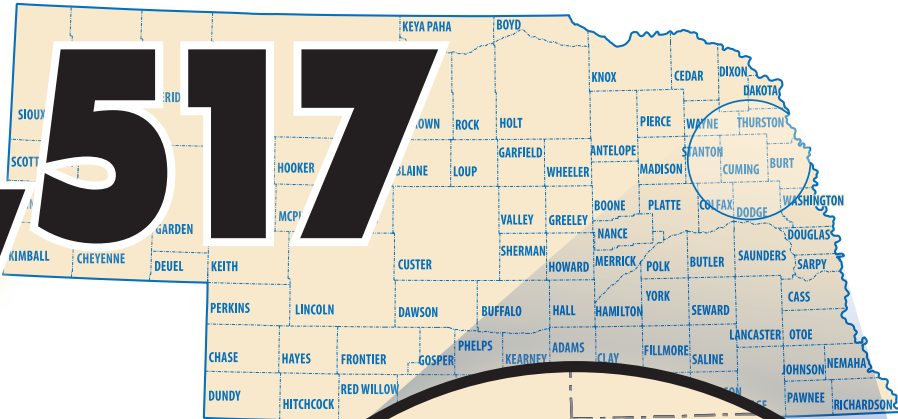


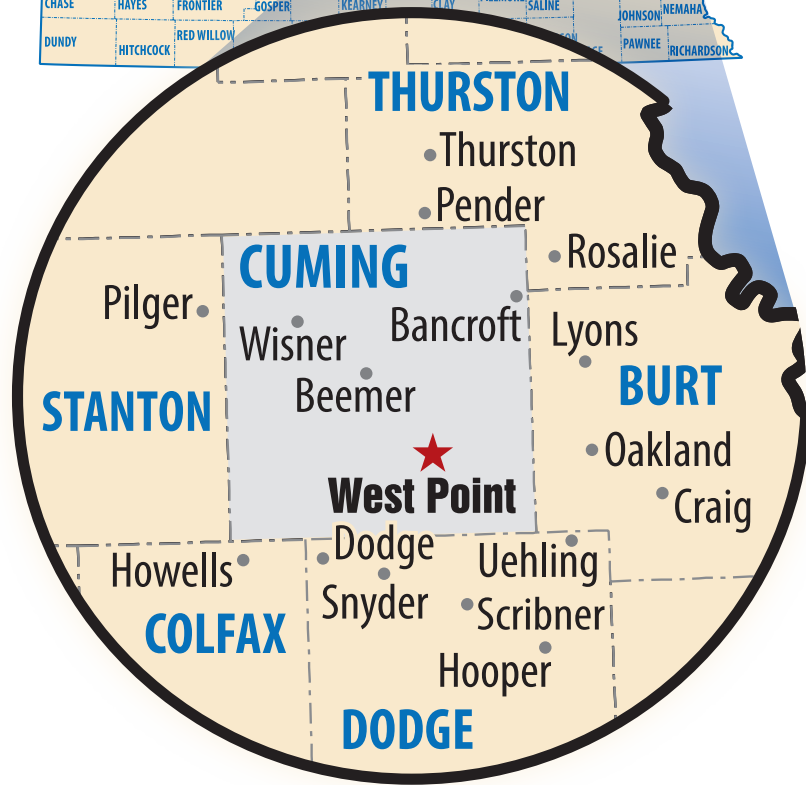
Elkhorn Valley SHOPPER

9,517



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.....	127
Thurston: (68062) Post Office Boxholders	58
Rt. 1	70
Uehling: (68063) Post Office Boxholders	143
West Point: (68788)	
Post Office Boxholders	46
City Route 1	579
City Route 2	511
Rt 1 - south and west, little northwest.....	192
Rt 2 - north and east.....	434
Rt 3 - south and east, few northwest	319
Newsstands	312
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. Subscribers.....	68
Newsstands in nearby towns	40
TOTAL.....	9,517

February 2021

Maximum Exposure
for Your Ad Message

WEST POINT NEWS
Assured Readership by 2,050 Subscribers



Circulation
9,517

(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
Jacie: 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.....	\$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

\$57 per insertion
PROCESS COLOR

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.....	Tuesday
Advertising Deadline.....	Monday, noon
Column Width.....	2 inches, 12 picas
Type page width.....	12.833 inches, 77 picas
Type page depth.....	20 1/4 inches, 120p9 picas
Columns per page.....	6
Classified Display.....	2 inches wide, 12 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 \$11.00 For 20 words or less	CLASSIFIED AD RATES	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				

2021 - 2022 Special Promotions

February	Academic Recognition - Paper
February 10	Valentine Gift Cards - Shopper
February 10	Heart/Wellness Section - Paper
February 17	Food & Fun (Lent begins February 17) - Shopper
February 24	Financial Planning - Special Pages - Paper
March	Spring Sports Section - Paper
March 3	Lutheran Schools Week (March 7-12) - Paper
March 17	Tornado Safety - Paper
March 24	Ag Day (March 23) Ag Week (March 21-27) - Paper
March 31	Easter Church Page (Easter April 4) - Paper
April 14	Business Women's Week - Paper
April 21	Spring Car Care - Shopper
April 28	Lawn & Garden/Home Improvement - Tab
.....	Hospital Week (May 2-8) - Paper
May 5	Graduation - Tab
.....	Nursing Home Week (May 9-15) - Shopper
May 19	Beef - Tab
May 26	Summer Food & Fun (Memorial Day May 31) - Shopper
June	Academic Recognition - Paper
.....	Youth Sports - Tab
June 2	Spring Community Garage Sale (June 5-6) - Shopper
June 16	Dairy - Paper
July	Sidewalk Sales - Shopper
July 14	Senior Citizens - Tab
July 28	Progress - Tab
August	Fall Sports - Tab
August 4	Pre-Fair (Fair August 12-15) - Paper
August 25	Fair Results Tab
September 1	Food & Fun (Labor Day Sept. 6) - Shopper
September 8	Assisted Living Week (Sept. 12-18) - Shopper
September 15	Car Show Banners - Shopper
.....	Fall Community Garage Sale (Sept. 17 & 18) - Shopper
September 22	Farm Safety (Sept. 19-25) - Paper
September 29	Fall Home Improvement - Tab
.....	Fall Car Care - Shopper
October 6	Fire & Rescue Salute - Paper
October 13	Hunting Guide - Shopper
October 20	Pork - Tab
November 3, 10, 17, 24	Holiday Special Pages - Shopper
November 17	West Point Chamber Super Sunday - Shopper
November 24	West Point Chamber Early Sales - Shopper
December	Winter Sports - Tab
December 8	Gift Certificate Page - Shopper
December 22	Christmas - Tab

2022

January 19	Ag Outlook - Tab
January 26	Catholic Schools Week (Jan. 30 - Feb. 5) - Shopper
.....	Bridal Special Pages - Paper

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, Pender,
Pilger, Rosalie, Scribner, Snyder, Thurston,
Uehling, West Point, and Wisner**

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Columns per page.....	6

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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.