Citizen
 Verdigre Eagle
 Wakefield Republican
 Wausa Gazette
 Wayne Herald
 West Point News
 Wisner News-Chronicle

49 NEWSPAPERS
75,869 CIRCULATION

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
 Kimball Western Nebr. Observer
 McCook Gazette*
 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

31 NEWSPAPERS
48,362 CIRCULATION

2X2

3.79" wide x 2" tall
 3.22" wide x 2" tall
 3.222" wide x 2.35" tall

2X4

3.79" wide x 4" tall
 3.22" wide x 4" tall
 3.222" wide x 4.9" tall

2X6

3.79" wide x 6" tall
 3.22" wide x 6" tall
 3.222" wide x 7.45" tall

PDF format preferred; black and white ads only.

AD SAMPLES + FINE PRINT



Position for a
Reefer or Hopper.
Home Weekly.
Pay based on
experience. Call
402-643-1223.

**CLASS A CDL DRIVER
NEEDED**



**BARNDOMINIUMS- AGRICULTURAL – STORAGE
BUSINESS- HOBBY/WORKSHOP - GARAGE**



Awarded Top Builder in Nebraska



Let's Start Your Project Next

***Critelbuildings.com* | 402-984-9613**

Talk with our Experienced Team Today.

LAND AUCTION

McCord Farm & Ranch

MARCH 29, 2023 at 1:00 PM

**On the Bricks Lofts & Venue
508 E Street, Fairbury, Nebraska**

1,343.39 acres offered in two parcels! Join us for an absolute land auction of tillable farm ground and native pasture located in Jefferson County, Nebraska!

Aerial video and full brochure: www.agriaffiliates.com

**Adam D. Pavelka | Listing Agent
(402)519-2777**

Hastings ■ Kearney ■ North Platte



AGRI AFFILIATES, INC.
Providing Farm - Ranch Real Estate Services

SPECS: Submit ads in the following three (3) sizes to accommodate the majority of newspapers in the network:

2x2: 3.22" x 2" • 3.22" x 2.35" • 3.79" x 2" | 2x4: 3.22" x 4" • 3.22" x 4.9" • 3.79" x 4" | 2x6: 3.22" x 6" • 3.22" x 7.45" • 3.79" x 6"

DEADLINE: The black/white pdf (with all fonts embedded) must be received by OnePress, 845 "S" Street, Lincoln, NE 68508-1226, by Thursday at 10am, preceding the week of insertion. Late copy will automatically be used the next week.

PAYMENT: Each ad submitted to OnePress must have check from the newspaper. If a statewide 2x2 or 1x4 display ad is sold, mail OnePress \$487.50 (newspaper retains balance of \$487.50). If a regional 2x2 or 1x4 display ad is sold, mail OnePress \$150.00 per SE or WE region; CE or NE Region-\$162.50. (newspaper retains balance of \$150.00 per SE or WE region, \$162.50-CE or NE Region). If a statewide 2x4 or 1x8 is sold, mail OnePress \$975 (newspaper retains balance of \$975). If a regional 2x4 or 1x8 is sold, mail NPAS \$300.00 per SE or WE region; \$325.00-CE or NE Region. (newspaper retains balance of \$300.00 per SE or WE region; \$325.00-CE or NE Region). If a statewide 2x6 is sold, mail OnePress \$1,125 (newspaper retains balance of \$1,125). If a regional 2x6 is sold, mail NPAS \$375.00 per SE or WE region; \$400.00-CE or NE Region. (newspaper retains balance of \$375.00 per SE or WE region; \$400.00-CE or NE Region). You can also pay online at: <https://nebpress.com/onepress-nebraska-press-advertising-service-payment-form/>

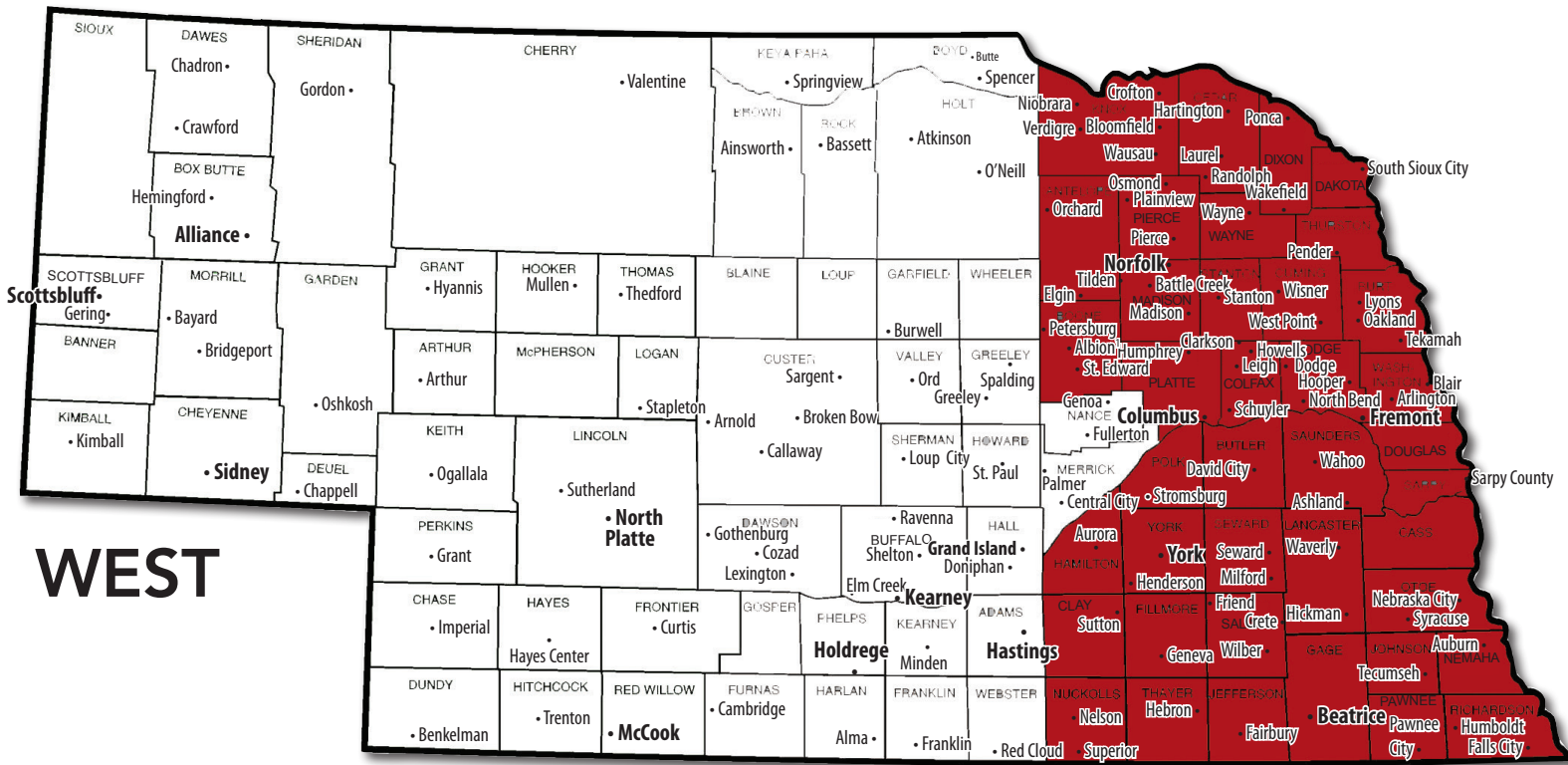
PROOF OF PUBLICATION: OnePress does not guarantee 100% of participating newspapers will run an accepted ad. OnePress will monitor participants in the statewide 2x2 program periodically. At the advertiser's request, an affidavit or one tearsheet certifying an advertisement's appearance will be issued if requested at time of order.

RESTRICTIONS: The originating newspaper, OnePress, or any participating newspaper reserves the right to reject any ad. See 2x2 brochure for additional guidelines and restrictions.

ERRORS: Typographical errors (wrong address, telephone number, name, price, etc.) will require a make-good in the next edition of the participating newspaper in error.

Classified Ad Networks

EAST



STATEWIDE

237,502 circulation
 145 newspapers
 \$225/week (25 words)
 \$5/additional word

WESTERN NEBRASKA

108,457 circulation
 69 newspapers
 \$150/week (25 words)
 \$5/additional word

EASTERN NEBRASKA

129,045 circulation
 76 newspapers
 \$150/week (25 words)
 \$5/additional word

BUY TWO WEEKS, GET THE THIRD WEEK FREE

DEADLINE: THURSDAY BY 10 A.M. FOR AD TO RUN THE FOLLOWING WEEK.

PARTICIPATING NEWSPAPERS

WEST REGION

Ainsworth Star-Journal
Alliance Times-Herald
Alma Harlan Co. Journal
Arnold Sentinel
Arthur Enterprise
Atkinson Graphic
Bassett Rock Co. Leader
Bayard Transcript
Benkelman Post &
News-Chronicle
Blue Hill Leader
Bridgeport News-Blade
Broken Bow Custer Co. Chief
Burwell Tribune
Butte Gazette
Callaway Courier
Cambridge Valley Voice
Central City
Republican-Nonpareil
Chadron Record
Chappell Register
Crawford Clipper
Cozad Local
Curtis Hi-Line Enterprise
Doniphan Herald
Elm Creek Beacon-Observer
Franklin Co. Chronicle
Fullerton Nance Co. Journal
Genoa Leader-Times
Gering Courier
Gordon Sheridan County
Journal Star
Gothenburg Leader
Grand Island Independent
Grant Tribune-Sentinel
Greeley Citizen
Hastings Tribune
Hayes Center
Times-Republican
Hemingford Ledger
Holdrege Citizen
Hyannis Grant Co. News
Imperial Republican
Kearney Hub
Kimball Western
Nebr. Observer
Lexington Clipper-Herald

Loup City Sherman Co.
Times
McCook Gazette
Minden Courier
Mullen Hooker County
Tribune
North Platte Bulletin
North Platte Telegraph
O'Neill Holt Co. Independent
Ogallala Keith Co. News
Ord Quiz
Oshkosh Garden Co. News
Palmer Journal
Ravenna News
Red Cloud Chief
Sargent Leader
Scottsbluff Business Farmer
Scottsbluff Star-Herald
Shelton Clipper
Sidney Sun-Telegraph
Spalding Enterprise
Spencer Advocate
Springview Herald
St. Paul Phonograph-Herald
Stapleton Enterprise
Sutherland Courier-Times
Thedford Thomas Co. Herald
Trenton Hitchcock Co. News
Valentine Midland News

69 NEWSPAPERS
108,457 CIRCULATION

EAST REGION

Albion News
Arlington Citizen
Ashland Gazette
Auburn Nemaha Co. Herald
Aurora News-Register
Battle Creek Enterprise
Beatrice Sun
Blair Enterprise
Blair Pilot-Tribune
Bloomfield Knox Co. News/
Monitor
Clarkson Colfax Co. Press
Clearwater Summerland
Advocate-Messenger
Columbus Telegram
Crete Doane College Owl
Crete News
Crofton Journal
David City Banner-Press
Dodge Criterion
Elgin Review
Fairbury Journal-News
Falls City Journal
Fremont Tribune
Friend Sentinel
Geneva Nebraska Signal
Hartington Cedar Co. News
Hebron Journal-Register
Henderson News
Hickman Voice-News
Hooper-Scribner
Rustler-Sentinel
Howells Journal
Humboldt Standard
Humphrey Democrat
Laurel Advocate
Leigh World
Lyons Mirror-Sun
Madison Star-Mail
Milford Times
Nebraska City News-Press
Nelson Nuckolls Co.
Locomotive-Gazette
Niobrara Tribune
Norfolk Daily News
North Bend Eagle
Oakland Independent

Omaha Daily Record
Omaha Jewish Press
Orchard Antelope Co. News
Osmond Republican
Pawnee Republican
Pender Times
Petersburg Press
Pierce County Leader
Plainview News
Ponca Nebr. Journal-Leader
Randolph Times
Sarpy County Times
Schuyler Sun
Seward County Independent
South Sioux City
Dakota Co Star
Stanton Register
Stromsburg Polk Co. News
Superior Express
Sutton Clay Co. News
Syracuse Journal-Democrat
Tecumseh Chieftain
Tekamah Burt Co. Leader
Tilden Citizen/Meadow
Grove News
Verdigre Eagle
Wahoo Newspaper
Wakefield Republican
Wausa Gazette
Waverly News
Wayne Herald
West Point News
Wilber Republican
Wisner News-Chronicle
York News-Times

76 NEWSPAPERS
129,045 CIRCULATION



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PAYMENT: Payment can be mailed to: OnePress, 845 "S" Street, Lincoln, NE 68508. You can also pay online at: <https://nepress.com/onepress-nebraska-press-advertising-service-payment-form/>

CIRCULATION: This statewide program delivers an estimated 450,000+ classified advertising readers each week based on scientific research of Nebraska newspaper readership.

PROOF OF PUBLICATION: OnePress does not guarantee 100% of participating newspapers will run an accepted ad. OnePress will monitor participants in the statewide classified program periodically. At the advertiser's request, an affidavit or one tearsheet will be issued.

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ERRORS: Typographical errors (wrong address, telephone number, name, price, etc.) will require a make-good in the next edition of the participating newspaper in error.

‘Earn Your Press Pass’



Nebraska Press Association member newspapers now have access to a new training tool in the form of *Earn Your Press Pass*, a web-based course that teaches the fundamentals of journalism. ***The course is being provided to all Nebraska Press members at no cost.***

Earn Your Press Pass began as a cooperative project with the Kansas Press Association and Lindsey Young, part owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas. Previously a high school teacher, Young has experience instructing students in everything from English to public speaking to journalism.

Earn Your Press Pass is intended to fill the gaps for newspapers having difficulty recruiting trained journalists. The course provides new hires the information and structure they need to sit down and complete lessons that teach the basics of good journalism. **Everything from common newspaper terminology to story writing to media laws are covered in the lessons.**

The entire course consists of eight lessons and includes over 30 topics. People can go at their own pace and complete the course at their convenience. Young designed *Earn Your Press Pass* as a reference guide for anyone who wants to write for a local paper, and the course can also serve as a ‘refresher’ for current staff.

***Earn Your Press Pass* course covers:**

- Interviewing Skills
- Associated Press Style
- Types of Stories
- Writing Techniques
- Newspaper Jargon
- Journalist Rights & Ethics
- Effective Editing
- Newspaper Photography
- Additional lessons will be added in the future

Not intended as a college-level course, the goal of *Earn Your Press Pass* is to impart practical, usable knowledge to participants in a straight-forward and comprehensive approach. Lessons are designed to prepare community journalists to best serve their local newspapers, without a formal degree.

Learn more at <https://earnyourpresspass.com/> and find out what the course can offer you, your newspaper, and your staff.

Members interested in the course should contact Susan Watson, nebpress@nebpress.com to request access. Once you've been signed up through NPA, you'll receive an email from Earn Your Press Pass to set up your login (email address and create your own password), and you're ready to view the course!