

Our audience has never been larger...

 The Grand Island
Independent
the **Independent**.com



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

2021

Advertising Plans
and Digital Solutions

Effective January 1, 2021





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Welcome...

Today, we deliver more news to more people than at any other point in our 150-year history. Many readers continue to enjoy the daily newspaper delivered to their home. Others prefer continuous updates on our website and mobile app. We also share email newsletters, social media posts & video segments. Today, our audience consumes The Grand Island Independent's content through multiple channels.

Our readers have made us the No. 1 source of news in Grand Island for a reason. Our unmatched reach provides you the opportunity to put your business in front of a large, desirable audience. Advertising in The Grand Island Independent and our growing suite of digital products delivers results. That's why many of Grand Island'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
The Grand Island Independent's
content through multiple channels.”

theIndependent.com

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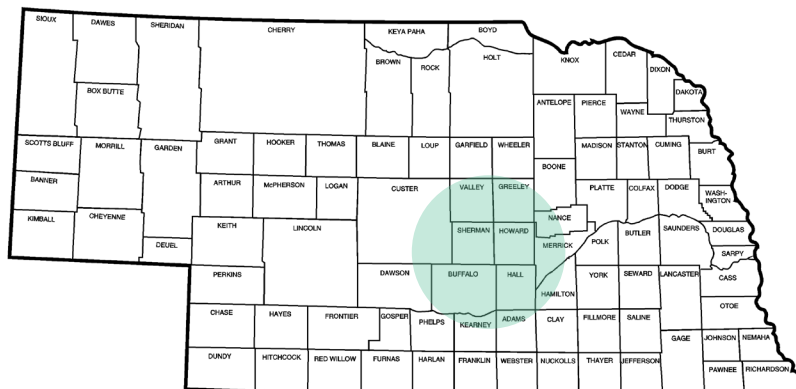
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Circulation Summary



Local Retail Advertising Display Rates

Retail Dollar Volume Rates

Yearly Dollar Volume Contracts

These contracts can be fulfilled by ROP (run-of-paper) display ads, color, digital, preprints, and print and distribute advertising. Unfulfilled yearly dollar volume contracts will be rebilled to the nearest earned rate or open rate. For accounts exceeding their dollar volume contract, rebates will be offered up to a maximum of one level higher. \$5 cpi surcharge applies on Thanksgiving Day.

DOLLAR VOLUME	DAILY	SUNDAY
Open Rate	\$27.55	\$30.30
\$2,500	\$23.25	\$24.60
\$5,000	\$21.25	\$22.40
\$6,000	\$20.70	\$21.90
\$8,000	\$18.95	\$20.40
\$10,000	\$18.65	\$19.70
\$20,000	\$18.25	\$19.30
\$25,000	\$18.10	\$19.10
\$30,000	\$17.95	\$19.05
\$35,000	\$17.75	\$18.95
\$40,000	\$17.60	\$18.90
\$50,000	\$17.45	\$18.65
\$60,000	\$17.25	\$18.50
\$70,000	\$17.15	\$18.45
\$80,000	\$16.95	\$18.20
\$90,000	\$16.75	\$17.80
\$100,000	\$16.65	\$17.55

Retail Pick-Up Discounts

(Repeat Advertising)

Any ad that publishes within 6 days of the first insertion earns a repeat discount.

1st ad is original price

- 2nd ad receives a 25% discount
- 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.

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.

Color Rates

COLOR SELLS 43% BETTER!



Add Full Color- \$375

Add One Color - \$130

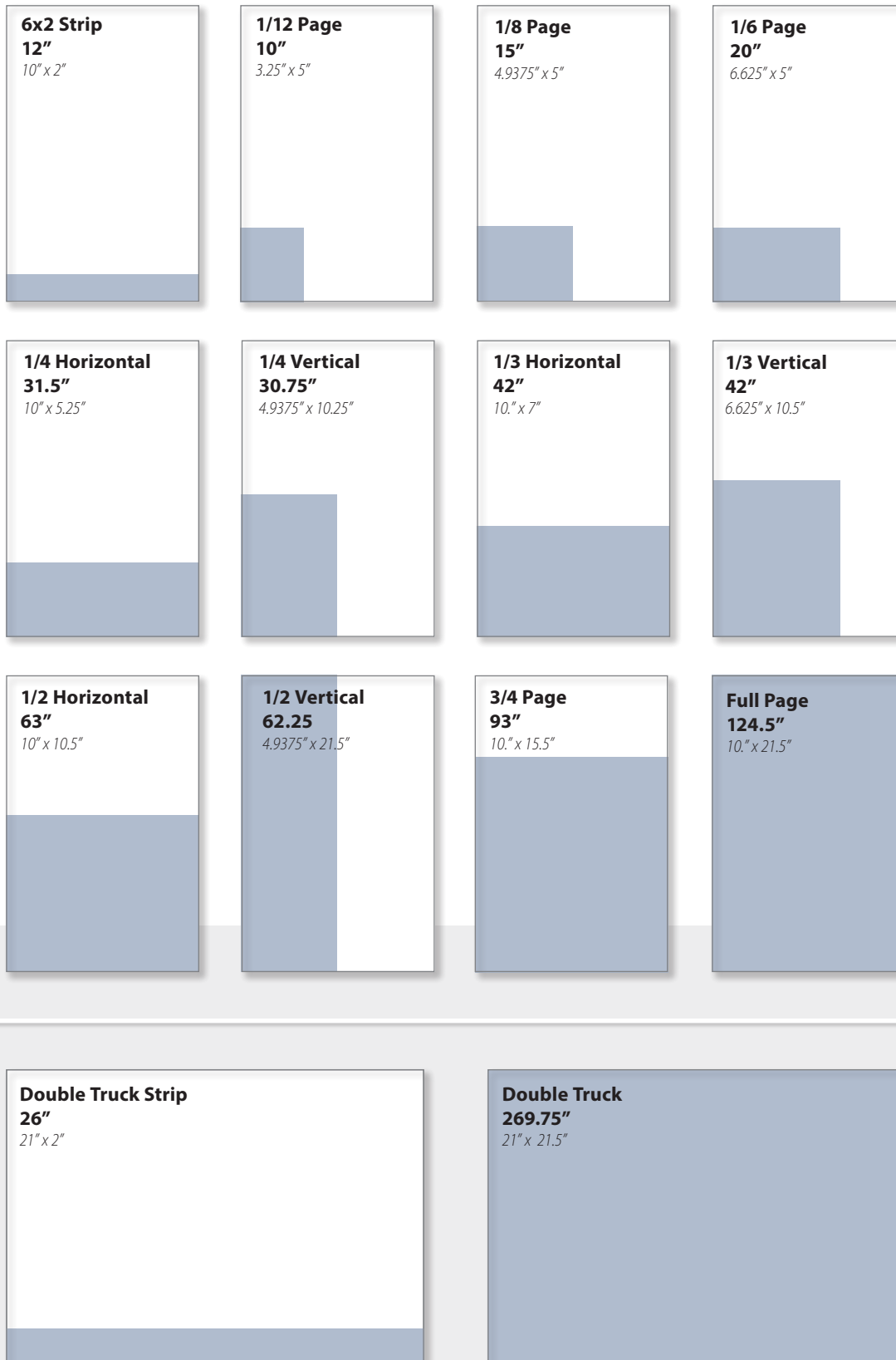
Broadsheet Specifications

- Full page depth 21.50"
- Full page width 6 columns
- Full page column inches..... 129"
- Double trucks 13 columns x 21.50"
- Agate lines per column inch 12
- Advertising is measured in half inch increments (.50"). Any measurement between halves is billed to the next higher half inch.

Broadsheet Column Widths

- 1 column 1.5625"
- 2 columns 3.25"
- 3 columns 4.9375"
- 4 columns 6.625"
- 5 columns 8.3125"
- 6 columns 10"

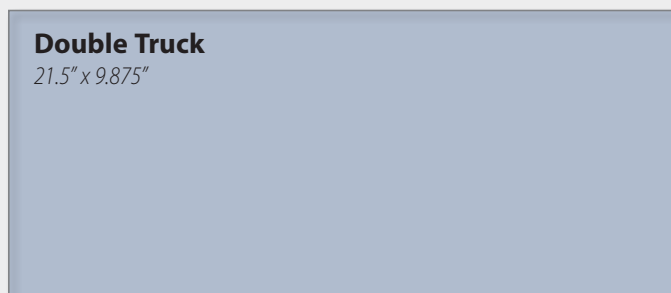
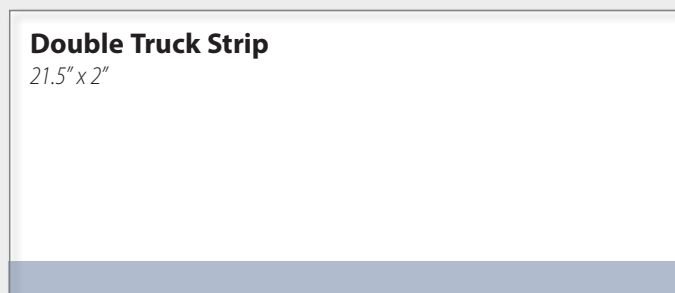
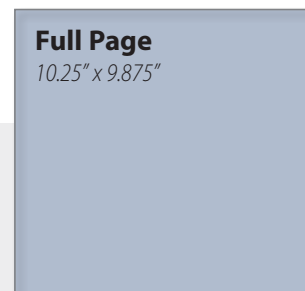
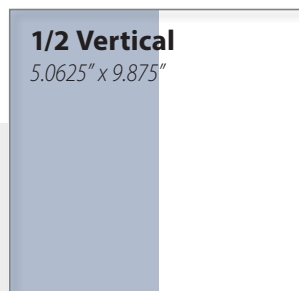
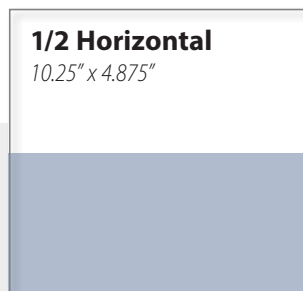
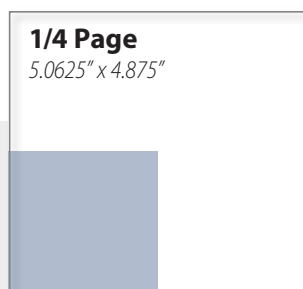
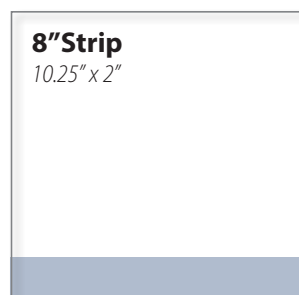
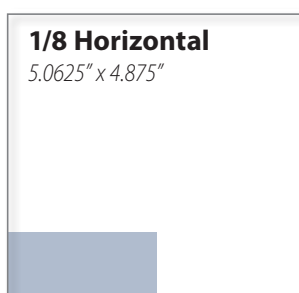
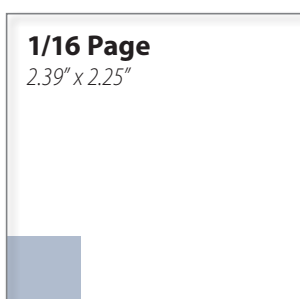
Broadsheet Modular Ad Sizes



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"



Retail Advertising Deadlines

Daily Display Ads

PUBLICATION DAY	RESERVATION / MATERIALS	APPROVAL DEADLINE
Monday	Thursday (4:00 p.m.)	Friday (3:00 p.m.)
Tuesday	Friday (Noon)	Monday (3:00 p.m.)
Wednesday	Monday (Noon)	Tuesday (3:00 p.m.)
Thursday	Tuesday (Noon)	Wednesday (3:00 p.m.)
Friday	Wednesday (Noon)	Thursday (3:00 p.m.)
Saturday	Thursday (Noon)	Friday (3:00 p.m.)
Sunday	Thursday (Noon)	Friday (3:00 p.m.)

Living (Sunday-Friday) requires 24-hour advanced space reservation.

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

Weekly Products

PRODUCT	PUBLICATION DAY	RESERVATION / MATERIALS	APPROVAL DEADLINE
Trade West	Wednesday	Thursday (noon, 6 days prior)	Friday (3:00 p.m.)
Select TV	Sunday	Monday (5:00 p.m.)	Wednesday (3:00 p.m.)
Occasions	Sunday	Monday (5:00 p.m.)	Wednesday (3:00 p.m.)

Electronic File Submission

Electronic deadlines for press-ready files (ads that do not require a proof) need to be submitted in an approved Grand Island Independent 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 plate-making and the reason for the change is not the fault of the newspaper.

Art & Design Services

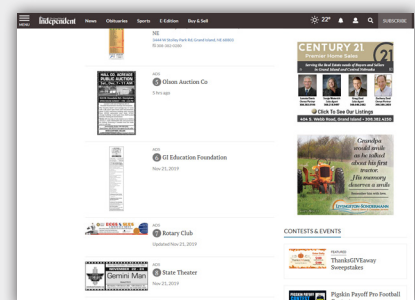
Art & Design Services (non Independent published ads)

One-hour minimum.....\$25/hour

Print to Web

The Grand Island Independent publishes all print ads online in our Print Ads section on TheIndependent.com. Your ads will be clickable, sharable and printable to visitors of our website.

This designated section on TheIndependent.com allows consumers to browse through the display advertisements that published in The Grand Island Independent. 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.



Search Boost

Search Boost makes all Print-To-Web ads digital, with organic tags housed on theindependent.com which greatly boosts SEO, or Search Engine Optimization, which increases the business’s organic presence on Google and across the web.

Search Boost.....\$49/ad

A plethora of products that bring results...

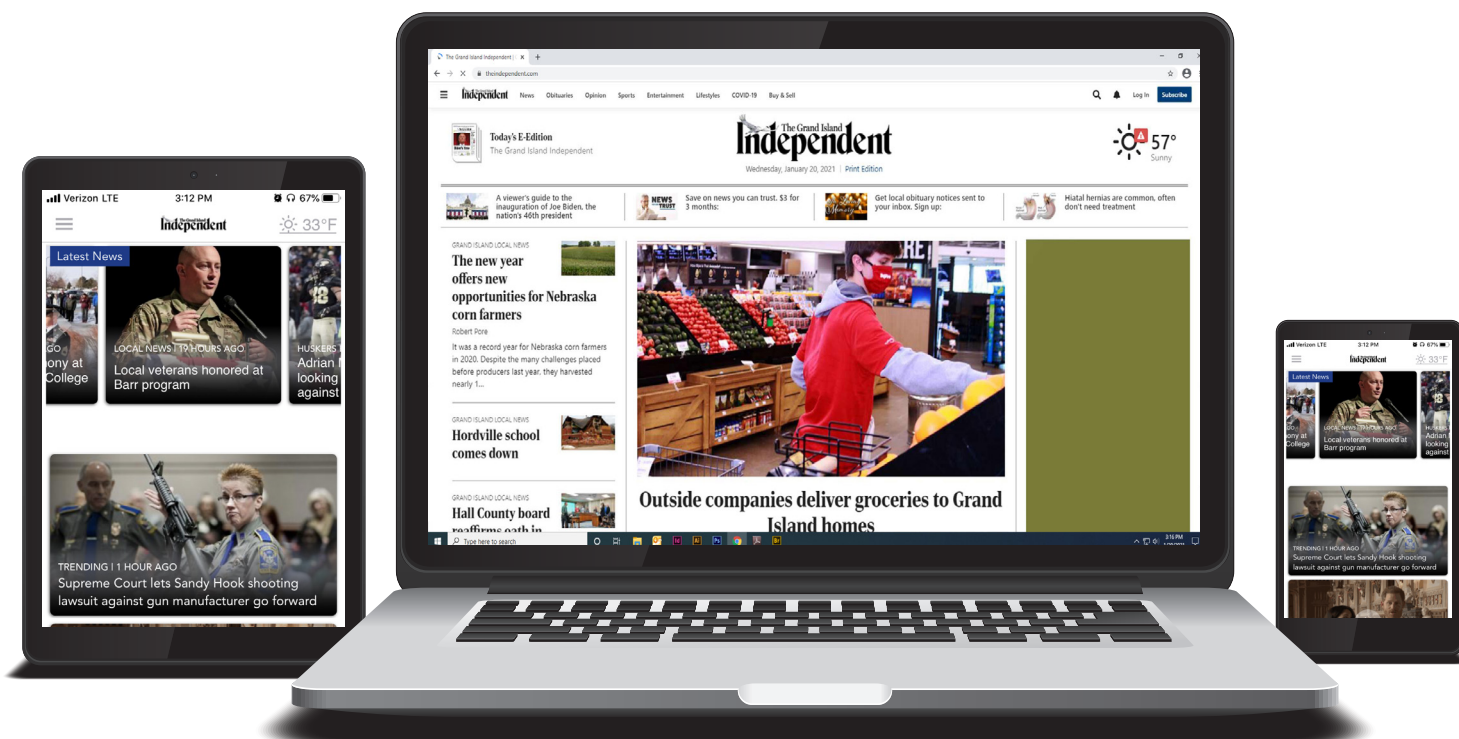
The Independent has extensive offerings of digital promotional tools that bring measurable results in today's on-line marketing arena. We have a portfolio of products that can not only reach consumers locally on theindependent.com, we can target consumers by behavior on nationally-branded websites. We can even drill down and reach potential customers 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 Independent can construct and deliver full service marketing plans with the help of their partner, Amplified. This can be for Google Ads and social media or traditional billboard and radio.

“With average of 2.8 million page views per month in 2020, theindependent.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. All impressions
ROS to standard IAB 300x250, 728x90 and 320x50 unless specified.*

Theindependent.com Monthly Snapshot

Page Views 4,036,898

Monthly averages from 10/01/2019 - 09/30/2020

Enhancements

Time of day targeting.....	\$3.00
Section targeting.....	\$2.00
News / Sports / Homepage / Obits / Real Estate	
Targeting.....	\$3.00

Benefits of publishing on theindependent.com

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

Size availability and platforms

ROS Desktop

- 728x90 Leaderboard
- 300x250 Medium Rectangle

ROS Mobile

- 320x50 Banner
- 300x250 Medium Rectangle

ROS App

- 300x250 Medium Rectangle
- 320x50 Banner
- 640x770 App Open
- 640x360 Front Page Native (with
 Headline, Body, Call to Action and Click
 Through URL)
- 728x90 Leaderboard

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

“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 theindependent.com.

High impact digital ads on theindependent.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).

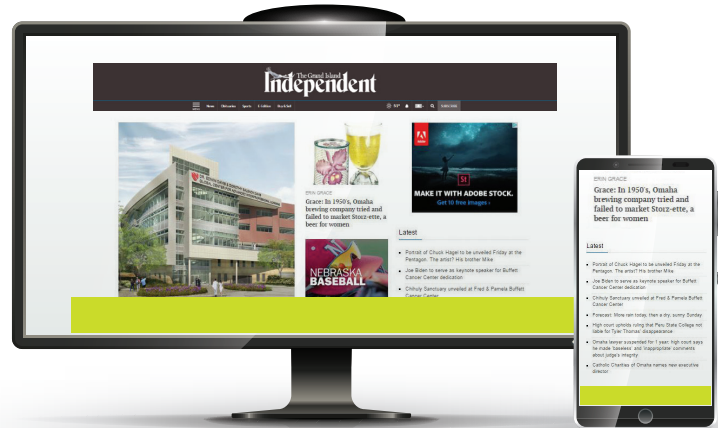
- Up to 100,000 impressions **\$20 cpm**
- Over 100,000 impressions **\$15 cpm**
- Section Targeting **+\$3 cpm**

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
525x250

VIDEO
445x250

OR

VIDEO
300x170
STATIC IMAGE
300x430

STATIC IMAGE
300x430
VIDEO
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

Why Sponsored Content?

It effectively captures consumer attention. GII Sponsored Content doesn't look like traditional advertising so it engages the audience better.

GII Sponsored Content paves the way for deeper and richer level of engagement between brands and consumers. They are far more informative than traditional ads. Given the immersive user experience, engagement and conversion rates for sponsored content, ROI is simply higher.

Benefits of sponsored content to your advertisers:

- ☐ Positions the advertiser as the expert in their field
- ☐ Limited inventory and category exclusivity
- ☐ Unique, custom stories with consistent search terms for better engagement and SEO
- ☐ Exclusive promotion from the Independent social media accounts – no other way to access this!
- ☐ Articles archived on theindependent.com for future access
- ☐ Advertiser gains rights to the article to reuse after campaign ends
- ☐ Detailed reporting metrics, including page views, unique viewers, average time on article and social metrics, provided for every article

The Power of TheIndependent.com

Desktop & Mobile Only

Monthly page views	2,618,255
Unique Visitors	280,678
Video Views	18,934
Avg. Session Duration	1:50

The Power of Sponsored Content

Brand lift increase	90%
Lift in purchase intent	18%
Avg. time on story	4:11
Avg. scroll velocity	85 pixels/second
Avg. scroll depth	86%

* Source: Google analytics. Monthly average from 2/27/2017 to 8/27/17

** Sources: Nielsen; Jan 2015, MOZ; Copyright 2015 Sharethrough, Inc. All rights reserved. eMarketer November 2013; MDG Advertising, IPG Media Lab, Dedicated Media; March 2015 Ad Week; Nov 2016 Forbes CommunityVoice

Content and Audience Targeting

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

Custom Content Created Just for You

GII Sponsored Content reads like a news article, but positions you as the expert.

Key Positioning on TheIndependent.com

Your story is positioned high within our news feed and will stay there for 14 days creating higher engagement than traditional advertising and keeping it top of mind.

Reach with Relevance

GII Sponsored Content strategically connects your brand to our audience (your customers) with topically relevant and shareable content.

Turn-Key Services

We create the content, promote it and amplify it, then analyze the results and provide you with detailed statistics.

Investment Opportunity

No. of Articles	Cost Per Article (paid each time article runs)	Total Cost
1	\$975	\$975
3	\$825	\$2,475
6	\$700	\$4,200
12	\$625	\$7,500

Each Article Includes:

- Article + 2 photos
- 40k ROS banner impressions on theindependent.com during a 14-day run
- Static banner on content page
- No competitive advertising on your page
- Social Media Boost on The Independent 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.

reader data is collected

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 9:30 A.M. (limited to two per day)

EMAIL BLASTS


1-2X YR.	3-5X YR.	6-11X YR.	12XYR.
\$299	\$275	\$225	\$199


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

Call McKinnis for Commercial & Residential Roofing Needs | [View this email online](#)


Storm Damage?

McKinnis will be there for you when the unthinkable happens.






Water Damage
Water Extraction
Clean-up & Drying
Drywall & Painting
Complete Re-build



Wind & Hail
Board-Up & Tarp Areas
Hail Damage Evaluation
Exterior Estimate
Full Clean-up & Repairs



Storm Services
Tarp and Secure Property
Storm Assessment
Clean-up & Repair
Full Reconstruction

Commercial & Residential **McKINNIS** BBB Accredited Business

Roofing • Restoration • Sheet Metal • Siding • Windows • Gutters
402.426.2644 • 24/7 Emergency Services • mckinnisinc.com

You are receiving this information as a free service to Omaha.com guests who have requested to receive updates about our site, or money-saving offers from our advertisers. Please do not mark this message as spam, instead [click here](#) to unsubscribe. Your request will be removed immediately. Please do not reply to this email.

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.”

SAVE \$100



HUNTINGTON
REGISTER NOW FOR SUMMER AND SAVE
CENTER

Huntington
LEARNING CENTER
CELEBRATING 40 YEARS
EXCELLENCE IN EDUCATION SINCE 1977

SUMMER IS THE PERFECT TIME TO GET CAUGHT UP

Huntington can help your student get back on track this summer. Since 1977, Huntington has helped students K-12 improve their grades, academic skills and confidence.

We offer:

- Thorough academic evaluations
- Proven programs tailored to each student's needs
- Individualized instruction from highly qualified teachers

ACADEMIC SKILLS
Reading - Writing - Math - Study Skills
Spelling - Vocabulary - Phonics

SUBJECT TUTORING
Algebra - Geometry - Trigonometry - Pre-Calculus - Calculus - Earth Science - Biology - Chemistry - Physics

EXAM PREP
SAT - PSAT/NMSQT - ACT - Advanced Placement (AP) - State Tests - HSPT - SSAT - ISEE - GED - ASVAB

LEARN MORE

Email Newsletters

Two banner positions 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

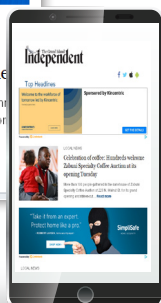
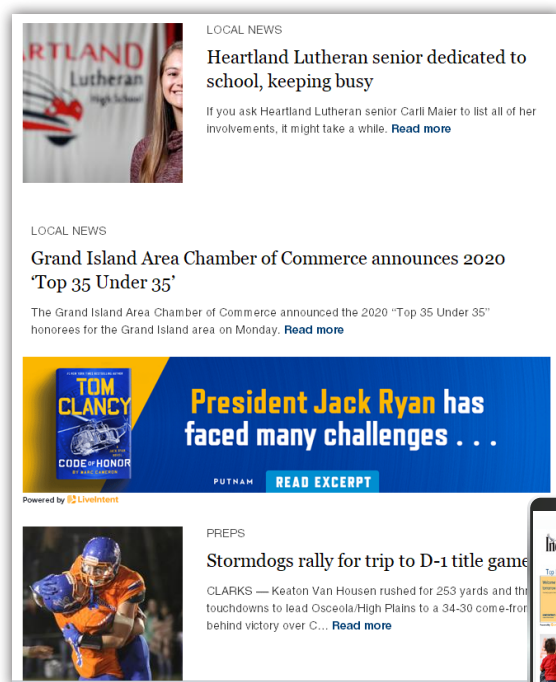
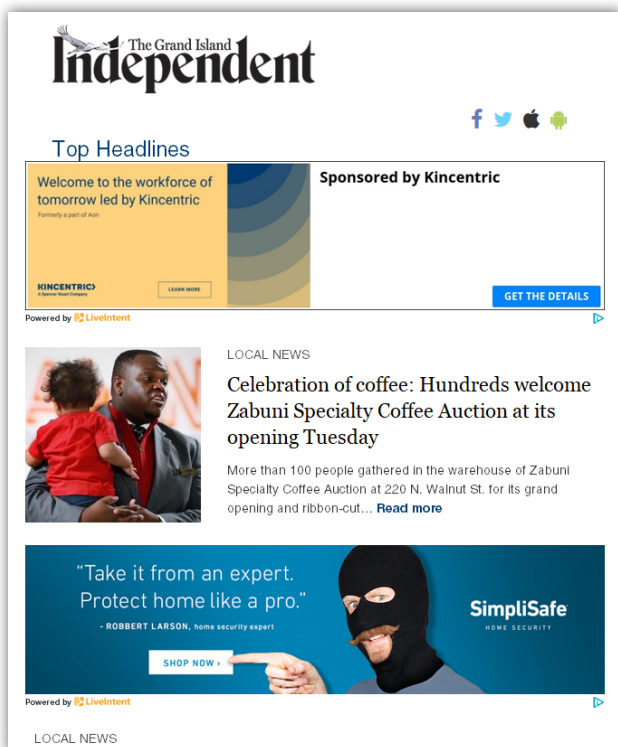
Daily Headlinesevery morning
Obituary Updatesevery morning
Breaking Newsas it happens
What's Hot every Friday

Size availability and pricing

Marquee (970x550)\$100/Day
Superleader (970x250)\$50/Day

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

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



Local Video Advertising

“When viewers click a video, they do so 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

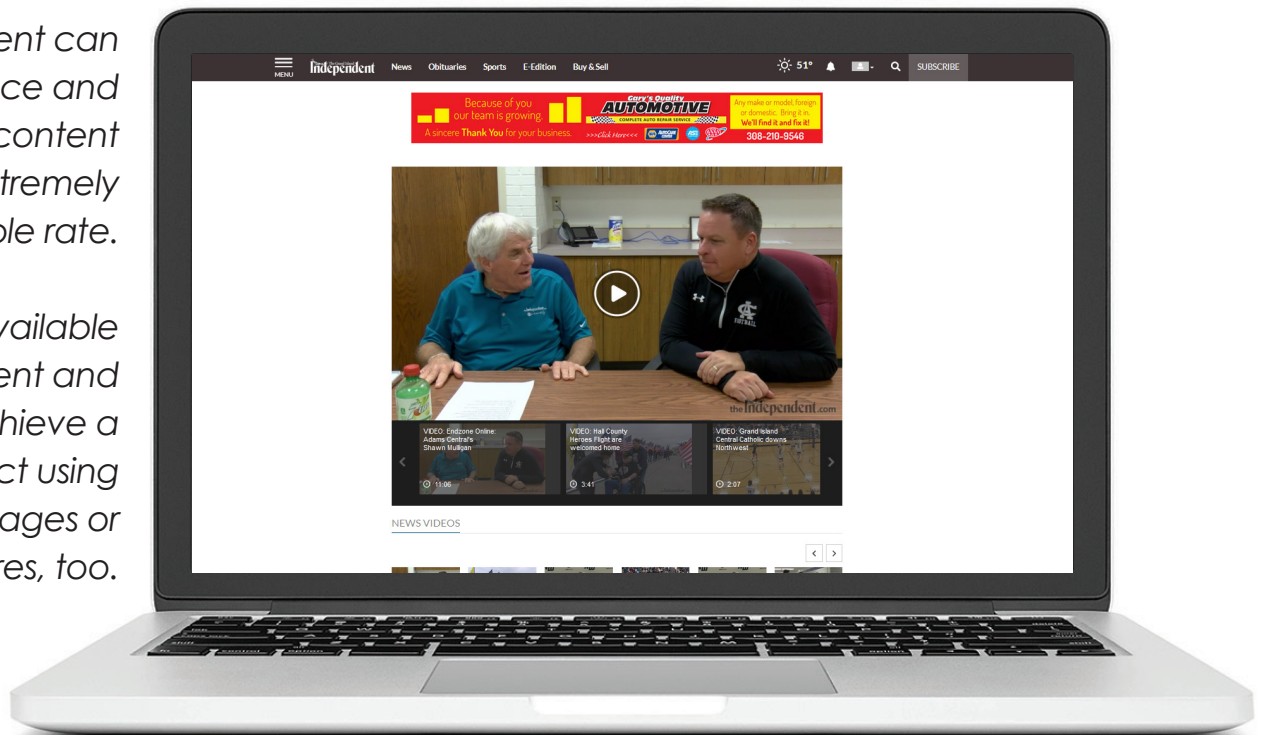
Your video advertising message appears before The Independent's video content. These "skip-free" commercials can be up to 30-seconds in length. Videos hold the attention of your audience creating a high level of engagement and giving your message maximum impact.

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 Grand Island Independent digital advertising guidelines. Some exclusions apply.

The Independent 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 & Contests



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 TheIndependent.com for contest / quizz promotion
- Up to four (4) quarter page, full color print ads in the Grand Island Independent for contest promotion
- Up to two (2) email blasts for contest promotion to TheIndependent.com email subscribers
- Social media touts to Grand Island Independent followers
- Contest / quiz set-up and administration of website
- Opt-in email addresses (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 Grand Island Independent, 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 client's best - or most profitable audience through targeting techniques with display, native, video, and social ads. You uncover the audience characteristics, and geography, and we'll find the best ways to reach them!

Email

Reach your client's 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 client's 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 client's company as they 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.

Rep/Social

Your client's online presence includes both what they say about themselves, as well as what their customers are saying about them. Our Social and Reputation Management programs help companies 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 client's 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.



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



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 Blast

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

Digital Ad Specifications



Email Newsletter Banner Ad

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



768x1024



480x320



300x250

Mobile APP

- Portrait image 320x480
- Landscape image 480x320
- Portrait image HD 768x1024
- Landscape image HD 1024x768
- 300x250
- PNG, JPG, GIF, HTML5 Maximum weight: 50k,



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

“ Digital advertising provides an opportunity to directly link to attract the desired customer to your business. ”

Print & Distribute Rates

Flyer Rates 8.5" x 11"

Prices based on cost-per-thousand

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.

- For zip code distribution quantities see your account executive.
- 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

Preprints: Daily & Sunday

Daily Distribution

Prices based on cost-per-thousand

DAILY

More than 12,000 Inserts

SIZE	OPEN	"6-23 (-2%)"	"12-23 (-5%)"	"24-35 (-7%)"	"36-47 (-10%)"	"48-59 (-11.5%)"	"60-82 (-13%)"	"83-103 (-1%)"	"104+ (-25%)"
Single Sheet	\$52.00	\$50.96	\$49.40	\$48.36	\$46.80	\$45.24	\$45.24	\$43.68	\$39.00
2 Std/4 Tab	\$55.00	\$53.90	\$52.25	\$51.15	\$49.50	\$48.68	\$47.85	\$46.20	\$41.25
4 Std/8 Tab	\$61.00	\$59.78	\$57.95	\$56.73	\$54.90	\$53.99	\$53.07	\$51.24	\$45.75
6 Std/12 Tab	\$66.00	\$64.68	\$62.70	\$61.38	\$59.40	\$58.41	\$57.42	\$55.40	\$49.50
8 Std/16 Tab	\$73.00	\$71.54	\$69.35	\$67.89	\$65.70	\$64.61	\$63.51	\$61.32	\$54.75
10 Std/20 Tab	\$79.00	\$77.42	\$75.05	\$73.47	\$71.10	\$69.92	\$68.73	\$66.36	\$59.25
12 Std/24 Tab	\$86.00	\$84.28	\$81.70	\$79.89	\$77.40	\$76.11	\$74.82	\$72.24	\$64.50
14 Std/28 Tab	\$92.00	\$90.16	\$87.40	\$85.56	\$82.80	\$81.42	\$80.04	\$77.28	\$69.00
16 Std/32 Tab	\$99.00	\$97.02	\$94.05	\$92.07	\$89.10	\$87.62	\$86.13	\$83.16	\$74.25
18 Std/36 Tab	\$105.00	\$102.90	\$99.75	\$97.65	\$94.50	\$92.93	\$91.35	\$88.20	\$78.75
20 Std/40 Tab	\$112.00	\$709.76	\$106.40	\$104.16	\$100.80	\$99.12	\$97.44	\$94.08	\$84.00
22 Std/44 Tab	\$118.00	\$115.64	\$112.10	\$109.74	\$106.20	\$104.43	\$102.66	\$99.12	\$88.50
24 Std/48 Tab	\$125.00	\$122.50	\$118.75	\$116.25	\$112.50	\$110.63	\$108.75	\$105.00	\$93.75

DAILY

Less than 12,000 Inserts

SIZE	OPEN	"6-23 (-2%)"	"12-23 (-5%)"	"24-35 (-7%)"	"36-47 (-10%)"	"48-59 (-11.5%)"	"60-82 (-13%)"	"83-103 (-1%)"	"104+ (-25%)"
Single Sheet	\$54.08	\$53.00	\$51.38	\$50.29	\$48.67	\$47.86	\$47.05	\$45.43	\$40.56
2 Std/4 Tab	\$57.20	\$56.06	\$54.34	\$53.20	\$54.48	\$50.62	\$49.76	\$48.05	\$42.90
4 Std/8 Tab	\$63.44	\$62.17	\$60.27	\$59.00	\$57.10	\$56.14	\$55.19	\$53.29	\$47.58
6 Std/12 Tab	\$68.64	\$67.27	\$65.21	\$63.84	\$67.78	\$60.75	\$59.72	\$57.66	\$51.48
8 Std/16 Tab	\$75.92	\$74.40	\$72.12	\$70.61	\$68.33	\$67.19	\$66.05	\$63.77	\$56.94
10 Std/20 Tab	\$82.16	\$80.52	\$78.05	\$76.41	\$73.94	\$72.71	\$71.48	\$69.01	\$61.62
12 Std/24 Tab	\$89.44	\$87.62	\$84.97	\$83.18	\$80.50	\$79.15	\$77.81	\$75.13	\$67.08
14 Std/28 Tab	\$95.68	\$93.77	\$90.90	\$88.98	\$86.11	\$84.68	\$83.24	\$80.37	\$71.76
16 Std/32 Tab	\$102.96	\$100.90	\$97.81	\$95.75	\$92.66	\$91.12	\$89.58	\$86.49	\$77.22
18 Std/36 Tab	\$109.20	\$107.02	\$103.74	\$101.56	\$98.28	\$96.64	\$95.00	\$91.73	\$81.90
20 Std/40 Tab	116.48	\$114.15	\$110.66	\$108.33	\$104.83	\$106.08	\$101.34	\$97.84	\$87.36
22 Std/44 Tab	\$122.72	\$120.27	\$116.58	\$114.13	\$110.45	\$108.61	\$106.77	\$103.08	\$92.04
24 Std/48 Tab	\$130.00	\$127.40	\$123.50	\$120.90	\$117.00	\$115.05	\$113.10	\$109.20	\$97.50

Sunday Distribution

Prices based on cost-per-thousand

SIZE	OPEN	"6-23 (-2%)"	"12-23 (-5%)"	"24-35 (-7%)"	"36-47 (-10%)"	"48-59 (-11.5%)"	"60-82 (-13%)"	"83-103 (-1%)"	"104+ (-25%)"
Single Sheet	\$53.04	51.98	50.39	49.33	47.74	46.94	46.14	44.55	39.78
2 Std/4 Tab	\$56.10	54.98	53.30	52.17	50.49	49.65	48.81	47.12	42.08
4 Std/8 Tab	\$62.22	60.98	59.11	57.86	56.00	55.06	54.13	52.26	46.67
6 Std/12 Tab	\$67.32	65.97	63.95	62.61	60.59	59.58	58.57	56.55	50.49
8 Std/16 Tab	\$74.46	72.97	70.74	69.25	67.01	68.90	64.78	62.55	55.85
10 Std/20 Tab	\$80.58	78.97	76.55	74.94	72.52	71.31	70.10	67.69	60.44
12 Std/24 Tab	\$87.27	85.97	83.33	81.58	78.95	77.63	76.32	73.68	65.79
14 Std/28 Tab	\$93.84	91.96	89.15	87.27	84.46	83.05	81.64	78.83	70.38
16 Std/32 Tab	\$100.98	98.96	95.93	93.91	90.88	89.37	87.85	84.82	75.74
18 Std/36 Tab	\$107.10	104.96	101.75	99.60	96.39	94.78	93.18	89.96	80.33
20 Std/40 Tab	\$114.24	111.96	108.53	106.24	102.82	101.10	99.39	95.96	85.68
22 Std/44 Tab	\$120.36	117.95	114.34	111.93	108.32	106.52	104.71	101.10	90.27
24 Std/48 Tab	\$127.50	124.95	121.13	118.58	114.75	112.84	110.93	107.10	95.63

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.

ZIP Code Zoning

Zoning is available Monday through Saturday. Five thousand (5,000) minimum preprint quantity per insertion required. Daily distribution includes subscribers and single copy in each zip code.

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%

Advertising Insertion Deadlines

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

Shipping Address:

Grand Island Independent
422 West 1st St.
Grand Island, NE 68802

INSERTION DAY	RESERVATIONS NO LATER THAN	DELIVERY NO LATER THAN
Monday	Fri., 11:30 a.m., 10 days in advance	Fri., 7:00 p.m., 10 days in advance
Tuesday	Mon., 11:30 a.m., 8 days in advance	Mon., 7:00 p.m., 8 days in advance
Wednesday	Mon., 11:30 a.m., 9 days in advance	Thu., 7:00 p.m., 6 days in advance
Thursday	Tue., 11:30 a.m., 9 days in advance	Thu., 7:00 p.m., 7 days in advance
Friday	Wed., 11:30 a.m., 9 days in advance	Fri., 7:00 p.m., 7 days in advance
Saturday	Wed., 11:30 a.m., 10 days in advance	Fri., 7:00 p.m., 8 days in advance
Sunday	Thu. 11:30 a.m., 17 days in advance	Fri., noon, 9 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. Lengthmaximum 48"
 - e. Max Weight2,000 lbs.

Preprint Shipping and Delivery

Shipping

Grand Island Independent
422 West 1st. St.
Grand Island, NE 68803

Contact

John Lilly at (308) 381-9444

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 Grand Island Independent for details.

Notification

Please advise your Grand Island Independent 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 (Grand Island Independent)
- 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 TheIndependent.com for 7 days.

	ONE AD PER WEEK 52 WEEKS	ONE AD EVERY OTHER WEEK 26 WEEKS	ONE TIME RATE
Daily Front Page	\$245	\$265	\$350
Daily Section Front	\$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.



Weather Page Advertising

8" Ad with Full Color

		52 WEEK COMMITMENT PER DAY	26 WEEK COMMITMENT PER DAY
Weather Page	\$99	\$110	\$120

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



Classified Rates

Recruitment Advertising

Take your recruiting to the next level with our customized recruitment advertising solutions. Our one-stop-shop places your recruitment ads on the most popular job aggregators – Indeed, ZipRecruiter, Glassdoor and Jobs2Careers – to place your positions in front of active job seekers. We also offer industry-specific network boost for those harder-to-fill and specialized positions.

MaxRecruit packages start at only \$129 per job listing.

Industry-specific boosts include the following. Please call for pricing.

Accounting & Finance Network

Call Center / Customer Support Network

CareerBuilder

Cannabis Network

Construction Network

College/Entry Level Network

Diversity Network

Education Network

Energy & Engineering Network

Facebook Passive Audience - Basic

Facebook Passive Audience - Platinum

Green Employer Network

Healthcare Network

Healthcare and Nursing Networks

Hospitality Network

Information Technology Network

Law Enforcement Network

Manufacturing & Trade Network

MaxRecruit

Max Recruit - Discount

MaxRecruit Hourly

MaxRecruit Lite

MaxRecruit Platinum

MoonLighting Blast

MoonLighting Blast Plus

Nursing Network

Sales & Marketing Network

Social Network

Transportation & Logistics Network

Veterans Network

Private Party Classified Advertising

Automotive – single vehicle listings starting at \$40 for 14 days

Real Estate (private party/for sale by owner only) – listings starting at \$62 for three days

Garage Sales – listings starting at \$10/day

Occasions – announcements starting at \$23

giCAREERFINDER.com

Sunday/Wednesday full color print ad with 8,000 extra distribution in Trade West. Packages include run of site online banners and online with gicareerfinder.com. Each job is also posted on Recruitology Job Boards.

Eighth Page (4x4.25")- \$562

Quarter Page (4x8.75")- \$851

Half Page (8x8.875")- \$1,361

Full Page (8x18")- \$2,306

Obituaries

\$15/column inch; \$20-\$25 for photo

Legal Notices

All legal notices are run at the state statute rate. Please call for pricing.

GrandIsland Classifieds.com

To Advertise Call Monday - Friday 9 am to 5 pm 308-382-1000 or Please Ads online 24/7 at www.GrandIslandClassifieds.com

CLASSIFIED 5B

YOU'VE GOT IT.

Sombody else wants it!
Get something special you no longer use?
Sell it in the Classifieds.
It may just be the perfect item to fill
sombody else's need.

Independent 422 W. 1st Street
4th floor Tulsa, OK 74103
308-382-1000

giHOMEfinder.com

To Advertise Call Monday - Friday 9 am to 5 pm 308-382-1000

CLASSIFIED 1C

YOUR NEXT HOME IS JUST A PHONE CALL AWAY

Call Jackie at 308-382-1000 for additional information and show appointment.

NEBRASKA ESTATE HOMES, LLC

JACKIE BELTZER (308) 378-6825
jackiebeltzercor@aol.com
GRI, C.R.S.

General Information, Contract and Copy Regulations

- A. 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.
- 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 Grand Island Independent 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 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.
- 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 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.
- N. 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.
- 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 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.
- 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

FTP – call (308) 381-9444 for access

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

Disk Transfer – CD/DVD or USB memory drives

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.