

Bridgeport News-Blade

Bridgeport, Nebraska 69336

ADVERTISING RATES AND OTHER INFORMATION

Effective January 1, 2013

County Seat Newspaper for Morrill County

Published Wednesday mornings

Advertising deadline is 12:00 p.m. Mondays

News Deadline is 12:00 p.m. Mondays

MAILING ADDRESS:

Bridgeport News-Blade

801 Main St., PO Box 400

Bridgeport, Nebraska 69336

Phone/Fax: (308) 262-0675

email: editor@newsblade.net

news@newsblade.net

ads@newsblade.net

sports@newsblade.net

PERSONNEL:

Kevin Myers, Publisher

Susan Myers

John Erickson, Editor

Beverly Erickson

REPRESENTATIVES:

Nebraska Press Advertising Service

845 S Street

Lincoln, NE. 68508

American Newspaper Representatives Inc.

2075 W. Big Beaver Rd., Suite 310

Troy, MI 48084

NEWSPAPER PRINTED BY OFFSET PROCESS

COMMISSIONS AND TERMS OF PAYMENT:

National rates only are commissionable. Terms: Net 30 days.

A 30 day grace period is allowed after the payment due date before a service charge of 1½% per month (18% per year) is added.

ADVERTISING RATE POLICIES:

Rates may be raised on 30 days notice. Alcohol and tobacco advertising accepted.

NATIONAL ADVERTISING RATE (Commissionable)

\$4.50 per column inch (Commissionable). National rate commissionable for payment by 30th of month following publication. 15% allowed to recognized advertising agencies. No commission allowed on payment after 30th of month following publication. Camera-ready copy must be provided (minimal pub set) with written insertion orders. No camera-ready discount allowed. Acceptable formats: PDF (preferred), PSD, EPS, TIFF, JPG, JPEG, GIF.

ADVERTISING RATES:

Based on space used by customer in 30½ day (monthly) period: \$4.50 per inch; \$1.00 per inch discount for advertising run for 8-week campaign.

COLOR RATES:

Additional \$3.50 per column inch—available weekly, no minimum size required. Color separations must be provided for copy-ready ads.

Prices subject to change. Call for current prices.

SPECIAL CLASSIFICATIONS:

POLITICAL RATE: Card rate as earned. Ads must be paid for in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.

POSITION CHARGES: Position cannot be purchased nor committed, but ads will be placed in best position to accommodate requests.

CLOSING TIMES (Deadlines).

Closing time for all ads is 12:00 p.m. every Monday. For color ads or ads to be proofed, large ads or ads with difficult composition, deadline is 5:00 p.m. Friday. For issues in weeks with a holiday, move deadlines ahead one day.

MECHANICAL MEASUREMENTS:

Slicks, proofs, black and white art and black and white photographs or halftone screens from 65 to 85 lines are preferred, for best reproduction. STANDARD ROP SIZES (6 columns) Size of printed area: 11.625 inches (wide) by 20.5 inches (deep).

Cols	Inches Wide
1	1.833"
2	3.792"
3	5.750"
4	7.708"
5	9.667"
6	11.625"

Double truck (Two facing pages across gutter): 24.25" wide by 20.5 inches deep. Billed as 13 columns wide

SPECIAL SERVICES:

TEARSHEETS: will be provided, if requested, to all advertisers.

ADVERTISING LAYOUT SERVICE available to advertisers.

- All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.
- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustments, refunds or rerun.
- We reserve the right to insert the word "Advertisement" in all ads, especially "All-Copy" ads which may be mistaken for news articles.
- Any ad cancelled after half or more has been produced will be charged at \$15.00 per hour for production costs.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error.
- We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs.
- All rates on this schedule are net and non-commissionable to advertising agencies (unless otherwise noted).
- We reserve the right to revise rates on 30 days written notice to the advertiser.

CLASSIFIED RATES

PAID IN ADVANCE: 10 point light face type, 20¢ per word per issue; minimum charge, \$2.25.

CHARGE ACCOUNTS: 10 point light face type, 30¢ per word per issue; minimum charge, \$3.50.

CLASSIFIED DISPLAYS: Advertising in classified section with type larger than 10 point, special fonts, and/or boxed with border, \$4.75 per column inch.

THANK YOU NOTES: Rates same as classified ads.

READER ADVERTISING: Rates the same as classified.

INSERTS:

Single Sheet Insert - \$111.00

4 Page Tab - \$111.00

8 Page Tab - \$120.25

12 Page Tab - \$129.50

16 Page Tab - \$138.75

These are for a 8 1/2 x 11 page Insert. If larger than that call for prices at 308-262-0675.

COMMERCIAL PRINTING:

See us for all your commercial job printing.

CIRCULATION:

The Bridgeport News-Blade was established in 1900, and covers the community of Bridgeport located in Morrill County, Nebraska. Our newspaper covers a large percentage of homes with zip codes of 69336, 69125, 69331, with partial coverage in zip codes 69334, 69131, 69148 and 69154.

CIRCULATION: 1650 every Wednesday

COST: 50¢ single copy

SUBSCRIPTION PRICE: In 11 Nebraska Panhandle Counties (and those serving in the military service) 6 months, \$13.75; one year \$20.00; two years \$39.00. Elsewhere in Nebraska, 6 months, \$16.25; 1 year \$23.75; 2 years \$46.25. Elsewhere in the United States: 1 year, \$28.75; two years, \$56.25. Students away from home: nine months or remainder of school year, \$14.25.