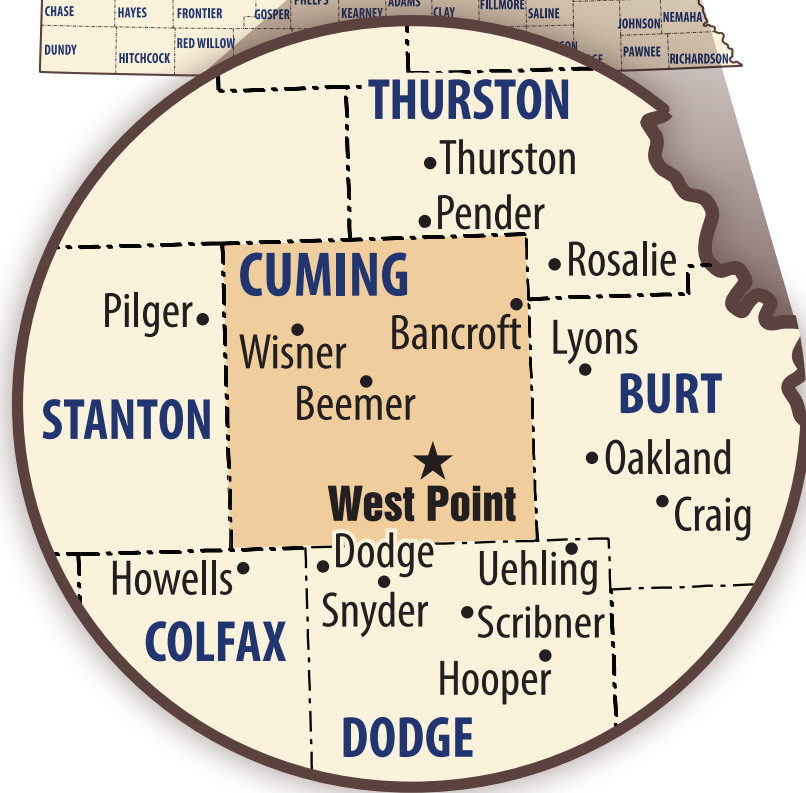


Elkhorn Valley SHOPPER

9,575



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.....	191
Route 2 - west and northwest and northeast of town	214
Beemer: (68716) Post Office Boxholders	160
Rt. 1 - all around town	263
Craig: (68019) Post Office Boxholders	47
Rt. 1 - north and south and west of town and	
- north and east of town	190
Dodge: (68633) Post Office Boxholders.....	60
Rt. 1 - primarily south of town	52
Rt. 2 - primarily north of town	400
Hooper: (68031) Rt. 2 - primarily north of town,	
west of Highway 77	252
Howells: (68641) Post Office Boxholders	103
Rt. 1- 8 miles north, 4 miles west, 5 miles south, 1 mile east.....	216
Rt. 2 - south and east of town	175
Lyons: (68038) Post Office Boxholders	294
Rt. 1 - east and south of Lyons	181
Rt. 2 - west of Lyons, north	195
Oakland: (68045) Post Office Boxholders	47
City Route 1	580
Rt. 1 - northwest, south of Uehling, east of Uehling	180
Rt. 2 - east, northeast towards Lyons.....	88
Pender: (68047) Post Office Boxholders (incl. gen. delivery)	287
Rt. 1 - west, south and north 3 miles on Highway 9.....	155
Rt. 3 - Beemer, Wisner, Wakefield	313
Pilger: (68768) Cluster Boxes (incl. gen. delivery).....	79
Rt. 1	184
Rosalie: (68055) Post Office Boxholders	57
Rt. 1 - surrounds town	60
Scribner: (68057) Post Office Boxholders	90
Rt. 1 - west, south toward Hooper, east, north of Snyder	
and a little north of Scribner	308
Rt 2 - north of Crowell, west and	
northwest, east and northeast,	
south of Snyder.....	284
Snyder: (68664) Post Office Boxholders	133
Thurston: (68062) Post Office Boxholders	59
Rt. 1	72
Uehling: (68063) Post Office Boxholders	147
West Point: (68788)	
City Route 1	560
City Route 2	520
Rt 1 - south and west, little northwest.....	192
Rt 2 - north and east.....	425
Rt 3 - south and east, few northwest.....	315
Newsstands	456
Wisner: (68791) Post Office Boxholders	364
Rt. 1 - all south, north close to town	149
Rt. 2 - north, east and south of town	347
Misc: Area towns such as Fremont,	
Tekamah, Clarkson, etc.	68
Newsstands in nearby towns	63
TOTAL	9,575

February 2019

Maximum Exposure for Your Ad Message

WEST POINT NEWS
Assured Readership by 2,050 Subscribers

Elkhorn Valley SHOPPER

Circulation
9,575

(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
Kierstan: adrep5@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.....	\$12.85
51-80 inches.....	12.10
81-160 inches.....	11.50
Over 161 inches.....	11.10

National Commissionable Rates

Per column inch.....	\$15.70
SAU rate.....	15.70

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.....\$1.00 per single copy

Subscription price: \$37.75 College (9 months).

\$46.25 in Cuming County and adjoining counties.

\$61.25 in Nebraska and \$78.50 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.....	\$9.80
10 inches or more per week.....	\$9.15
20 inches or more per week.....	\$8.40
30 inches or more per week.....	\$7.95
40 inches or more per week.....	\$7.60
80 inches or more per week.....	\$7.10
160 inches or more per week.....	\$6.50

Bulk Contract Rates

500 inches.....	\$10.35
1000 inches.....	\$9.95
1500 inches.....	\$9.60
2000 inches.....	\$9.30
4000 inches.....	\$9.00
8000 inches.....	\$8.55

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.....	12-1/2 picas, 2-1/8 inches
Type page width.....	13 inches, 79 picas
Type page depth.....	21 inches, 301 lines
Columns per page.....	6
Classified Display.....	12-1/2 picas wide

ELECTRONIC AD TRANSFERS

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. **We do NOT accept files made in Publisher or Corel Draw.** 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	Number Words	1st Issue	2nd Issue
\$10⁰⁰ For 20 words or less			20 or less	\$10.00	\$10.00	\$4.00
			21-50	+ 50¢/word	+ 50¢/word	\$4.00
			Week 3 in a 3-week series is FREE — Pre-payment Required			

2019 - 2020 Special Promotions

February	Academic Recognition - Paper
February 6	Valentine Gift Cards - Shopper
February 13	Heart/Wellness Section - Paper
February 20	Financial Planning - Special Pages - Paper
March	Spring Sports Section - Paper
March 6	Food & Fun (Lent begins March 6) - Shopper
March 6	Lutheran Schools Week (March 10-16) - Paper
March 13	Ag Day (March 14) Ag Week (March 10-16) - Paper
March 20	Tornado Safety - Paper
April 17	Business Women's Week - Paper
.....	Spring Car Care - Shopper
.....	Easter Church Page (Easter April 21) - Paper
April 24	Lawn & Garden/Home Improvement - Tab
May 8	Graduation - Tab
.....	Hospital Week (May 5-11) - Paper
.....	Nursing Home Week (May 12-18) - Shopper
May 22	Summer Food & Fun (Memorial Day May 27) - Shopper
.....	Beef - Tab
May 29 ..	Spring Community Garage Sale (May 31 - June 1) - Shopper
June	Academic Recognition - Paper
.....	Youth Sports - Tab
June 19	Dairy - Paper
July	Sidewalk Sales - Shopper
July 17	Senior Citizens - Tab
July 31	Progress - Tab
.....	Pre-Fair (Fair August 8-11) - Paper
August	Fall Sports - Tab
August 21	Fair Results Tab
August 28	Food & Fun (Labor Day Sept. 2) - Shopper
September 4	Assisted Living Week (Sept. 8-14) - Shopper
September 11	Car Show Banners - Shopper
.....	Fall Community Garage Sale (Sept. 13 & 14) - Shopper
September 18	Farm Safety (Sept. 15-21) - Paper
September 25	Fall Home Improvement - Tab
October 2	Fall Car Care - Shopper
October 9	Fire & Rescue Salute - Paper
October 16	Hunting Guide - Shopper
October 23	Pork - Tab
November 6, 13, 20, 27	Holiday Special Pages - Shopper
November 20	West Point Chamber Super Sunday - Shopper
November 27	West Point Chamber Early Sales - Shopper
December	Winter Sports - Tab
December 11	Gift Certificate Page - Shopper
December 18	Christmas - Tab

2020

January 15	Bridal Special Pages - Paper
January 22	Ag Outlook - Tab
.....	Catholic Schools Week (Jan. 26 - Feb. 1) - Shopper

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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