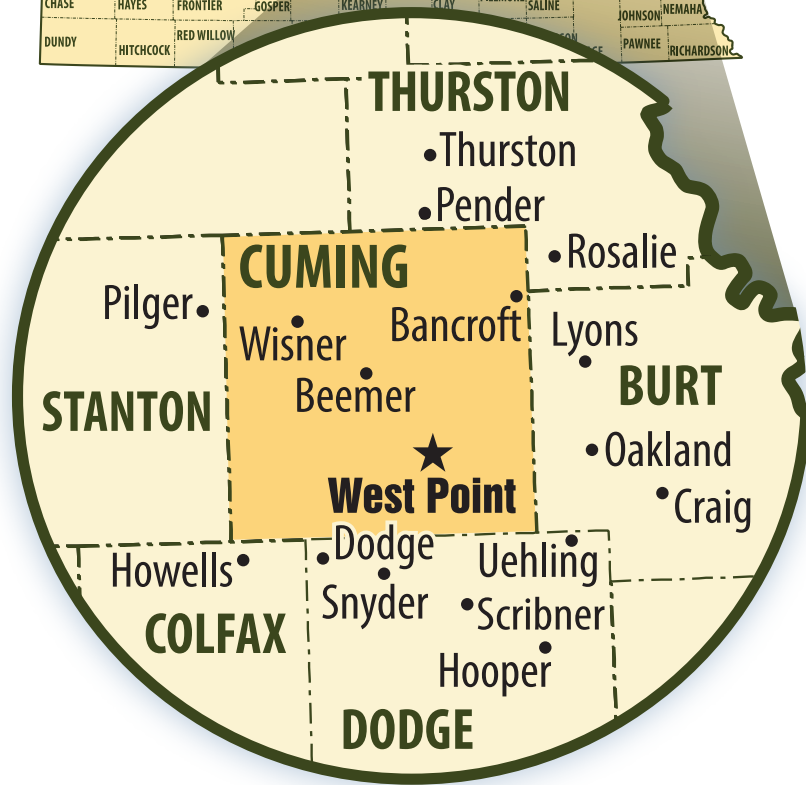
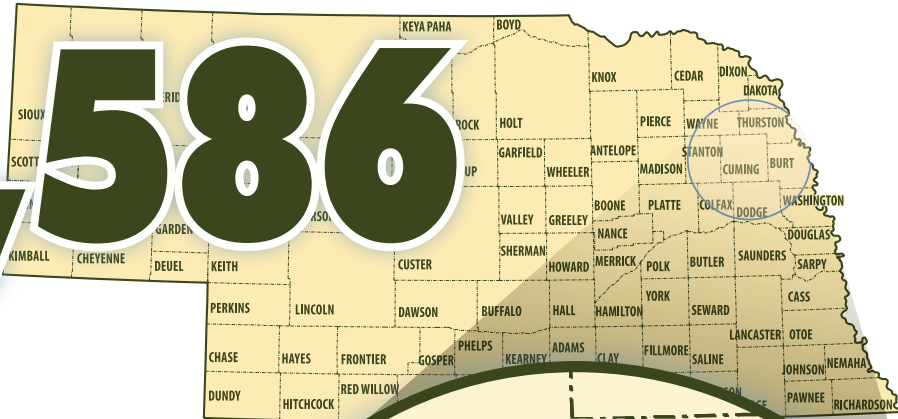


Elkhorn Valley SHOPPER

9,586



Shoppers are delivered each Wednesday morning by third class mail to all postal patrons in towns and routes listed at right.

The shopper is also available at newsstands with the West Point News.

Who Gets the Shopper

Bancroft: (68004) Post Office Boxholders.....	194
Route 2 - west and northwest and northeast of town	207
Beemer: (68716) Post Office Boxholders	152
Rt. 1 - all around town	262
Craig: (68019) Post Office Boxholders	49
Rt. 1 - north and south and west of town and	
- north and east of town	188
Dodge: (68633) Post Office Boxholders.....	60
Rt. 1 - primarily south of town	55
Rt. 2 - primarily north of town	400
Hooper: (68031) Rt. 2 - primarily north of town,	
west of Highway 77	253
Howells: (68641) Post Office Boxholders	97
Rt. 1- 8 miles north, 4 miles west, 5 miles south, 1 mile east.....	221
Rt. 2 - south and east of town	179
Lyons: (68038) Post Office Boxholders	294
Rt. 1 - east and south of Lyons	178
Rt. 2 - west of Lyons, north	194
Oakland: (68045) Post Office Boxholders	49
City Route 1	625
Rt. 1 - northwest, south of Uehling, east of Uehling	181
Rt. 2 - east, northeast towards Lyons.....	82
Pender: (68047) Post Office Boxholders (incl. gen. delivery)	283
Rt. 1 - west, south and north 3 miles on Highway 9.....	160
Rt. 3 - Beemer, Wisner, Wakefield	328
Pilger: (68768) Cluster Boxes (incl. gen. delivery).....	80
Rt. 1	189
Rosalie: (68055) Post Office Boxholders	60
Rt. 1 - surrounds town	60
Scribner: (68057) Post Office Boxholders	98
Rt. 1 - west, south toward Hooper, east, north of Snyder	
and a little north of Scribner	321
Rt 2 - north of Crowell, west and	
northwest, east and northeast,	
south of Snyder.....	278
Snyder: (68664) Post Office Boxholders	125
Thurston: (68062) Post Office Boxholders	58
Rt. 1	70
Uehling: (68063) Post Office Boxholders	143
West Point: (68788)	
City Route 1	565
City Route 2	505
Rt 1 - south and west, little northwest.....	184
Rt 2 - north and east.....	421
Rt 3 - south and east, few northwest.....	310
Newsstands	456
Wisner: (68791) Post Office Boxholders	350
Rt. 1 - all south, north close to town	151
Rt. 2 - north, east and south of town	340
Misc: Area towns such as Fremont,	
Tekamah, Clarkson, etc.	68
Newsstands in nearby towns	63
TOTAL	9,586

February 2020

Maximum Exposure
for Your Ad Message

WEST POINT NEWS
Assured Readership by 2,050 Subscribers

Elkhorn Valley SHOPPER

Circulation
9,586

(Circulation Verification Council Audited)

P.O. Box 40
134 East Grove
West Point, NE 68788
Phone 402-372-2412
Toll Free 1-800-372-2461
Fax 402-372-3530

E-mail:
Karey: admanager@wpnews.com
Karlie: adrep7@wpnews.com

Web site <http://www.wpnews.com>

WEST POINT NEWS

**“Dedicated to the Future
of West Point and
Cuming County”**

Published Weekly since 1870

Tom Kelly, publisher
Willis Mahannah, managing editor
Karey Rahn, advertising director

Open Non-Commissionable Rates

1-50 inches.....	\$13.10
51-80 inches.....	12.30
81-160 inches.....	11.70
Over 161 inches.....	11.30

National Commissionable Rates

Per column inch.....	\$17.00
SAU rate.....	17.00

Color Charges

\$89 per insertion
Single spot color only

Circulation 2,050

The West Point News was established in November 1870 and covers Cuming County plus parts of Dodge, Burt, Thurston, Stanton and Colfax counties

Cost.....\$1.25 per single copy

Subscription price: \$40.00 College (9 months).
\$48.50 in Cuming County and adjoining counties.
\$64.50 in Nebraska and \$83.50 elsewhere in U.S.

West Point Newspapers are delivered by third class mail to subscribers on Thursday morning.

The West Point News is also available at newsstands and Online. Please call for details about online subscriptions.

Business Card Page, Business Review, LENRD and Business & Professional Directory are once a month advertising options - Call your advertising rep for details.

Weekly Contract Rates

5 inches or more per week.....	\$10.00
10 inches or more per week.....	\$9.30
20 inches or more per week.....	\$8.60
30 inches or more per week.....	\$8.10
40 inches or more per week.....	\$7.80
80 inches or more per week.....	\$7.20
160 inches or more per week.....	\$6.60

Bulk Contract Rates

500 inches.....	\$10.60
1000 inches.....	\$10.10
1500 inches.....	\$9.80
2000 inches.....	\$9.50
4000 inches.....	\$9.20
8000 inches.....	\$8.70

Pre-Printed Inserts

2,050 inserts needed for total newspaper circulation
(1,000 minimum required)

Single Sheets Max Size 7" x 11" or Smaller.....	9.3¢
Folding Single Sheet Letter or Legal Size.....	2.0¢ each
4 page tabloid.....	11.0¢
8 page tabloid.....	11.8¢
12 page tabloid.....	12.4¢
16 page tabloid.....	14.2¢
Extra for folding to 1/4 fold.....	2.0¢ each

Mechanical Requirements - West Point News

Publication Date.....	Wednesday
Printing Date.....	Wednesday
Advertising Deadline.....	Tuesday, noon
Column Width.....	2-1/8 inches, 12-1/2 picas
Type page width.....	13 inches, 79 picas
Type page depth.....	21 inches, 126 picas
Columns per page.....	6
Classified Display.....	2-1/8 inches wide, 12-1/2 picas wide

ELECTRONIC AD TRANSFERS

We do NOT accept files made in Publisher (.pub) or Corel Draw (.cdr). We accept ads via e-mail, or we can retrieve ads from FTP sites. Ads that are completely camera ready, that require no changes and that are sized to our column format should be sent as a PDF with all fonts embedded. Other formats are not always compatible. Photos to be used in creating an ad should be sent as a JPEG. Artwork should be sent as High Resolution PDF, JPEG, TIF or EPS files. **Visit www.wpnews.com to download a PDF of our electronic ad specs.**

CONTACT AD REP WITH QUESTIONS

Place an Ad ... and Sell it Fast!	*Elkhorn Valley Shopper *Internet Classifieds	**50 Words Maximum			
		ONLY	CLASSIFIED AD RATES		
\$11.00 For 20 words or less		Number Words	1st Issue	2nd Issue	3rd Issue
		20 or less	\$11.00	\$11.00	\$5.00
		21-50	+ 55¢/word	+ 55¢/word	\$5.00
Week 3 in a 3-week series is FREE — Pre-payment Required					

2020 - 2021 Special Promotions

February	Academic Recognition - Paper
February 5	Valentine Gift Cards - Shopper
February 12	Heart/Wellness Section - Paper
February 19	Financial Planning - Special Pages - Paper
February 26	Food & Fun (Lent begins February 26) - Shopper
March	Spring Sports Section - Paper
March 4	Lutheran Schools Week (March 8-13) - Paper
March 18	Tornado Safety - Paper
March 25	Ag Day (March 24) Ag Week (March 22-28) - Paper
April 8	Easter Church Page (Easter April 12) - Paper
April 15	Business Women's Week - Paper
	Spring Car Care - Shopper
April 22	Lawn & Garden/Home Improvement - Tab
May 6	Graduation - Tab
	Hospital Week (May 10-16) - Paper
	Nursing Home Week (May 10-16) - Shopper
May 20	Summer Food & Fun (Memorial Day May 25) - Shopper
	Beef - Tab
May 27	Spring Community Garage Sale (May 29-30) - Shopper
June	Academic Recognition - Paper
	Youth Sports - Tab
June 17	Dairy - Paper
July	Sidewalk Sales - Shopper
July 15	Senior Citizens - Tab
July 29	Progress - Tab
August	Fall Sports - Tab
August 5	Pre-Fair (Fair August 13-16) - Paper
August 26	Fair Results Tab
September 2	Food & Fun (Labor Day Sept. 7) - Shopper
September 9	Assisted Living Week (Sept. 13-19) - Shopper
September 16	Car Show Banners - Shopper
	Farm Safety (Sept. 13-19) - Paper
	Fall Community Garage Sale (Sept. 18 & 19) - Shopper
September 23	Fall Home Improvement - Tab
September 30	Fall Car Care - Shopper
October 7	Fire & Rescue Salute - Paper
October 14	Hunting Guide - Shopper
October 21	Pork - Tab
November 4, 11, 18, 25	Holiday Special Pages - Shopper
November 18	West Point Chamber Super Sunday - Shopper
November 25	West Point Chamber Early Sales - Shopper
December	Winter Sports - Tab
December 9	Gift Certificate Page - Shopper
December 23	Christmas - Tab

2021

January 20	Ag Outlook - Tab
	Catholic Schools Week (Jan. 24 - 30) - Shopper
January 27	Bridal Special Pages - Paper

Note: All tabs run as an insert in the West Point Newspaper

Elkhorn Valley SHOPPER

**Blanketing Nebraska's Richest Agricultural Region:
Bancroft, Beemer, Craig, Dodge, Hooper,
Howells, Lyons, Oakland, Pender,
Pilger, Rosalie, Scribner, Snyder, Thurston,
Uehling, West Point, and Wisner**

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