

2018-2019 Advertising Rates & Data

Rates Effective February 1, 2018 through January 31, 2019




The Grand Island
Independent
A Berkshire Hathaway Company

General Information, Contract & Copy Regulation

- Retail advertising rates apply to businesses located within the Grand Island Independent 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.
- 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.
- 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.
- Any advertising agency establishing credit and placing advertising with The Grand Island Independent shall be liable for payment of all media invoices.
- 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.
- 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.
- The subject matter, form, size, wording, illustration and typography of all advertising is subject to the approval of the publisher. The Grand Island Independent 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.
- Advertising set solid or in reading matter type, or advertising which simulates editorial content must carry the word "Advertisement" over every two columns in width.
- 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.
- 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.
- 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.
- Retail rates are not commissionable and there is no cash discount.
- Copy and indemnification. Advertiser shall indemnify and save the Grand Island Independent harmless from any loss or expense resulting from claims or suits based on the contents of the copy submitted to The Grand Island Independent. The Grand Island Independent 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 Grand Island Independent, its employees, contractors or representatives (collectively, the "Work Product"). The Work Product may not be used or published in any manner without The Grand Island Independent's prior written permission other than in a publication owned by The Grand Island Independent.
- The Grand Island Independent must be notified of any discrepancies in the customer statement within 60 days of the statement for credit to be issued.
- 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.
- Advertising contracts must be in writing and signed by The Grand Island Independent 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.
- 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.

Retail Rates

New

Non-Contract Rates	
Daily rates	\$27.55
Sunday Rate	\$30.30
National	
Daily rates	\$31.85
Sunday Rate	\$34.35
Civic	
Daily rates	\$14.95
Sunday Rate	\$16.00
"Annual \$ volume Rates"	
\$2,500	
Daily rates	\$23.25
Sunday Rate	\$24.60
\$5,000	
Daily rates	\$21.25
Sunday Rate	\$22.40
\$6000	
Daily rates	\$20.70
Sunday Rate	\$21.90
\$8,000	
Daily rates	\$18.95
Sunday Rate	\$20.40
\$10,000	
Daily rates	\$18.65
Sunday Rate	\$19.70
\$20,000	
Daily rates	\$18.25
Sunday Rate	\$19.30
\$25,000	
Daily rates	\$18.10
Sunday Rate	\$19.10
\$30,000	
Daily rates	\$17.95
Sunday Rate	\$19.05
\$35,000	
Daily rates	\$17.75
Sunday Rate	\$18.95
\$40,000	
Daily rates	\$17.60
Sunday Rate	\$18.90
\$50,000	
Daily rates	\$17.45
Sunday Rate	\$18.65
\$60,000	
Daily rates	\$17.25
Sunday Rate	\$18.50
\$70,000	
Daily rates	\$17.15
Sunday Rate	\$18.45
\$80,000	
Daily rates	\$16.95
Sunday Rate	\$18.20
\$90,000	
Daily rates	\$16.75
Sunday Rate	\$17.80
\$100,000	
Daily rates	\$16.65
Sunday Rate	\$17.55

Classified Rates

New

Non-Contract Rates	
Daily rates	\$25.90
Sunday Rate	\$28.65
National	
Daily rates	\$31.85
Sunday Rate	\$34.35
Civic	
Daily rates	\$12.45
Sunday Rate	\$13.40
"Annual \$ volume Rates"	
\$2,500	
Daily rates	\$21.65
Sunday Rate	\$22.00
\$5,000	
Daily rates	\$19.45
Sunday Rate	\$19.90
\$6000	
Daily rates	\$18.90
Sunday Rate	\$19.10
\$8,000	
Daily rates	\$17.20
Sunday Rate	\$17.50
\$10,000	
Daily rates	\$16.05
Sunday Rate	\$16.35
\$20,000	
Daily rates	\$14.58
Sunday Rate	\$14.95
\$25,000	
Daily rates	\$13.50
Sunday Rate	\$14.30
\$30,000	
Daily rates	\$13.90
Sunday Rate	\$14.10
\$35,000	
Daily rates	\$13.70
Sunday Rate	\$13.90
\$40,000	
Daily rates	\$13.50
Sunday Rate	\$13.75
\$50,000	
Daily rates	\$13.20
Sunday Rate	\$13.65
\$60,000	
Daily rates	\$12.90
Sunday Rate	\$13.50
\$70,000	
Daily rates	\$12.60
Sunday Rate	\$13.30
\$80,000	
Daily rates	\$12.30
Sunday Rate	\$13.10
\$90,000	
Daily rates	\$12.00
Sunday Rate	\$12.45
\$100,000	
Daily rates	\$11.70
Sunday Rate	\$12.15

Daily Distribution of More Than 12,000 Inserts

Number of Inserts Per Year

Size	Open	"6-11 (-2%)"	"12-23 (-5%)"	"24-35 (-7%)"	"36-47 (-10%)"	"48-59 (-11.5%)"	"60-82 (-13%)"	"83-103 (-16%)"	"104+ (-25%)"
Single Sheet	\$52.00	\$50.96	\$49.40	\$48.36	\$46.80	\$46.02	\$45.24	\$43.68	\$39.00
2Std/4Tab	\$55.00	\$53.90	\$52.25	\$51.15	\$49.50	\$48.68	\$47.85	\$46.20	\$41.25
4Std/8Tab	\$61.00	\$59.78	\$57.95	\$56.73	\$54.90	\$53.99	\$53.07	\$51.24	\$45.75
6 Std/12Tab	\$66.00	\$64.68	\$62.70	\$61.38	\$59.40	\$58.41	\$57.42	\$55.44	\$49.50
8Std/16 Tab	\$73.00	\$71.54	\$69.35	\$67.89	\$65.70	\$64.61	\$63.51	\$61.32	\$54.75
10Std/20Tab	\$79.00	\$77.42	\$75.05	\$73.47	\$71.10	\$69.92	\$68.73	\$66.36	\$59.25
12Std/24Tab	\$86.00	\$84.28	\$81.70	\$79.98	\$77.40	\$76.11	\$74.82	\$72.24	\$64.50
14Std/28Tab	\$92.00	\$90.16	\$87.40	\$85.56	\$82.80	\$81.42	\$80.04	\$77.28	\$69.00
16Std/32Tab	\$99.00	\$97.02	\$94.05	\$92.07	\$89.10	\$87.62	\$86.13	\$83.16	\$74.25
18Std/36Tab	\$105.00	\$102.90	\$99.75	\$97.65	\$94.50	\$92.93	\$91.35	\$88.20	\$78.75
20Std/40Tab	\$112.00	\$109.76	\$106.40	\$104.16	\$100.80	\$99.12	\$97.44	\$94.08	\$84.00
22Std/44Tab	\$118.00	\$115.64	\$112.10	\$109.74	\$106.20	\$104.43	\$102.66	\$99.12	\$88.50
24Std/48Tab	\$125.00	\$122.50	\$118.75	\$116.25	\$112.50	\$110.63	\$108.75	\$105.00	\$93.75

Rates represent cost per thousand

Daily Distribution of Less Than 12,000 Inserts

Number of Inserts Per Year

Size	Open	"6-11 (-2%)"	"12-23 (-5%)"	"24-35 (-7%)"	"36-47 (-10%)"	"48-59 (-11.5%)"	"60-82 (-13%)"	"83-103 (-16%)"	"104+ (-25%)"
Single Sheet	\$54.08	\$53.00	\$51.38	\$50.29	\$48.67	\$47.86	\$47.05	\$45.43	\$40.56
2Std/4Tab	\$57.20	\$56.06	\$54.34	\$53.20	\$51.48	\$50.62	\$49.76	\$48.05	\$42.90
4Std/8Tab	\$63.44	\$62.17	\$60.27	\$59.00	\$57.10	\$56.14	\$55.19	\$53.29	\$47.58
6 Std/12Tab	\$68.64	\$67.27	\$65.21	\$63.84	\$61.78	\$60.75	\$59.72	\$57.66	\$51.48
8Std/16 Tab	\$75.92	\$74.40	\$72.12	\$70.61	\$68.33	\$67.19	\$66.05	\$63.77	\$56.94
10Std/20Tab	\$82.16	\$80.52	\$78.05	\$76.41	\$73.94	\$72.71	\$71.48	\$69.01	\$61.62
12Std/24Tab	\$89.44	\$87.65	\$84.97	\$83.18	\$80.50	\$79.15	\$77.81	\$75.13	\$67.08
14Std/28Tab	\$95.68	\$93.77	\$90.90	\$88.98	\$86.11	\$84.68	\$83.24	\$80.37	\$71.76
16Std/32Tab	\$102.96	\$100.90	\$97.81	\$95.75	\$92.66	\$91.12	\$89.58	\$86.49	\$77.22
18Std/36Tab	\$109.20	\$107.02	\$103.74	\$101.56	\$98.28	\$96.64	\$95.00	\$91.73	\$81.90
20Std/40Tab	\$116.48	\$114.15	\$110.66	\$108.33	\$104.83	\$103.08	\$101.34	\$97.84	\$87.36
22Std/44Tab	\$122.72	\$120.27	\$116.58	\$114.13	\$110.45	\$108.61	\$106.77	\$103.08	\$92.04
24Std/48Tab	\$130.00	\$127.40	\$123.50	\$120.90	\$117.00	\$115.05	\$113.10	\$109.20	\$97.50

Rates represent cost per thousand

Sunday Distribution

Number of Inserts Per Year

Size	Open	"6-11 (-2%)"	"12-23 (-5%)"	"24-35 (-7%)"	"36-47 (-10%)"	"48-59 (-11.5%)"	"60-82 (-13%)"	"83-103 (-16%)"	"104+ (-25%)"
Single Sheet	\$53.04	\$51.98	\$50.39	\$49.33	\$47.74	\$46.94	\$46.14	\$44.55	\$39.78
2Std/4Tab	\$56.10	\$54.98	\$53.30	\$52.17	\$50.49	\$49.65	\$48.81	\$47.12	\$42.08
4Std/8Tab	\$62.22	\$60.98	\$59.11	\$57.86	\$56.00	\$55.06	\$54.13	\$52.26	\$46.67
6 Std/12Tab	\$67.32	\$65.97	\$63.95	\$62.61	\$60.59	\$59.58	\$58.57	\$56.55	\$50.49
8Std/16 Tab	\$74.46	\$72.97	\$70.74	\$69.25	\$67.01	\$65.90	\$64.78	\$62.55	\$55.85
10Std/20Tab	\$80.58	\$78.97	\$76.55	\$74.94	\$72.52	\$71.31	\$70.10	\$67.69	\$60.44
12Std/24Tab	\$87.72	\$85.97	\$83.33	\$81.58	\$78.95	\$77.63	\$76.32	\$73.68	\$65.79
14Std/28Tab	\$93.84	\$91.96	\$89.15	\$87.27	\$84.46	\$83.05	\$81.64	\$78.83	\$70.38
16Std/32Tab	\$100.98	\$98.96	\$95.93	\$93.91	\$90.88	\$89.37	\$87.85	\$84.82	\$75.74
18Std/36Tab	\$107.10	\$104.96	\$101.75	\$99.60	\$96.39	\$94.78	\$93.18	\$89.96	\$80.33
20Std/40Tab	\$114.24	\$111.96	\$108.53	\$106.24	\$102.82	\$101.10	\$99.39	\$95.96	\$85.68
22Std/44Tab	\$120.36	\$117.95	\$114.34	\$111.93	\$108.32	\$106.52	\$104.71	\$101.10	\$90.27
24Std/48Tab	\$127.50	\$124.95	\$121.13	\$118.58	\$114.75	\$112.84	\$110.93	\$107.10	\$95.63

Rates represent cost per thousand

Any order placed by advertiser constitutes an acceptance of publishers advertising policies. All contracts specifically outline publishers practices in this area.

Insert rates available with a signed contract. Please contact your sales rep concerning an advertising contract.

Pre-printed quantities will vary due to seasonality and spoilage. Please contact your sales representative for press order quantities. (usually 2.56% - 5% overage)

Retail Rates

Ad Measurement

All rates are based on “column inches.” To figure out the area of an ad multiply its heights in inches by the number of columns. EXAMPLE: 2 columns by 5 inches equals 10” column inches.

Repeat Discount

Any ad that publishes within 6 days of the first insertion earns a repeat discount. 1st ad is orig. price, 2nd ad receives a 25% discount and the 3rd-6th ads receive a 50% discount. Repeat discounts apply to open and bulk rates. Ad copy must stay the same to apply.

Guaranteed Position Rate

We make every attempt to honor your special positioning requests however, if a specific position is imperative to the placement of your ad, a position guarantee is available at a 25% surcharge.

All ROP ads ran on Thanksgiving Day will be subject to a \$5.00 per column inch surcharge.

**Color Sells
43% Better!**

Add One Color - \$130

Add Full Color - \$375

One Color is red, blue or yellow



More Space... More Savings

Advertisers who sign an annual agreement with The Grand Island Independent will earn the Annual Volume Rates. Advertisers will be charged the rate earned if the contracted annual volume is not invested. Dollar volume contracts reflect retail and classified ROP advertising, job printing, digital and post it note advertising.

Local advertising rates are non-commissionable.

Deadlines for Retail Advertising

Monday ad..... Due: Thursday @ 4
Tuesday ad..... Due: Friday @ noon
Wednesday ad..... Due: Monday @ noon
Thursday ad..... Due: Tuesday @ noon
Friday ad..... Due: Wednesday @ noon
Saturday/Sunday ad..... Due: Thursday @ noon
TMC-Trade West ad..... Due: Friday @ noon

The Independent reserves the right to assess a late fee of \$25 for any display ad accepted after deadline.

The Shopper with Maximum Impact!

Trade West is a weekly publication distributed to an additional 18,400 non-subscribers households in 18 surrounding communities including 8,000 homes in Grand Island. A combination of The Independent & Trade West advertising provides you with nearly 100% non-duplicated coverage in the Central Nebraska Area.

Independent Pickup Rate \$8.15 per inch
Trade West Only Rate \$14.35 per inch



**Trade West publishes each Wednesday,
deadline is Friday at noon.**

Classified Rates

Classified Deadlines

- Monday ad** Display Due: Thursday @ 4
In-Column..... Due: Friday @ 3
- Tuesday ad** Display Due: Friday @ noon
In-Column..... Due: Monday @ 3
- Wednesday ad** Display Due: Monday @ noon
In-Column..... Due: Tuesday @ 3
- Thursday ad** Display..... Due: Tuesday @ noon
In-Column..... Due: Wednesday @ 3
- Friday ad** Display Due: Wednesday @ noon
In-Column..... Due: Thursday @ 3
- Sat/Sun ad** Display..... Due: Thursday @ noon
In-Column..... Due: Friday @ 2
- TMC-Trade West** Display.... Due: Friday @ 2
In-Column..... Due: Friday @ noon
- Occasions**..... Due: Monday @ 5

The Independent reserves the right to assess a late fee of \$25 for any display ad accepted after deadline.

Advertising Size Information

1. Minimum depth one inch
2. All advertisements charged to nearest half inch. Ads over 19 inches in depth will be billed at 21.5 inches
3. One column is charged for the gutter on double truck ads. Minimum double truck ad is 279.5 inches
4. A retail full page ad measures 6 col. x 21.5” - 129 inches per page
5. A classified full page measures 8 col. x 21.5” - 172 inches per page

Retail Column Measurements

Columns	1	2	3	4	5	6
Inches	1.5625”	3.25”	4.9375”	6.625”	8.3125”	10”

Classified Column Measurements

Columns	1	2	3	4	5	6	7	8
Inches	1.1679”	2.4296”	3.6914”	4.9531”	6.2148”	7.4766”	8.7383”	10”

Preprint Rates

Almost any preprinted piece-sales flier, circulars or brochures- can be inserted in The Independent and delivered for much less than the cost of mailing. We also have the ability to be your one stop print shop- from set up, printing, and distribution. See previous pages for rates.

Credit Cards

The Grand island Independent does not accept credit cards in payment of statements for advertising that has already run. For payments of statements, the following is welcomed, cash, check and ECP/ACH. We accept VISA, Discover and American Express cards for prepayment of advertising. There is a \$5.00 processing fee for refunds remitted to the customer.

Insert Guidelines

1. Insert dollars count toward your display advertising contract.
 2. Inserts should be delivered prepaid to The Independent and should be plainly labeled. Inserts may be boxed on skids.
 3. Maximum size of inserts is 11 x 11, unless quarter folded.
 4. Delivery time: Monday -Friday 9:00 am to 5:00pm
 5. Inserts should arrive 7 days prior to insertion.
 6. Insert reservation is 10 days prior to insertion.
 7. Add \$6 cpm for zoning less than full run
 8. Minimum zoning quantity is 2500 inserts or \$500
- *Only full run inserts qualify for frequency discounts.

TheIndependent.com

- Unique Visitors/Month** 324,300
- Monthly Pageviews:**..... 948,132
- Monthly Mobile Pageviews** 970,643
- Monthly App Pageviews**..... 427,423
- Email Subscribers**..... 33,000

48% of readers are either college graduates or have some college education

59% of readers have household incomes over \$50,000

59% of readers are between the age of 35-64

* Quantcast.com