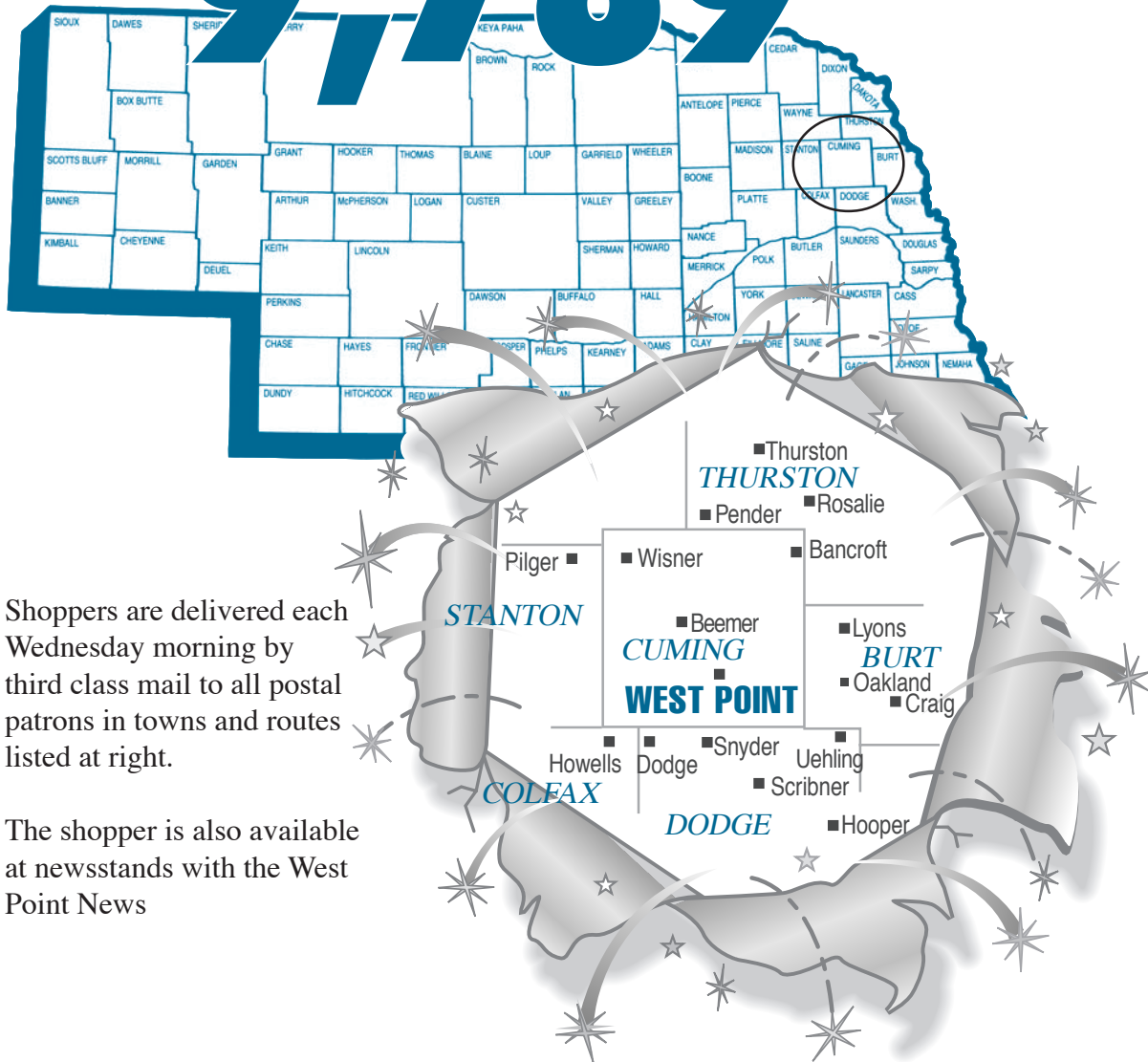


Elkhorn Valley SHOPPER

9,789



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.....	195
Route 2 - west and northwest and northeast of town	216
Beemer: (68716) Post Office Boxholders	191
Rt. 1 - all around town.....	256
Craig: (68019) Post Office Boxholders	60
Rt. 1 - north and south and west of town and	
- north and east of town	185
Dodge: (68633) Post Office Boxholders	62
Rt. 1 - primarily south of town	97
Rt. 2 - primarily north of town	332
Hooper: (68031) Rt. 2 - primarily north of town,	
west of Highway 77.....	235
Howells: (68641) Post Office Boxholders	97
Rt. 1 - 8 miles north, 4 miles west, 5 miles south, 1 mile east.....	310
Rt. 2 - south and east of town.....	95
Lyons: (68038) Post Office Boxholders	312
Rt. 1 - east and south of Lyons.....	168
Rt. 2 - west of Lyons, north.....	188
Oakland: (68045) Post Office Boxholders	30
City Route 1	520
Rt. 1 - northwest, south of Uehling, east of Uehling	190
Rt. 2 - east, northeast towards Lyons	90
Pender: (68047) Post Office Boxholders (incl. gen. delivery).....	310
Rt. 1 - west, south and north 3 miles on Highway 9	143
Rt. 3 - Beemer, Wisner, Wakefield	300
Pilger: (68768) Post Office Boxholders (incl. gen. delivery).....	150
Rt. 1	173
Rosalie: (68055) Post Office Boxholders.....	70
Rt. 1 - surrounds town	65
Scribner: (68057) Post Office Boxholders.....	120
Rt. 1 - west, south toward Hooper, east, north of Snyder	
and a little north of Scribner.....	325
Rt 2 - north of Crowell, west and	
northwest, east and northeast,	
south of Snyder.....	285
Snyder: (68664) Post Office Boxholders	135
Thurston: (68062) Post Office Boxholders.....	57
Rt. 1	72
Uehling: (68063) Post Office Boxholders	136
West Point: (68788)	
City Route 1.....	606
City Route 2.....	564
Rt 1 - south and west, little northwest.....	194
Rt 2 - north and east.....	434
Rt 3 - south and east, few northwest	268
Newsstands	510
Wisner: (68791) Post Office Boxholders	370
Rt. 1 - all south, north close to town	179
Rt. 2 - north, east and south of town.....	304
Misc: Area towns such as Fremont,	
Tekamah, Clarkson, etc.	120
Newsstands in nearby towns.....	70
TOTAL.....	9,789

February 2013

For Advertising With
Real Impact!

WEST POINT NEWS
Assured Readership by 3,000 Subscribers

Elkhorn Valley SHOPPER

Circulation

9,789

(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: wpnewskr@cableone.net
Paula: wpnewsadv@cableone.net
Megan: wpnewsadh@cableone.net
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 Frequency Non-Commissionable Rates

1-50 inches	\$10.85
51-80 inches	10.35
81-160 inches	9.90
Over 161 inches	9.60

National Commissionable Rates

Per column inch	\$12.45
SAU rate	12.45

Color Charges

\$125 per insertion
Over 40 column inches - Spot color only

\$225 per insertion
Less than 40 column inches - Spot color only

Circulation 3,000

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

Cost

Subscription price: \$41.25 in Cuming County and adjoining counties \$54.50 in Nebraska and \$69.00 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.

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

Weekly Contract Rates

5 inches or more per week	\$8.40
10 inches or more per week	\$7.85
20 inches or more per week	\$7.35
30 inches or more per week	\$6.95
40 inches or more per week	\$6.65
80 inches or more per week	\$6.20
160 inches or more per week	\$5.60

Bulk Contract Rates

500 inches	\$8.80
1000 inches	\$8.50
1500 inches	\$8.20
2000 inches	\$7.95
4000 inches	\$7.80
8000 inches	\$7.35

Pre-Printed Inserts

3,000 inserts needed for total newspaper circulation
(1,000 minimum required)

Single Sheets Max Size 7" x 11" or Smaller	8.6¢
Folding Single Sheet Letter or Legal Size	2.0¢ each
4 page tabloid	9.8¢
8 page tabloid	10.6¢
12 page tabloid	11.2¢
16 page tabloid	12.8¢
Extra for folding to 1/4 fold	2.0¢ each

Mechanical Requirements

Publication Date	Wednesday
Printing Date	Wednesday
Advertising Deadline	Tuesday, noon
Column Width	12-1/2 picas, 2-1/8 inches
Type page width	13-1/4 inches, 80 picas
Type page depth	21-1/2 inches, 301 lines
Columns per page	6
Classified Display	9-1/2 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. 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.

Contact ad rep with questions.

**Place an Ad ...
and Sell it Fast!**

**Elkhorn Valley Shopper
Internet Classifieds**
www.wpnews.com • e-mail: wpnewsadv@cableone.net • fax: 402-372-3530

ONLY	CLASSIFIED AD RATES	Number Words	1st Issue	2nd Issue	3rd Issue
\$900		20 or less	\$9.00	\$9.00	FREE
		21-30	+50¢/word	+50¢/word	FREE
		31 & up	+40¢/word	+40¢/word	FREE
For 20 words or less		Week 3 in a 3-week series is FREE — Pre-payment Required			

2013 - 2014 Special Promotions

February 6	Financial Planning - Special Pages - Paper Valentine Pages - Shopper Food & Fun (Lent begins Feb. 13) - Shopper
February 13	Heart Month - Paper Academic Recognition - Paper
February 27	Lutheran Schools Week (March 3-9) - Paper
March 13	Ag Week (March 14-20) - Paper
March 20	Tornado Week (March 24-30) - Paper
March 27	Lawn & Garden/Home Improvement - Tab
March 27	Easter Church Page (Easter March 31) - Paper
April 17	Business Women's Week (April 21-27) - Paper Spring Car Care - Shopper
May 1	Hospital Week (May 5-11) - Paper
May 8	Graduation - Tab Nursing Home Week (May 12-18) - Shopper
May 22	Beef - Tab Food & Fun Summer (Memorial Day May 27) - Shopper
May 29	Academic Recognition - Paper Spring Community Garage Sale Weekend (May 31 - June 1)
June 5	Dairy - Paper
June 12	Youth Sports - Tab
July	Sidewalk Sales - Shopper
July 10	Senior Citizens - Tab
July 31	Pre-Fair - Paper Progress - Tab
August 21	Fair Results Tab Fall Sports - Tab
August 28	Food & Fun (Labor Day Sept. 2) - Shopper
September 4	Assisted Living Week (Sept. 8-14) - Shopper
September 11	Farm Safety (Sept. 15-21) - Paper Car Show Banners - Shopper Fall Community Garage Sale Weekend (Sept. 13 & 14) - Shopper
September 18	Fall Home Improvement - Tab
September 25	Food & Fun - Shopper
October 2	Fall Car Care - Shopper
October 9	Fire & Rescue (Oct. 6-12) - Paper Hunting Guide - Shopper
October 23	Pork - Tab
November 6	Coupon Book - Shopper Veterans Day - Paper
November 20	West Point Christmas Promotion - Shopper
November 27	Early Sales - Shopper Winter Sports - Tab
December 11	Gift Certificate Page - Shopper
December 18	Christmas - Tab

2014

January 22	Ag Outlook - Tab
January 29	Bridal - Tab
	Catholic Schools Week (Jan. 26 - Feb. 1) - Shopper

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



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

Open Frequency Non-Commissionable Rates

1-50 inches	\$10.85
51-80 inches	\$10.35
81-160 inches	\$9.90
Over 161 inches	\$9.60

Weekly Contract Rates

5 inches or more per week	\$8.40
10 inches or more per week	\$7.85
20 inches or more per week	\$7.35
30 inches or more per week	\$6.95
40 inches or more per week	\$6.65
80 inches or more per week	\$6.20
160 inches or more per week	\$5.60

Bulk Contract Rates

500 inches	\$8.80
1000 inches	\$8.50
1500 inches	\$8.20
2000 inches	\$7.95
4000 inches	\$7.80
8000 inches	\$7.35

Pre-Printed Inserts

9,826 inserts needed for total Shopper circulation Partial coverage available (minimum 1,000 inserts)	
Single Sheets - 7" x 11" or smaller	8.6¢
4 page tabloid	9.8¢
8 page tabloid	10.6¢
12 page tabloid	11.2¢
16 page tabloid	12.8¢
Extra for folding to 1/4 fold	2.0¢ each

Mechanical Requirements

Publication Date	Wednesday
Printing Date	Tuesday
Advertising Deadline	Monday, noon
Column Width	9-1/2 picas, 1-5/8 inches
Type page width	10-1/4 inches, 62 picas
Type page depth	13-1/2 inches, 189 lines
Columns per page	6

Circulation 9,789

The Elkhorn Valley Shopper was established in 1980 and provides saturated coverage of West Point and 16 satellite communities: Bancroft, Beemer, Craig, Dodge, Hooper, Howells, Lyons, Oakland, Pender, Pilger, Rosalie, Scribner, Snyder, Thurston, Uehling and Wisner.