

2021

Advertising Plans  
and Digital Solutions

*Effective January 1, 2021*



Kearney  Hub  
 LEE ENTERPRISES



*Our audience has never been larger...*

*...and our reach and products  
have never been greater.*

## Important Phone Numbers

Kearney Hub.....(308) 237-2152 • 1-800-950-6113  
Classified Advertising.....(308) 234-2121  
Advertising Fax.....(308) 233-9736  
Editorial Fax.....(308) 233-9745  
Publisher/Editor.....Shon Barenklau (308) 233-9790  
Director of Sales.....Lori Guthard (308) 233-9701  
Business Manager.....Sally Mangers (308) 233-9781  
Circulation Manager.....Cathy Headlee (308) 233-9740  
Commercial Printing Sales.....John Bates (308) 233-9718  
Digital & Classified Lead.....Katie Simmons (308) 233-9780



**Shipping Address:**

13 East 22nd Street, Kearney, NE 68847

**Mailing Address:**

P.O. Box 1988, Kearney, NE 68848

## Welcome...

Today, we deliver more news to more people than at any other point in our century-long history. Many readers continue to enjoy the daily newspaper delivered to their home. Others prefer continuous updates on our website. We also share email newsletters, social media posts & video segments. Today, our audience consumes the Kearney Hub's content through multiple channels.

Our readers have made us the No. 1 source of news in Kearney for a reason. Our unmatched reach provides you the opportunity to put your business in front of a large, desirable audience. Advertising in the Kearney Hub and our growing suite of digital products delivers results. That's why many of Kearney's most successful businesses have been longtime advertisers with us. They earn a return on their investment, and they see value in working with a reputable media company that shares a proud tradition of supporting the community.

*We look forward to working with you.*

“Today, our audience consumes  
Kearney Hub’s  
content through multiple channels.”

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## Circulation Summary



# Local Retail Advertising Display Rates

**30% Repeat Discount**  
Repeat discounts apply to open and bulk rates on ads that publish within six days of first insertion.

## **Non-Contract Rate**.....\$17.25

All rates are based on "column inches."

To figure out the size of an ad, multiply its height in inches by the number of columns. EXAMPLE: 2 columns by 5 inches equals 10 column inches.

## **Church/Non-Profit Rate**.....\$13.55

For Qualified organizations and churches

## **Business Builder Rate**.....\$13.55

Business Builder must run same ad for any 3 consecutive days

## **Guaranteed Position Rate**

If a specific position is imperative to the placement of your ad, a position guarantee is available at a 25% premium surcharge.

## **Frequency Contract Rates**

Every Day (24 consecutive insertions) .....\$10.20

Every Other Day (24 insertions).....\$10.90

12 Insertions to run within six week period .....\$12.00

Weekly (12 insertions, same day each week) .....\$12.55

Frequency contract rates do not count toward bulk contract rates. All frequency ads will be online at a \$5.00 charge/week.

## **Color sells 43% Better!**

Put it to work for your ads. Your investment is based on the standard black and white or contract rate, plus these additional charges.

|                           | ONE COLOR    | TWO COLOR    | FULL COLOR   |
|---------------------------|--------------|--------------|--------------|
| <b>OPEN RATE</b>          | <b>\$125</b> | <b>\$185</b> | <b>\$240</b> |
| <b>13+ times per year</b> | <b>\$110</b> | <b>\$165</b> | <b>\$220</b> |

## **More Space... More Savings!**

Your investment is based on the total number of column inches used within your contract year.

### **Annual Bulk Contract Rates**

| Inches     | Weekday |
|------------|---------|
| 150.....   | \$16.75 |
| 300.....   | \$15.90 |
| 500.....   | \$14.75 |
| 750.....   | \$14.45 |
| 1,000..... | \$14.00 |
| 2,000..... | \$13.60 |
| 3,000..... | \$13.10 |
| 4,500..... | \$12.80 |
| 5,000..... | \$12.60 |

Local advertising rates are non-commissionable.

All print ads will receive extra exposure on kearneyhub.com with social media sharing, searchable ad text and a week's worth of exposure for an additional \$10!

## **Advertising Size Information**

1. Minimum depth one inch.
2. All advertisements charged to the nearest half inch. Ads over 19 inches in depth will be billed at 21 inches in depth.
3. One column is charged for the gutter on double truck ads. Minimum double truck ads size is 130 inches.
4. A retail full page measures 6 columns by 21 inches in depth. There are 126 column inches per page.
5. A classified full page measures 8 columns by 21 inches in depth. There are 168 column inches per page.

### **Retail Column Measurements**

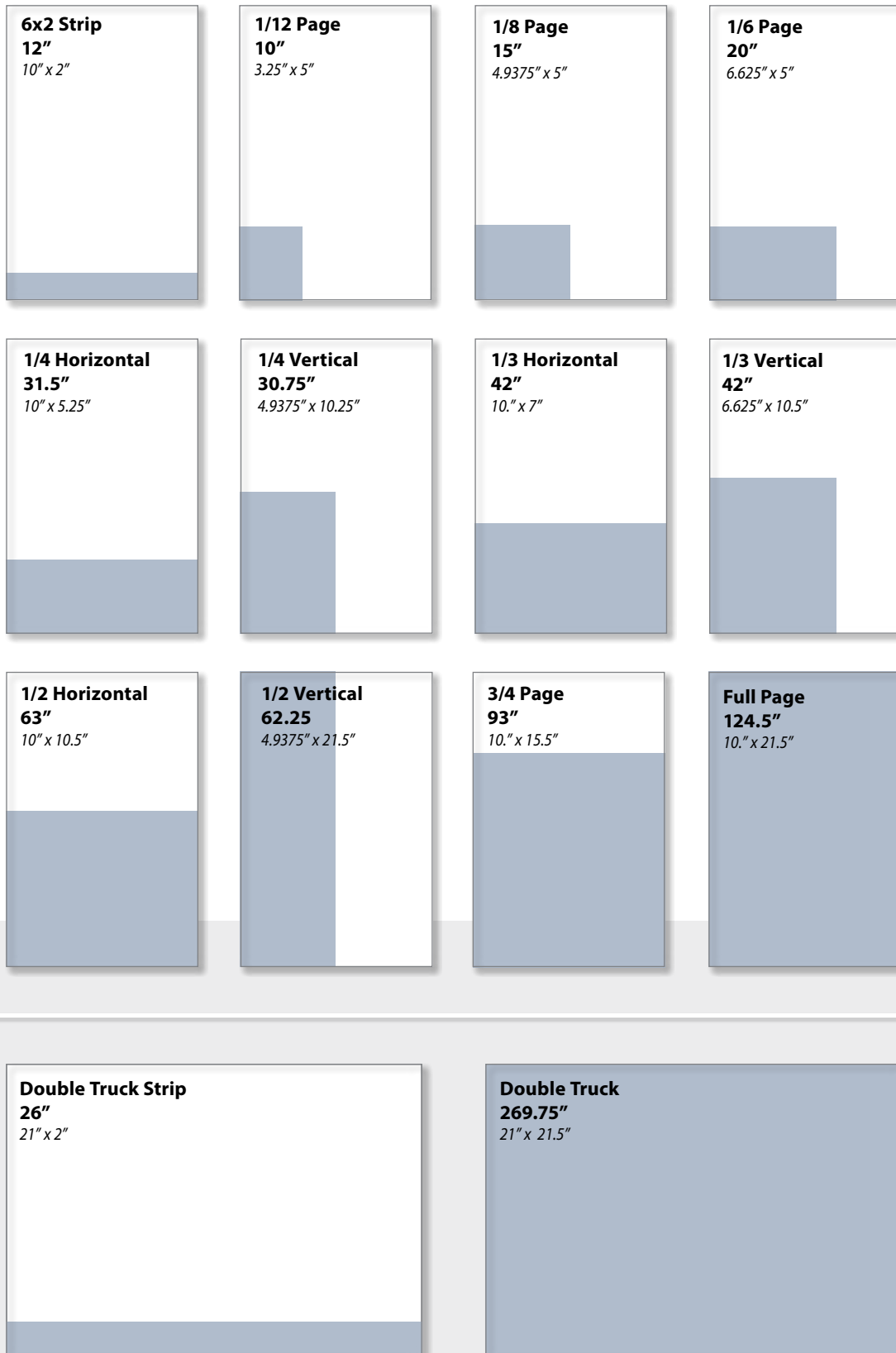
| columns | 1    | 2    | 3    | 4    | 5    | 6     |
|---------|------|------|------|------|------|-------|
| inches  | 1.59 | 3.32 | 5.04 | 6.75 | 8.47 | 10.20 |

### **Classified Column Measurements**

| columns | 1    | 2   | 3    | 4    | 5    | 6    | 7    | 8    |
|---------|------|-----|------|------|------|------|------|------|
| inches  | 1.14 | 2.4 | 3.67 | 4.93 | 6.19 | 7.46 | 8.72 | 10.0 |

Ad materials can be e-mailed to [prepress@kearneyhub.com](mailto:prepress@kearneyhub.com)

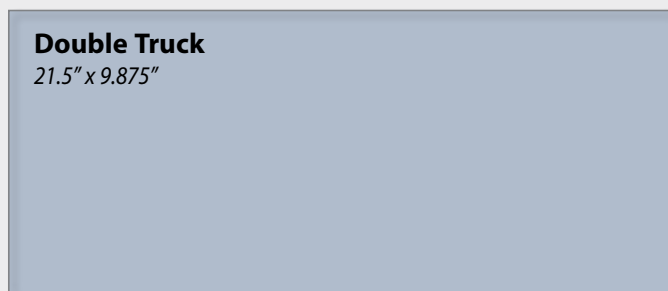
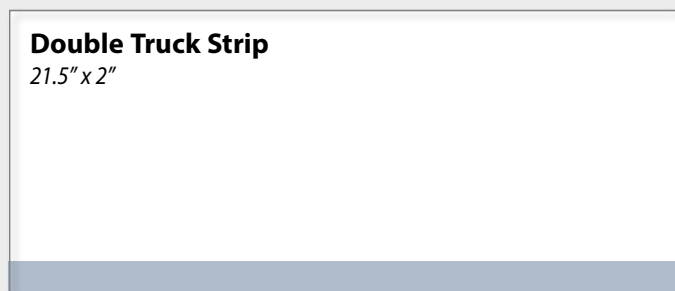
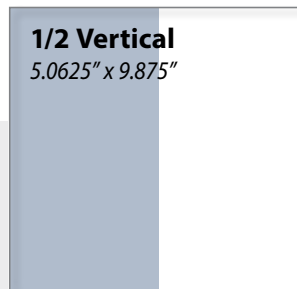
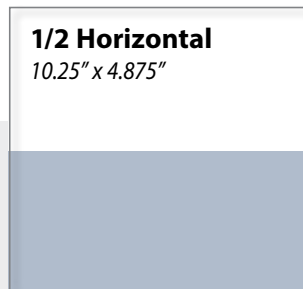
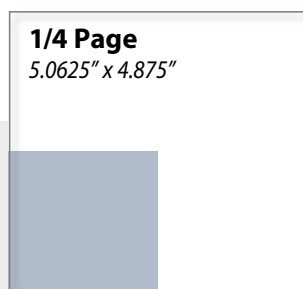
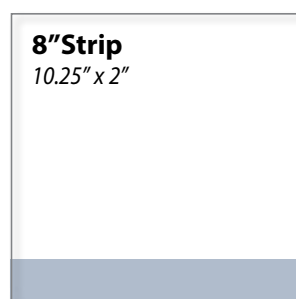
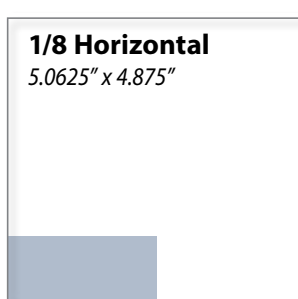
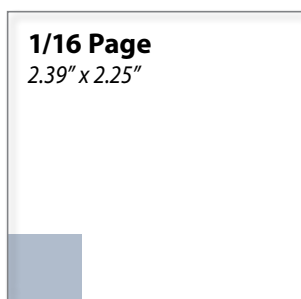
# Broadsheet Modular Ad Sizes



# Tabloid Modular Sizes

“Advertising rates include personal design and custom graphics.”

| MODULAR SIZE       | TOTAL INCHES | DIMENSIONS / INCHES |
|--------------------|--------------|---------------------|
| 1/16 Page          | 4"           | 2.39" x 2.25"       |
| 1/8 Horizontal     | 7.75"        | 5.0625" x 4.875"    |
| Strip              | 8"           | 10.25" x 2"         |
| 1/4 Page           | 15.5"        | 5.0625" x 4.875"    |
| 1/2 Horizontal     | 31.25"       | 10.25" x 4.875"     |
| 1/2 Vertical       | 31.25"       | 5.0625" x 9.875"    |
| Full Page          | 62.25"       | 10.25" x 9.875"     |
| Double Truck Strip | 20"          | 21.5" x 2"          |
| Double Truck       | 124.5"       | 21.5" x 9.875"      |



## Daily Display Ads

| PUBLICATION DAY  | RESERVATION / MATERIALS | APPROVAL DEADLINE     |
|------------------|-------------------------|-----------------------|
| <b>Monday</b>    | Thursday (4:00 p.m.)    | Friday (3:00 p.m.)    |
| <b>Tuesday</b>   | Friday (Noon)           | Monday (3:00 p.m.)    |
| <b>Wednesday</b> | Monday (Noon)           | Tuesday (3:00 p.m.)   |
| <b>Thursday</b>  | Tuesday (Noon)          | Wednesday (3:00 p.m.) |
| <b>Friday</b>    | Wednesday (Noon)        | Thursday (3:00 p.m.)  |
| <b>Saturday</b>  | Thursday (Noon)         | Friday (3:00 p.m.)    |

“Your advertising message can publish in as short as 2 business days.”

Bravo

## Weekly Products



The Pulse is a weekly publication distributed every Tuesday to over 4,700 non-subscriber households. A combination of the Hub and Pulse advertising provides you with non-duplicated coverage of the Kearney area.

Hub Pickup Rate..... \$3.75 per column inch  
Shopper Only Rate ..... \$8.00 per column inch

## Display Advertising Deadlines

| Publication Day                | Deadline         |
|--------------------------------|------------------|
| Monday .....                   | Thursday, 5 PM   |
| Tuesday .....                  | Friday, Noon     |
| Weekly Pulse.....              | Thursday, Noon   |
| Wednesday.....                 | Monday, Noon     |
| Thursday.....                  | Tuesday, Noon    |
| Thursday, Bravo .....          | Monday, Noon     |
| Friday.....                    | Wednesday, Noon  |
| Saturday .....                 | Wednesday, 5 PM  |
| Saturday, Section C .....      | Tuesday, Noon    |
| Saturday Auction Grouping..... | Wednesday, 10 AM |

*Holiday Deadlines: Special schedules are published prior to effective deadlines. Watch the Hub for details.*

### Electronic File Submission

Electronic deadlines for press-ready files (ads that do not require a proof) need to be submitted in an approved Kearney Hub format and delivery method by 10:00 a.m. one business day prior to publication.

### Re-Plate Correction

A re-plate correction charge of \$90 per page is applied when a correction must be made on a page after the page has already gone to platemaking and the reason for the change is not the fault of the newspaper.

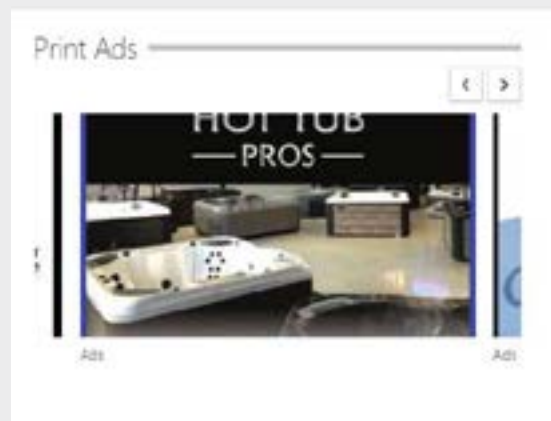
### Art & Design Services

Art & Design Services (non-Hub published ads)  
One-hour minimum.....\$25/hour

## Print to Web

**The Kearney Hub publishes all print ads online in our Print Ads section on [kearneyhub.com](http://kearneyhub.com). Your ads will be clickable, sharable and printable to visitors of our website.**

This designated section on [kearneyhub.com](http://kearneyhub.com) allows consumers to browse through the display advertisements that published in the Kearney Hub. Our “Print to Web” technology lengthens the shelf-life of your print ad for an additional 7 days. The content from your print ad is searchable from our local website.





## A plethora of products that bring results...

The Hub has extensive offerings of digital promotional tools that bring measurable results in today's on-line marketing arena. We have a portfolio of products that can not only reach consumers locally on [kearneyhub.com](http://kearneyhub.com), we can target consumers by behavior on nationally-branded websites. We can even drill down and reach potential customers electronically in the parking lot of your competitor!

### **We don't sell advertising, we offer digital placement solutions.**

Beginning with simple digital "Run of Site" campaigns, you will get an overview of the remarkable targeting we can accomplish using proven digital placement techniques.

In addition to targeting specific geographic areas and behaviors, the Hub can construct and deliver full service marketing plans with the help of our partner, Amplified. This can be for Google Ads and social media or traditional billboard and radio.

“With an average of 2,848,938 page views per month in 2020, [kearneyhub.com](http://kearneyhub.com) is the flagship news website for central Nebraska.”





# Display Ads - *Run of Site (ROS)*

## Digital Rates (CPM)

Priced on a per-impression basis.

Open Rate (100k impressions or less).....\$12.00

Contract Rate (More than 100k impressions)..... \$10.00

*Recommended minimum of 25k impressions per week based on current website traffic. Impression levels based on 30 days or less, subject to availability.*

*ROS to standard IAB 300x250, 728x90 and 320x50 unless specified.*

## Enhancements

Time of day targeting.....\$3.00

Section targeting.....\$2.00

News / Sports / Homepage / Obits / Real Estate

Targeting.....\$3.00

Size availability and platforms

### ROS Desktop

■ 728x90 Leaderboard

■ 300x250 Medium Rectangle

### ROS Mobile

■ 320x50 Banner

■ 300x250 Medium Rectangle

*Maximum file size – 50 kb (GIF, JPG); 70kb (HTML5). Animation is limited to 15 seconds. Third party ad tags have to be tested.*



Benefits of publishing on kearneyhub.com

- Wide reach
- Educated, affluent audience
- Perfect for branding and reaching a local/regional audience
- Local content that keeps readers engaged

“Online advertising is about delivering useful content at just the precise moment a buyer needs it.”

# High Impact Positions



## Reveal

This is a large, top-of-page unit that users scroll past to see content. This ad launches seamlessly rather than intruding and it is known for driving higher response rates than standard display ads. It stands out and captures audience attention. Available on home page, section fronts and article pages of kearneyhub.com.

High impact digital ads on kearneyhub.com deliver greater recall and brand recognition than other display ads. Consumers believe high impact ads are worth the interruption to their browsing experience because of the information and educational value they share.

- Up to 100,000 impressions ..... \$25 cpm
- Over 100,000 impressions ..... \$20 cpm
- Section Targeting ..... +\$4 cpm
- Add Video ..... +\$10 cpm

**Desktop dimensions** ..... 1920x600

**Mobile dimensions** ..... 800x250

**Desktop dimensions with video** ..... 1000x400

**Mobile dimensions with video** ..... 800x250

**Accepted formats:** JPG, GIF and PNG

*Maximum file size – 150 kb. Third party ad tags have to be tested.*

**Accepted video formats:** MP4 or link to video that has capabilities to be embedded.

## Exit Intent Interstitial

This space appears as users perform the act of going to exit the page. Then the pop-up appears, and the user must exit the ad. This space gets the best click-thru rate out of all the spaces on our website!

- Up to 100,000 impressions ..... \$25 cpm
- Over 100,000 impressions ..... \$20 cpm
- Section Targeting ..... +\$4 cpm
- Add Video ..... +\$10 cpm

**Desktop and Mobile dimensions** ..... 800x600

**Video only dimensions** ..... 800x600

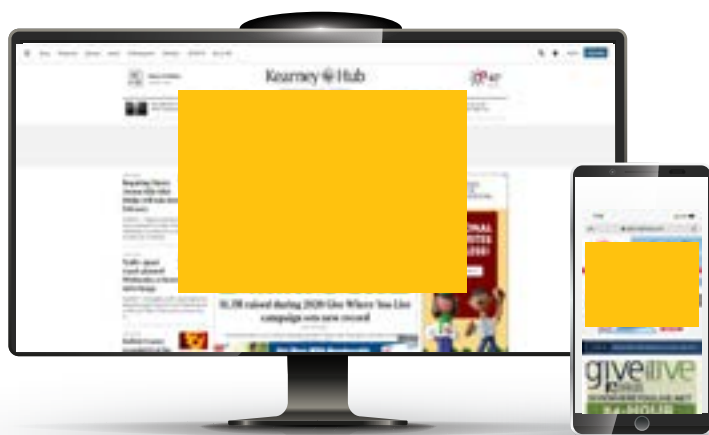
**Video/static image combo dimensions** ..... 800x600

*Static image live area is 800x150, video placement on top only.*

**Accepted formats:** JPG, GIF and PNG

*Maximum file size – 150 kb. Third party ad tags have to be tested.*

**Accepted video formats:** MP4 or link to video that has capabilities to be embedded.



# High Impact Positions

## Float Bar

This ad is anchored to the bottom of the user's screen and follows the user as they scroll (includes a close button).

- Up to 100,000 impressions ..... \$20 cpm
- Over 100,000 impressions ..... \$15 cpm
- Section Targeting ..... +\$3 cpm

**Desktop dimensions** ..... 1170x70

**Mobile dimensions** ..... 480x50

**Accepted formats:** JPG, GIF and PNG

Maximum file size – 150 kb. Third party ad tags have to be tested.



“Premium positioning, large real estate plus more clicks equals engagement.”

## Other High Impact Options

**970x250 Marquee** (desktop only)

**970x250 Marquee with Video** (desktop only, static image 525x250, embedded video must be on the right of the image.)

**300x600 Large Rectangle** (desktop and mobile)

**300x600 Large Rectangle with Video** (desktop and mobile. static image 300x430, embedded video may be top or bottom, no middle placement accommodated.)

- Up to 100,000 impressions ..... \$15 cpm
- Over 100,000 impressions ..... \$12 cpm
- Section Targeting ..... +\$3 cpm
- Add Video ..... +\$5 cpm

**Accepted formats:** JPG, GIF and PNG

Maximum file size – 150 kb. Third party ad tags have to be tested.

**Accepted video formats:** MP4 or link to video that has capabilities to be embedded.



## In-Banner Specifications

**File total dimensions 970x250**  
Maximum file size 150 kb.

|                         |                  |
|-------------------------|------------------|
| STATIC IMAGE<br>525x250 | VIDEO<br>445x250 |
|-------------------------|------------------|

|                         |    |                         |
|-------------------------|----|-------------------------|
| VIDEO<br>300x170        | OR | STATIC IMAGE<br>300x430 |
| STATIC IMAGE<br>300x430 |    | VIDEO<br>300x170        |

**File total dimensions 300x600**  
Maximum file size 150 kb.

These two ad types offer premium positioning plus a large, dominant space for your advertising message.

# Content and Audience Targeting

Sponsored content looks, acts, reads and feels like a news story on kearneyhub.com. It puts the reader's interests first, providing useful information, entertainment, and helpful tips, and positions the advertiser as the expert.

## The Power of kearneyhub.com

Desktop & Mobile Only

\* Source: Google analytics. Monthly average from Sept. 2020 - Mar. 2021

|                         |             |
|-------------------------|-------------|
| Avg. Monthly Page Views | 2.3 million |
| Unique Visitors         | 332,209     |
| Video Views             | 139,632     |
| Avg. Session Duration   | 1:48        |

### ☐ We use data & research

Kearney Hub Sponsored Content strategically connects your brand with topical and shareable content to our audience--your customers.

### ☐ We can create content for you

Speak with your Advertising Representative regarding content creation rates.

### ☐ Beneficial for you

Stories are presented with the same look and feel as our editorial content, allowing your message to be integrated seamlessly into our website to allow greater engagement. Articles are labeled clearly as Sponsored Content for transparency to our readers.

## Investment Opportunity

| No. of Articles | Cost Per Article<br><i>(paid each time article runs)</i> | Total Cost |
|-----------------|--|------------|
| 1               | \$689  | \$689      |
| 3               | \$639  | \$1,917    |
| 6               | \$589  | \$3,534    |
| 12              | \$539  | \$6,468    |

## Each Article Includes:

- ☐ Article + 2 photos
- ☐ 40k ROS banner impressions on kearneyhub.com during a 14-day run
- ☐ Static banner on content page
- ☐ No competitive advertising on your page
- ☐ Social Media Boost on the Kearney Hub Facebook Page



## Client Add-Ons

| Quizzes          |            |
|------------------|------------|
| No. of Questions | Total Cost |
| 20               | \$199      |
| 15               | \$159      |
| 10               | \$119      |
| 5                | \$79       |

Additional digital retail products can be purchased at a 12/mo contract rate.



# Email Blasts

Reach loyal, opted-in subscribers of our marketing database

Effective tool for delivering results with strong ROI  
Great for building relationships  
Ideal for creating brand awareness  
Informs readers of your products, services or special offers  
Email blasts are delivered at 7:00 a.m. and 7:00 p.m.

## EMAIL BLASTS

| 1X SEND | 4X SEND | 6X SEND | 12X SEND |
|---------|---------|---------|----------|
| \$275   | \$250   | \$225   | \$200    |

“Email blasts are 20 times more effective than direct mail.”

Nominate Ashley Homestore Best Furniture Store!

Go to [go.kearneyhub.com/best21](http://go.kearneyhub.com/best21) to nominate.

**2021 Best Furniture Store**

**Ashley HOMESTORE**

Click Here

4318 2nd Ave. Kearney • 308-214-2404  
3215 Allen Dr. Grand Island • 308-390-4004  
3000 S Conroy St. North Platte • 308-325-6217

# Targeted Email Blasts

Targeted email blasts have the same promotional benefits. But with over 300 targeting categories and selections, we can tailor the right audience for you to reach for your business, event or promotion.

Targeting selections include...

- Age
- Gender
- Income
- Marital status
- Home ownership
- Lifestyles and interests
- Children
- Ethnicity
- Geography
- Job title

“All Targeted Emails are custom quoted.”

**CMH INTERIORS** CLICK HERE

Interior Doors & Trim • Exterior Doors • Windows  
Blinds • Backsplash • Tile • Carpet • Hardwood  
Laminate • Luxury Vinyl Tile • Cabinets • Countertops  
Onyx Vanity Tops • Onyx Showers

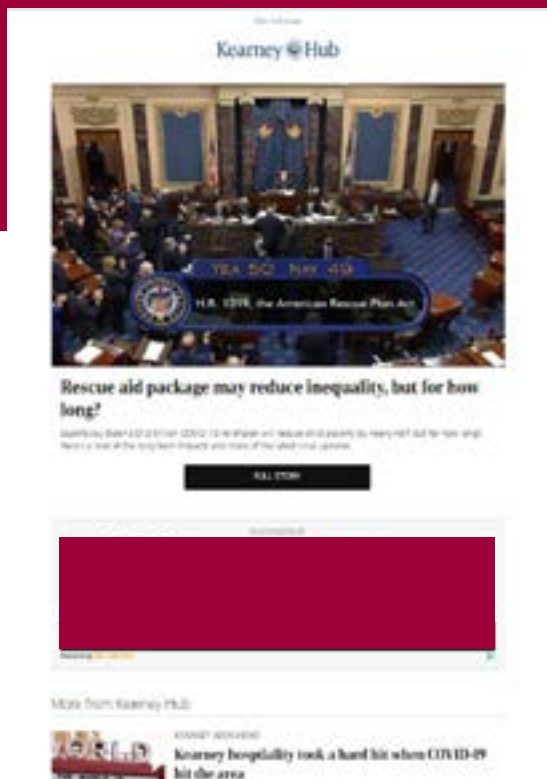
Nominate Us FOR BEST OF KEARNEY 2021

GO.KEARNEYHUB.COM/BEST 21

**Inspired INTERIORS BEGIN HERE**

Kearney Location • 5801 W. 2nd Ave. • Kearney, NE  
308-330-8113 • [www.cmhinteriors.com](http://www.cmhinteriors.com)

## Top Newsletter Sponsorship



## Bottom Newsletter Sponsorship



“Newsletter subscribers engaged with news content are more likely to interact with advertising.”

*Two banner positions (top & bottom) are available on each email newsletter*

Subscribers who are engaged with our news content are more likely to interact with advertising. And advertisers who are associated with news content are considered more trustworthy by readers. Our audience consists of educated, high income consumers. The subscribers who receive our email newsletters are **“opt-in”** subscribers which means that they have chosen exactly what they want to receive. They are loyal, community focused consumers.

Please contact us for the most up-to-date subscriber numbers for each list.

## Email newsletter content and frequency

**Daily Headlines** .....every morning  
**Obituary Updates** .....every morning  
**Breaking News** .....as it happens  
**In Case You Missed It** .....every Tuesday

## Size availability and pricing

**Marquee (970x550)** .....\$100/Month  
**Superleader (970x250)** .....\$50/Month

*Maximum file size – 150 kb (GIF, JPG). Third party ad tags have to be tested.*



# Local Video Advertising

“When viewers click a video, they do so because they’re actively engaged in the upcoming topic. But before their video plays, their attention is focused on whatever occupies the player – your message!”

## Local Video Pre-Roll Advertising

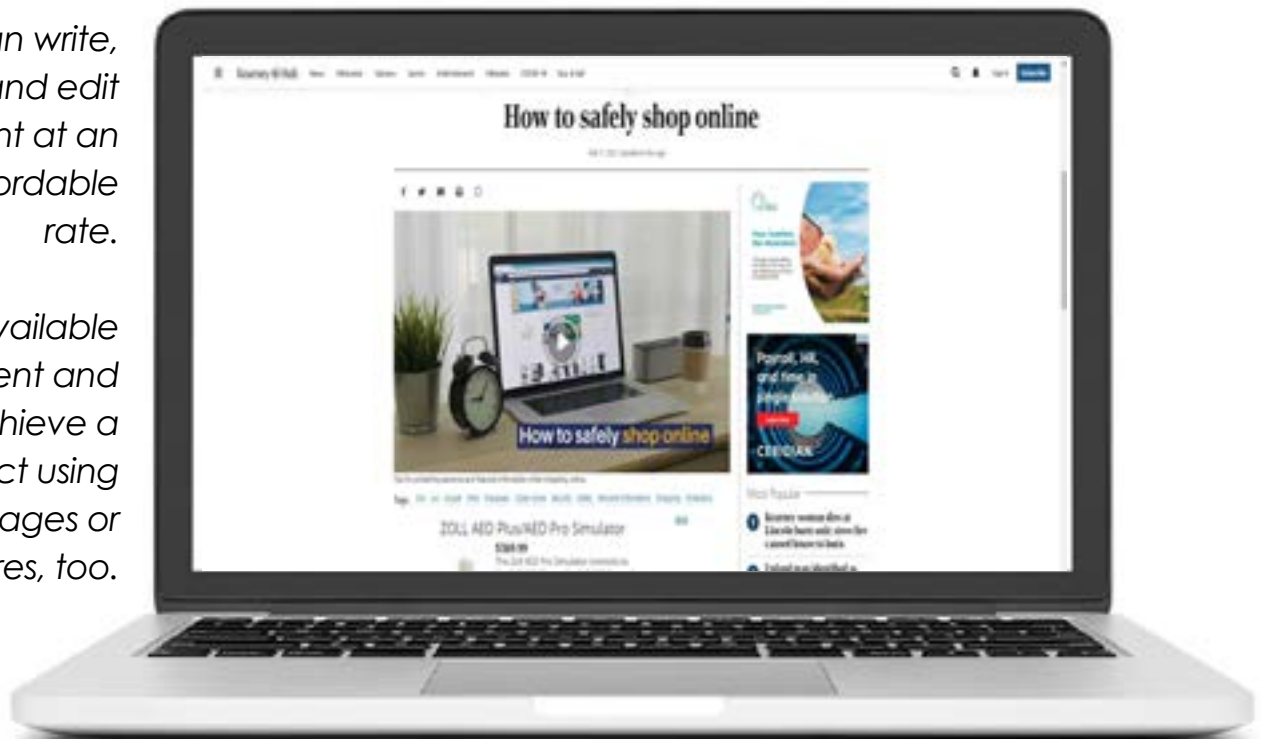
Your video advertising message appears before the Hub’s video content. These “skip-free” commercials can be up to 30-seconds in length. Videos hold the attention of your audience creating a high level of engagement and giving your message maximum impact.

**Pre-Roll Advertising**..... \$25.00 CPM

*Acceptable formats include WMV, MP4, and VAST tags. File sizes should not exceed 3 MB. Preferred bitrate - 600 kbps. Preferred resolution 640x480. Digital video pre-roll ads are subject for review and approval based on size of media and must adhere to the Kearney Hub’s digital advertising guidelines. Some exclusions apply.*

The Hub can write,  
produce and edit  
video content at an  
extremely affordable  
rate.

We have available  
voice-over talent and  
we can achieve a  
quality product using  
still images or  
pictures, too.





*Quizzes and contests are ideal for...*

- Building your email database
- Mass promotions for services and prizes
- Engaging your customers

## Quizzes & Contests

*Package and promotions contain:*

- Run-of-site impressions on kearneyhub.com for the contest / quiz promotion
- Up to four (4) quarter page, full color print ads in the Kearney Hub for contest promotion
- Up to two (2) email blasts for contest promotion to kearneyhub.com email subscribers
- Social media touts to Kearney Hub followers
- Contest / quiz set-up and administration of website
- Opt-in email addresses and data collection opportunity (custom contests and quizzes only)

**Sponsorships starting at \$250  
for shared contests and \$1,500  
for corporate contests.**

“Quizzes or contests can be used to advertise your brand, interact with your audience and collect data.”



# Digital Services



**Amplified Digital, in partnership with the Kearney Hub, is a full-service advertising agency, focused on digital marketing. As a Premier Google Partner, our team of Digital Marketing Experts focus on creating effective and impactful media solutions to grow your business.**

## Audience

Reach your best - or most profitable - audience through targeting techniques with display, native, video, and social ads. You and your rep discuss the audience characteristics and geography, and we'll find the best ways to reach them!

## Email

Reach your target audience right in their inbox through Targeted Email solutions. Resend to non-openers through pre-defined campaign settings or build unique drip campaigns to meet your goals.

## Streaming

Engage audiences in new and unique ways as they go about their daily lives through streaming services like audio, YouTube and CTV.

## Websites

An informative and responsive website is the foundation of a solid online presence. Our team builds custom websites, (not templated) that can grow with your company as you grow. Once built, our services include hosting, maintenance and Google Analytics.

## Location

Reach specific people based on where they are or where they have been in the past with 1:1 accuracy through location targeted solutions like IP and Mobile Location Targeting.

## Reputation/Social

Your online presence includes both what you say about yourself, as well as what your customers are saying about you. Our Social and Reputation Management programs help companies like yours create and maintain an effective online presence.

## Search

Drive bottom funnel conversions such as leads form fills, information requests, and ecommerce sales while displaying your website in paid positions across top search engines.

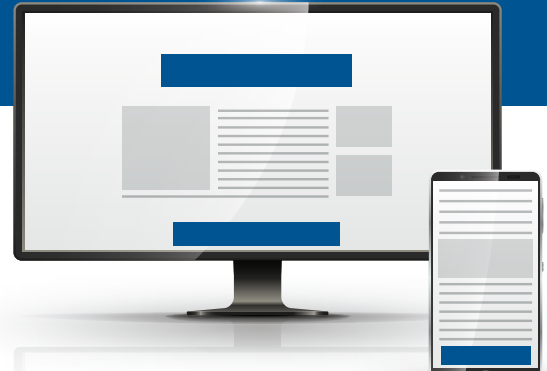
**All marketing plans and solutions are custom quoted.**

# Digital Ad Specifications



## Medium Rectangle

- Desktop and mobile: 300x250
  - Desktop positions: On right rail or in-story article
  - JPG, GIF: maximum weight 40k
  - HTML5: maximum weight 50k
  - Animation available for up to 15 seconds
  - Embedded video option available.
- Live area for static image is 300x80 entire image must be 300x250. Accepted video format is MP4, or a link to video capable to be embedded.*



## Leaderboard

- Desktop: 728x90 top and bottom positions
- Leaderboard max. weight 40k (JPG, GIF), 50k (HTML5)
- Marquee maximum weight - 150k
- Animation available for up to 15 seconds



## Reveal

- Desktop: 1920x600 Video: 1000x400
- Mobile Companion: (with or without video) 800x250
- JPG, GIF, PNG: maximum weight 150k
- Third party ad tags have to be tested
- Embedded video option available. Accepted video format MP4 or a link to video with capability to be embedded.



## Float Bar

- Desktop: 1170x70
- Mobile Companion: 480x50
- JPG, GIF, PNG: maximum weight 150k
- Third party ad tags have to be tested

# Digital Ad Specifications



## Super Leader

- Desktop: Superleader: 970x250
- Desktop: Large Rectangle: 300x600
- Super Leader max. weight 40k (JPG, GIF), 50k (HTML5)
- Limited animation available in GIF format
- Embedded video option available.

*Live area for static image is 525x250 (for 970x250) and 300x430 (for 300x600). Video embedding option available on the right side only of 970x250 size and top or bottom of 300x600 size. No middle video placement. Must submit entire size not just live area. Accepted video format is MP4, or a link to video capable to be embedded.*



## Exit Intent Interstitial

- Dimensions for Desktop and Mobile: 800x600
- JPG, GIF, PNG: maximum weight 150k
- Embedded video option available. Accepted video format MP4 or a link to video with capability to be embedded.



## Email Newsletter Banner Ad

- Desktop and mobile: 970x250 or 970x550
- JPG, GIF: maximum weight 40k
- HTML5: maximum weight 50k



## Video Pre-Roll

- Dimensions: 400x300 or larger, actual player size varies in a live environment
- Max video length: 15 seconds
- Acceptable formats: mp4, HLS video assets
- Frame rate of 30 FPS and bitrate of 600 kbps
- Resolution: 640x480 (preferred)
- Preferred tags: VAST, VPAID, JS VPAID



## Email Blast

- Desktop recommend size: 600x900
- Compatible with mobile devices
- JPG, GIF, PNG, HTML
- HTML files need to be supplied in advance for testing



## Targeted Ad Units

- Dimensions: 300x250, 728x90, 300x50, 300x600, 320x50 & 160x600
- Can be companion for leaderboard
- Positions: in-page and adhesive footer
- Targeted max. weight 40k (JPG, GIF), 50k (HTML5)
- Limited animation available in GIF format



# Print & Distribute Rates

## Flyer Rates 8.5" x 11"

Prices based on cost-per-thousand (CPM)

### Special Printing Orders

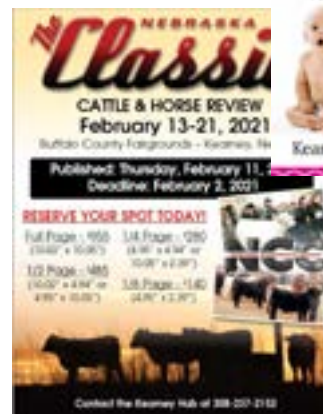
Prices for services other than those listed are available upon request through your account executive:

- Perforating
- Bleeds
- Larger or smaller sizes
- Orders exceeding 200,000
- Other ideas you may have

### Deadlines

Materials are due 3 weeks in advance of insertion date. See your account executive for exact deadline dates. Deadlines may vary upon the complexity of your project.

- Minimum order of 5,000 households per insertion.
- 3% spoilage will be added to all orders.
- All Print and Distribute orders must be distributed within 90 days of printing.
- All Print and Distribute orders are payable in advance unless credit has been established with the credit department.



#### SINGLE SHEET INSERT

8-3/8" x 10-7/8" finished size

STANDARD

| QTY.    | 70# GLOSS | 100# GLOSS |
|---------|-----------|------------|
| 5,000   | \$73.30   | \$78.79    |
| 10,000  | \$50.02   | \$53.91    |
| 20,000  | \$42.35   | \$48.22    |
| 30,000  | \$36.54   | \$41.59    |
| 50,000  | \$27.87   | \$37.00    |
| 75,000  | \$29.29   | \$35.42    |
| 100,000 | \$24.43   | \$32.44    |

#### 4 PAGE INSERT

Folded to 8-3/8" x 10-7/8" finished size

STANDARD

| QTY.    | 70# GLOSS |
|---------|-----------|
| 5,000   | \$148.81  |
| 10,000  | \$113.53  |
| 20,000  | \$90.38   |
| 30,000  | \$77.99   |
| 50,000  | \$65.69   |
| 75,000  | \$52.12   |
| 100,000 | \$49.03   |

#### 8 PAGE INSERT

8-3/8" x 10-7/8" finished size

STANDARD

| QTY.    | 50# GLOSS | 70# GLOSS |
|---------|-----------|-----------|
| 5,000   | \$271.89  | \$283.74  |
| 10,000  | \$169.33  | \$178.46  |
| 20,000  | \$137.28  | \$146.59  |
| 30,000  | \$112.74  | \$121.03  |
| 50,000  | \$100.24  | \$108.42  |
| 75,000  | \$97.06   | \$105.07  |
| 100,000 | \$92.21   | \$100.20  |

9-1/2" x 10-7/8" finished size

JUMBO

| QTY.    | 70# GLOSS |
|---------|-----------|
| 5,000   | \$80.58   |
| 10,000  | \$57.11   |
| 20,000  | \$48.89   |
| 30,000  | \$41.93   |
| 50,000  | \$31.19   |
| 75,000  | \$29.29   |
| 100,000 | \$27.36   |

Folded to 9-1/2" x 10-7/8" finished size

JUMBO

| QTY.    | 70# GLOSS |
|---------|-----------|
| 5,000   | \$178.57  |
| 10,000  | \$136.23  |
| 20,000  | \$108.37  |
| 30,000  | \$93.59   |
| 50,000  | \$78.82   |
| 75,000  | \$61.33   |
| 100,000 | \$57.69   |

Folded 9-1/2" x 10-7/8" finished size

JUMBO

| QTY.    | 50# GLOSS | 70# GLOSS |
|---------|-----------|-----------|
| 5,000   | \$277.66  | \$296.21  |
| 10,000  | \$188.99  | \$173.95  |
| 20,000  | \$155.92  | \$141.58  |
| 30,000  | \$129.67  | \$116.69  |
| 50,000  | \$116.93  | \$104.26  |
| 75,000  | \$113.43  | \$100.84  |
| 100,000 | \$108.40  | \$96.07   |



# Preprint: Specifications and Deadlines

## Figuring Preprint Sizes

Preprinted inserts will be measured as they are unfolded for the reader to read. Unique pages will be counted accordingly.

| SIZE            | SURFACE AREA MEASUREMENTS              |
|-----------------|--|
| Broadsheet Size | 181 square inches and larger           |
| Tab Size        | 80-180 square inches                   |
| Mini-Tab/Flexi  | 79 square inches or less               |
| Flyers          | Single sheets no larger than 11" x 11" |
| Paper Bags      | priced by weight                       |

## Second Piece Discounts

A discount of 50% will be applied to separate and additional preprints distributed to subscribers on the same day. The discount applies to the preprints with the lower cost and will be taken off the applicable rate card rate. The second preprint must fall within the same zip codes as the first preprint order. The preprint receiving the discount must be distributed to a minimum of 5,000 households per insertion.

## Preprint Zoning

Occasionally our advertisers prefer to distribute their inserts in selected areas. We can accommodate these requests on any distribution of 2,000 or more pieces. A 20% surcharge will be added to the full run distribution rates for all zoned inserts. To insure proper distribution of a zoned preprint, please add a 2% overrun to your quantity.

| Tab Pgs.     | Broadsheet Pgs. |       |       |      |      |
|--------------|-----------------|-------|-------|------|------|
| Single Sheet | Pgs.            |       |       |      |      |
| 4            | 2               | \$58  | \$54  | \$49 | \$46 |
| 8            | 4               | \$61  | \$57  | \$51 | \$48 |
| 12           | 6               | \$64  | \$60  | \$54 | \$50 |
| 16           | 8               | \$71  | \$65  | \$59 | \$52 |
| 20           | 10              | \$77  | \$71  | \$67 | \$55 |
| 24           | 12              | \$83  | \$76  | \$73 | \$62 |
| 28           | 14              | \$93  | \$86  | \$77 | \$70 |
| 32           | 16              | \$101 | \$96  | \$87 | \$78 |
| 36           | 18              | \$108 | \$102 | \$95 | \$86 |
|              |                 | \$112 | \$108 | \$99 | \$92 |

## Advertising Insertion Deadlines

**NOTE:** Holiday deadlines will be advanced. Contact your account executive for holiday schedules.

### Shipping Address:

Kearney Hub  
13 E 22nd Street  
Kearney, NE 68847

## Blow-ins, Stitch-ins and Preprint Wrap-arounds

Whenever any of the above products are added to a preprinted insert and they measure 1/2 or less than the page size of the rest of the preprint, it will be charged at 1/2 the page price. If it exceeds a measurement of 1/2 page it will be counted as a full page.

## Preprint Specifications

**Uncoated Paper / Minimum Caliper:** 0.0048

**Coated Paper / Minimum Caliper:** 0.0039

### Standard / Tab Insert Sizes:

|              |                   |                     |
|--------------|-------------------|---------------------|
| Fold Edge:   | Maximum 11"       | Minimum 7"          |
| Cut Edge:    | Maximum 11"       | Minimum 5.5"        |
| Flyer Sizes: | Maximum 11" x 11" | Minimum 5.5" x 8.5" |

### Special insert orders such as envelopes, consumer sample packets, coupon packets, perforated cards, etc.

- The advertiser agrees to accept any unanticipated extra costs that may be incurred in handling these special supplements.
- It would be to the advertiser's benefit to contact us for packing directions on this type of material. Good packing results in good distribution.
- Any preprinted insert which does not meet above requirements must be submitted in quantities of 150 for machine testing prior to order acceptance.

## Preprint Spoilage Requirements

### Pallets & Shrink Wrapped

|                     |    |
|---------------------|----|
| Normal Insert       | 2% |
| 60# Paper Flyer     | 3% |
| High Gloss Flyer    | 4% |
| Paper sacks or Bags | 4% |

### Boxed, Tied, Banded or 1/4 Folded

|                     |    |
|---------------------|----|
| Normal Insert       | 3% |
| 60# Paper Flyer     | 4% |
| High Gloss Flyer    | 5% |
| Paper sacks or Bags | 5% |

| INSERTION DAY    | RESERVATIONS NO LATER THAN           | DELIVERY NO LATER THAN              |
|------------------|--------------------------------------|-------------------------------------|
| <b>Monday</b>    | Fri., 11:30 a.m., 10 days in advance | Fri., 7:00 p.m., 10 days in advance |
| <b>Tuesday</b>   | Mon., 11:30 a.m., 8 days in advance  | Mon., 7:00 p.m., 8 days in advance  |
| <b>Wednesday</b> | Mon., 11:30 a.m., 9 days in advance  | Thu., 7:00 p.m., 6 days in advance  |
| <b>Thursday</b>  | Tue., 11:30 a.m., 9 days in advance  | Thu., 7:00 p.m., 7 days in advance  |
| <b>Friday</b>    | Wed., 11:30 a.m., 9 days in advance  | Fri., 7:00 p.m., 7 days in advance  |
| <b>Saturday</b>  | Wed., 11:30 a.m., 10 days in advance | Fri., 7:00 p.m., 8 days in advance  |

# Preprint: Specifications and Deadlines

## Packing

1. Skidded preprinted supplements should be stacked on solid base non-returnable skids or pallets (pallets preferred). Total height of loaded skids should not exceed 48" from the floor.

**Skids that exceed 50" from the floor will need to be re-stacked in order to be inserted and a fee of \$100 per skid will be assessed.**

2. All sections must be well jogged, brick-stacked and banded (except where contained in cartons). Cartons must be used for envelope supplements or inserts containing partial pages or attachments. Cartons must be fully packed or dunnaged internally. The printer should place them in rows in a cardboard box with a divider between the rows. All pieces must be turned one way in a row. If more than one layer is to be used, there should be a cardboard separator on top of each layer.
3. Solid skid tops should conform in size with the base of the skid.
4. Product should be so stacked that it does not protrude beyond the limits of the skid. This practice will help to minimize damage from bands or truck walls.
5. Inserts must be banded on skids or pallets and protected from the weather. A protective cover should be placed on the skid before stacking, and another before topping. This would prevent, to some extent, damp and curled sections which we occasionally encounter due to green lumber and weather conditions during shipment. We also recommend that a sheet of cardboard be used on about every third row. This helps to keep the supplements flat.
6. The folded edges of supplements should be protected from damage at all times. One such way, in the case of a skidded product, is to turn all folded edges toward the center of the skid.
7. In banding skids, the bands should be tight but not to the extent of pulling down and bending the top turn of supplements or pulling loose the flooring of the skid.
8. Skids are not to be double-decked in a truck. These will not be accepted. Turning pallets on a truck to accommodate extra pallets in the shipment is an unsafe practice for our dock workers. Skids and pallets must be pointing toward the door of the trailer so fork lifts can be easily rolled under them.
9. Sections absolutely must not be tied together in bundles with rope, string, wire or rubber bands.
10. Skid or Pallet Requirements
  - a. Maximum height (from the floor) .... 48"
  - b. Height (skid) .....minimum 4"  
(pallet) .....minimum 6-1/2"  
(skid or pallet) ..... maximum 8-1/2"
  - c. Width ... minimum 20-1/2"/maximum 42"
  - d. Length .....maximum 48"
  - e. Max Weight .....2,000 lbs.

## Preprint Shipping and Delivery

### Shipping

Kearney Hub  
13 E 22nd Street  
Kearney, NE 68847

### Contact

John Bates (Production Operations Manager): 308-233-9718

### Receiving Hours

Monday - Friday 10 a.m.- 5:00 p.m.

### Identification

- a. Each skid or pallet must display insertion date, quantity and advertiser name of that skid or pallet.
- b. Each skid must have the supplement displayed or "flagged" on two sides.
- c. Sampling, testing or A/B split insert sections require special care. Contact the Kearney Hub for details.

### Notification

Please advise your Kearney Hub representative with the name and telephone number of the printer and shipping line, as soon as the reservation is placed. This will help us trace missing shipments and avoid missing insertions.

### To Ensure Full Distribution

- a. All supplements are to be delivered to reach MHC docks no more than 17 days before or less than 9 days prior to date of publication.
- b. It will be the printer's responsibility to select the method of shipping and carrier that will insure the supplements arriving at their destination at the proper time.

### Bill of Lading Must Include the Following:

- a. The total print order
- b. The number of parts per skid
- c. The total number of skids
- d. The name of the advertiser
- e. The publication date
- f. The name of the publication (Kearney Hub)
- g. Gross and tare weight

### Early Deliveries

Early deliveries (more than 17 days prior to insertion), if accepted, shall incur a storage charge of \$10.00/skid/day.

# High Impact Products

## Front Page and Section Front Advertising

**Includes front page positions on page 1A, Sports, Occasions, Local, Food & Ag Business**

This is a great opportunity to brand your business in these prime advertising locations! The front page position is 6 columns by 2 inches and publishes at the bottom of the front page or section front in full color. They also publish on [kearneyhub.com](http://kearneyhub.com) for 7 days.

|                            | ONE AD<br>PER WEEK<br>52 WEEKS | ONE AD<br>EVERY OTHER<br>WEEK<br>26 WEEKS | ONE TIME<br>RATE |
|----------------------------|--------------------------------|---|------------------|
| <b>Daily Front Page</b>    | \$245                          | \$265                                     | \$350            |
| <b>Daily Section Front</b> | \$160                          | \$180                                     | \$220            |

- Print to Web is an additional \$10 per week  
7 day advanced space reservation required for 1A.
- 7 day advanced space reservation required on Occasions, Ag Business and Food fronts, Wednesday through Friday and Sunday.

*Subject to rules of acceptance. All front page ads apply toward the fulfillment of front page frequency contract and regular Dollar Volume Contract.*



## Bravo Advertising 8" Ad with Full Color

|              | 52 WEEK<br>COMMITMENT<br>PER DAY | 26 WEEK<br>COMMITMENT<br>PER DAY |
|--------------|----------------------------------|----------------------------------|
| <b>Bravo</b> | \$99                             | \$110                            |
|              | \$110                            | \$120                            |

## Weekend Section C Page Advertising 8" Ad with Full Color

|                        | 52 WEEK<br>COMMITMENT<br>PER DAY | 26 WEEK<br>COMMITMENT<br>PER DAY |
|------------------------|----------------------------------|----------------------------------|
| <b>Weekend Sect. C</b> | \$99                             | \$110                            |
|                        | \$110                            | \$120                            |



- Print to Web is an additional \$10 per week



**Classified Display Rates.....\$13.85**

## **Classified Frequency Contract Rates**

Every day (24 consecutive insertions).....\$8.70

Every other day (24 insertions).....\$9.80

Weekly (12 insertions same day each week).....\$10.55

## **30% Repeat Discount**

On any 8 inches or larger ad that publishes within six days of first insertion. Repeat discounts apply to open and bulk rates.

## **Ready to Take Your Recruitment to the Next Level?**

### **Performance Product Line**

Find Highly engaged talent quickly and simply by getting your jobs on the most recognized online destination sites.

### **MaxRecruit™**

Easy job distribution and optimization across top job aggregators

### **Niche Networks**

Increase your visibility to the best candidates with our specialty job board networks

## **Line Ad Deadlines**

### **Publication Day**

### **Deadline**

Monday ..... Friday, 5 PM

Tuesday - Friday ..... 3:00 PM the day before publication

Saturday ..... Friday, 11 AM

Shopping Link ..... Thursday, 3 PM

*Please call 308-234-2121 for special package rates*





# General Information, Contract and Copy Regulations

- A. Retail advertising rates apply to businesses located within the Kearney Hub circulation area. The business must have a permanent location (12-month lease or own building) where the products or services are purchased from that location.
- B. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to the first published insertion and not to exceed the cost of the ad.
- C. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- D. Any advertising agency establishing credit and placing advertising with the Kearney Hub shall be liable for payment of all media invoices.
- E. In the event of any direct tax or levy being applied to advertising, this tax or levy will become an additional charge to the advertiser, over and above the rates mentioned herein.
- F. Publisher reserves the right to revise rate or rates on any accepted contract or order at any time upon 30 days written notice. During a period of 14 days after receiving such written notice, the advertiser may cancel or alter the agreement without penalty. This option excludes contracts expiring concurrent with any revision in rates.
- G. The subject matter, form, size, wording, illustration and typography of all advertising is subject to the approval of the publisher. The Kearney Hub reserves the right to revise or reject any advertisement which may be deemed objectionable, whether by subject matter, graphics, phraseology or setup. No objectionable medical, personal, matrimonial, clairvoyant or palmistry advertising accepted; no oil, mining, stock promotions or financial advertising other than those of securities of known value will be accepted.
- H. Advertising set solid or in reading matter type, or advertising which simulates editorial content, or advertising that is deemed political, must carry the word "Advertisement" over every two columns in width.
- I. Key letters, numbers, codes and symbols inserted in coupons or text of advertisements are at the risk of the advertiser, unless when part of the mechanical or reproduction materials are furnished by the advertiser.
- J. Position requests – Advertisers can request specific sections or pages. We will make every effort to satisfy the advertiser's request, but we do not guarantee ad position and will not credit advertising as a result of ad placement.
- K. All advertising is payable in advance, unless credit has been established with the Credit Department. It is agreed that where monthly credit is granted, payment terms are net 25 days from the date of the invoice. Past due accounts will be subject to contract cancellation.
- L. Retail rates are not commissionable, and there is no cash discount.
- M. Copy and indemnification. Advertiser shall indemnify and save the Kearney Hub harmless from any loss or expense resulting from claims or suits based on the contents of the copy submitted to the Kearney Hub. The Kearney Hub owns all right, title and interest (including copyright) to any article, content or creative work (including advertising or marketing materials) prepared or created by the Kearney Hub, its employees, contractors or representatives (collectively, the "Work Product"). The Work Product may not be used or published in any manner without The Kearney Hub's prior written permission other than in a publication owned by the Kearney Hub.
- N. The Kearney Hub must be notified of any discrepancies in the customer statement within 60 days of the statement for credit to be issued.
- O. All political advertising, as well as any advertising of political nature, will require advance payment and will contain a disclaimer within the ad identifying who, or what organization is paying for the ad.
- P. Advertising contracts must be in writing and signed by the Kearney Hub and the advertiser before they are effective. Contracts will become effective the first of the calendar month and contracted volume levels will be associated with rates contained within the most current rate card.
- Q. When a proof of an ad is submitted to an advertiser, the advertiser assumes responsibility for any errors not marked on the proof. Claims for adjustment must be made within seven (7) days of publication and credit, when allowable, will apply to the first insertion only. The newspaper will not be liable for failure to publish an ad.

## Electronic Ad Submission and Printing Specifications

### Adobe Acrobat PDF - Preferred Format

Non-digital ad materials (hard copies) will have to be scanned, which may result in a loss of quality.

### Electronic Ad Delivery Options

Dropbox – email [prepress@kearneyhub.com](mailto:prepress@kearneyhub.com) for access

Email – electronic files, contact your sales person (5MB or less)

### Print and Color Specifications

- CMYK profile - SWOP Newsprint
- 220-260% total ink density
- 7-15% dot gain
- 200 d.p.i. for newsprint printing
- 300 d.p.i. for gloss and magazine production

*Avoid using rich black 4 color black) except when appropriate.*