

Deadlines

Publication

Space & Copy Copy (No Proof)

Market Weekly	Thursday, 10 a.m.	
Wahoo Newspaper	Thursday, 4 p.m.	Friday, noon
Waverly News	Thursday, 4 p.m.	Friday, noon
The Ashland Gazette	Thursday, 4 p.m.	Friday, noon
Special Sections/Publications	Tuesday, noon	Thursday, noon

Special Services

Creative Department. Our Creative Department is available to help and plan effective ads for you. Please ask your advertising executive for details.

Co-op Advertising. Are you taking advantage of the co-op dollars available from your vendors? If not, ask us for help.

Proofs. Proofs are available, providing all copy has been submitted by deadline, for purpose of the advertiser's scrutiny, approval or correction. The advertiser assumes responsibility for correcting all errors that appear on the proof. No adjustment will be made for errors not corrected by the advertiser. Ads placed on a no-proof basis are done at the advertiser's risk.

Tearsheets. Advertising tearsheets will be delivered electronically to an e-mail address provided by the advertiser. Advertisers requiring paper tearsheets will be billed an additional \$1 per tearsheet.

Mechanical Specifications

Broadsheet full page:
9.875" x20.5"

Column widths:

Inches

- 1 column = 1.562"
- 2 columns = 3.225"
- 3 columns = 4.887"
- 4 columns = 6.55"
- 5 columns = 8.212"
- 6 columns = 9.875"

Tabloid full page: 10.35" x 9.5"

Column widths:

Inches

- Full page = 10.35" x 9.5"
- Half page (short) = 10.35" x 4.72"
- Half page (tall) = 5.092" x 9.5"
- Quarter page = 5.092" x 4.72"
- Sixth page = 5.092" x 3.14"
- Eighth page = 5.092" x 2.36"
- Business card = 3.339" x 1.6"

ROP Ad Requirements

A. Six-Column Page

Minimum display advertisement accepted is one column by one inch. Page size is six columns. Double-truck advertisements must occupy at least four columns on each side of the gutter and when the gutter is used it is counted as an additional column.

B. Recomposition Charges

Excessive changes from the original layout will be charged at the rate of \$2 per column inch. Excessive is defined as a "major" change from the original copy or layout that has been submitted for processing. Determination of recomposition charges will be made at the discretion of the Publisher.

Advertising Contract

1. A signed contract is required to earn a rate other than open rate. All advertising under the terms of The Contract must be for the Advertisers' business exclusively and is for display advertising only. The Contract is not assignable by The Advertiser. In the absence

For more information,
call 402.443.4162
or toll-free at
877.556.7898

of a contract, all advertising will be billed at the open rate or earned rates as shown on the rate card.

2. The rates and conditions for advertising under signed Contract shall be those shown on the rate card. The rate card, its revision and successors, shall be part of the signed contract.

3. Contracts shall be effective for one year from the date signed.

4. It is mutually agreed that if a higher or lower rate is earned by The Advertiser on the contract through the use of greater or less volume of space than was contracted for, the rate will be adjusted at the end of the Contract year on the basis of The Publisher's rate card in effect on that date.

5. The Publisher reserves the right, upon sixty (60) days written notice, to change the rates and conditions in effect under The Contract. Advertiser reserves the right to accept such change of rate or to cancel the Contract without rate adjustment provided cancellation is delivered, in writing, to Publisher within the sixty (60) day notice period.

6. The Publisher accepts no responsibility in notifying the Advertiser as to the fulfillment of the Advertiser's contract obligation.

Electronic Ad Requirements

4 Easy Steps...

1. Our e-mail address is advertising@wahoonepaper.com. In the subject line, please type your account executive's name, followed by the name of your company and a catchline that allows us to find your ad easily. Send classified ads to classifieds@wahoonepaper.com.

2. When sending a pre-made ad via e-mail, we need to be sure we can open it and reproduce it. Please embed your fonts. The following are the formats we accept e-mail ads in:

- Adobe Acrobat PDF • Quark Xpress 4
- Adobe Photoshop 4.0 or higher TIFF/EPS
- Adobe Illustrator 9 EPS
- Microsoft Word
- Adobe InDesign CS5.5

3. The following are formats that we cannot accept via e-mail, but you are welcome to provide your advertising executive with a hard copy of the ad for our creative staff to reproduce.

- Microsoft Publisher, Paint or Office
- Power Point • Adobe Pagemaker
- Corel Draw

4. When sending your art for your ad, please send color photos, clipart and illustrations in CMYK color as a JPEG. When sending a photo, remember, newsprint has a "press gain" so photos will appear darker than the original. Submitted photos will be toned to look lighter on the computer screen.

2017

The Power of Delivery!

Saunders/Lancaster/Cass Counties

Advertising

Market/Rate Information



www.wahoo-ashland-waverly.com

Wahoo Newspaper

The Waverly News

THE Ashland Gazette

MARKET WEEKLY

402-443-4162

Combination

Wahoo-Waverly-Ashland

Ad Rate: \$17.50 pci
(a 30% discount)

Non-profit rate:
\$13.00 for those
qualifying

Color: \$5.25/inch

Circulation: 5,250
Readership: 13,125



Ad Rate: \$13.40 pci

Non-profit rate:
\$10.00 for those
qualifying

Color: \$5.25/inch

Circulation: 14,745
Readership: 36,862

Wahoo Newspaper

Open Rate: \$9.30 pci

Non-profit rate:
\$7.50 for those
qualifying

Color: \$5.25/inch

Circulation: 3,056
Readership: 7,640



Open Rate: \$8.00 pci

Non-profit rate:
\$7.00 for those
qualifying

Color: \$5.25/inch

Circulation: 1,014
Readership: 2,535

THE Ashland Gazette

Open Rate: \$8.00 pci

Non-profit rate:
\$7.00 for those
qualifying

Color: \$5.25/inch

Circulation: 1,180
Readership: 2,950



pci - per column inch

**Reach All Customers Between
Omaha and Lincoln - Easily!**

These four publications are the most cost-effective advertising vehicle in the market that provides the greatest reach of any media in the region, covering Saunders and northeastern Lancaster counties.

- **Wahoo Newspaper** serves the city of Wahoo and surrounding area. It is direct-mailed and carrier-delivered to subscribers every Wednesday/Thursday.
- **Ashland Gazette** covers local news for Ashland and surrounding area. It is direct-mailed to subscribers every Thursday.
- **The News, Waverly** provides community news for the Waverly area. It, too, is direct-mailed to subscribers every Thursday.
- **Market Weekly** provides advertising - both retail and classified - coverage to every household in Saunders County. Subscribers and non-subscribers receive the Market Weekly each week.

The Power of Delivery!

Combined Audience

402,000*

Wahoo Newspaper

7,640 Readership*

THE Ashland Gazette

2,950 Readership*

The Waverly News

2,535 Readership*

www.wahoo-ashland-waverly.com

Total Page Views

498,360*

Total Sessions/Visits

235,924

Total Unique Users

138,906

Analytics: 12-29-15 to 12-13-16

Preprint Rates

Up to 12 Pages: \$50/cpm
13-24 Pages: \$55/cpm
Over 24 Pages: \$60/cpm
We Can Print Your Ad Preprints!

Classified Rates

Line ads: \$2.00 per line with \$12 minimum; second consecutive and each week after \$1.60/line. Charged: \$3 additional.

Display: \$13.40/inch

**Reserve your
advertising space today!**

Call 402.443.4162

**to place an ad in the
Market Weekly,
Wahoo, Waverly and
Ashland newspapers
and websites.**