

2009 Advertising Rates



R E T A I L & C L A S S I F I E D

Effective January 1, 2009 - December 31, 2009

Kearney  Hub

kearneyhub.com

Retail Rates

Non-Contract Rate

Weekday Rate.....\$15.20
 Saturday Rate\$16.75

All rates are based on "column inches." To figure out the area of an ad, multiply its height in inches by the number of columns. EXAMPLE: 2 columns by 5 inches equals 10 column inches.

30% Repeat Discount

On any exact ad 8 inches or larger that publishes within 6 days of first insertion. Repeat discounts apply to open and bulk rates.

Church/Civic Rate:

For qualified organizations and churches

Weekday Rate\$11.50
 Saturday Rate\$12.50

Guaranteed Position Rate:

We make every attempt to honor your special position requests. However, if a specific position is imperative to the placement of your ad, a position guarantee is available at the following surcharge:

Specific Page25% premium

Color sells 43% Better!

Put it to work for your ads. Your investment is based on the standard black and white or contract rate, plus these additional charges.

| | ONE COLOR | TWO COLOR | FULL COLOR |
|-------------------|-----------|-----------|------------|
| OPEN RATE | \$125 | \$185 | \$240 |
| 13 times per year | \$115 | \$175 | \$230 |
| 26 times per year | \$110 | \$165 | \$220 |
| 52 times per year | \$105 | \$155 | \$205 |

Ad materials can be e-mailed to
prepress@kearneyhub.com

Frequency Contract Rates:

Every Day (30 consecutive insertions)\$9.05
 Every Other Day (30 insertions)\$9.70
 13 Insertions to run within 6 week period\$10.75
 Weekly (13 insertions, same day each week) ...\$11.25

Frequency contract rates do not count toward bulk contract rates. Limited copy changes and insertion guidelines apply.

Business Builder Rates:

Run same ad for any 3 consecutive days including a Friday insertion\$12.10

More Space... More Savings!

Your investment is based on the total number of column inches used within your contract year.

Annual Bulk Contract Rates

| Inches | Weekday | Saturday |
|--------|---------|----------|
| 300 | \$14.15 | \$15.85 |
| 500 | \$13.10 | \$14.30 |
| 1,000 | \$12.50 | \$13.80 |
| 2,000 | \$12.10 | \$13.25 |
| 3,000 | \$11.65 | \$12.80 |
| 4,500 | \$11.35 | \$12.50 |
| 5,000 | \$11.15 | \$12.35 |
| 6,000 | \$10.50 | \$11.55 |
| 7,500 | \$9.90 | \$11.00 |
| 9,000 | \$9.80 | \$10.85 |
| 10,000 | \$9.60 | \$10.55 |
| 11,000 | \$9.45 | \$10.45 |
| 12,000 | \$9.30 | \$10.40 |
| 13,000 | \$9.25 | \$10.20 |
| 14,000 | \$9.10 | \$9.90 |

Local advertising rates are non-commissionable.



The Shopper...For Maximum Impact

The **Shopping Link** is a weekly publication distributed every Tuesday to an additional 9,819 non-subscriber households in 14 surrounding communities. A combination of the Hub and Shopper advertising provides you with nearly 100% non-duplicated coverage of the Kearney area.

Hub Pickup Rate\$3.75 per column inch
 Shopper Only Rate\$8.00 per column inch

kearneyhub.com

Put Your Newspaper Ad Online!

Expand your reach beyond the newspaper. Place your print ad on kearneyhub.com for as low as \$25 per week. Capitalize on the more than 350,000 visits to our site each month!

Let us help you drive traffic to your business with targeted banner advertising on kearneyhub.com.

*Ask your Advertising Representative
 for more details*

— Classified Display Rates —

Weekday Rate \$12.35
 Saturday Rate \$13.35

Classified Frequency Contract Rates:

Every day (30 consecutive insertions) \$8.40
 Every other day (30 insertions) \$9.45
 Weekly (13 insertions same day each week) . . . \$10.15

Line Ad Deadline

Monday Friday, 5 PM
 Tuesday - Friday . . . 3:00 PM the day before publication
 Saturday Friday, 11 AM
 The Shopping Link Thursday, 3 PM

Please call 308-234-2121 for special package rates

On-Line Classifieds

When you run a line ad in Hub Classifieds, it is posted on **kearneyhub.com**. Your ad is exposed to an expanded audience with approximately 150,000 classified searches monthly!

Advertising Closing Times Display Advertising Deadlines:

| Publication Day | Deadline |
|-------------------------------------|------------------|
| Monday | Thursday, 5 PM |
| Tuesday | Friday, Noon |
| The Shopping Link | Thursday, Noon |
| Wednesday | Monday, Noon |
| Thursday | Tuesday, Noon |
| Thursday, Bravo | Tuesday, 10 AM |
| Friday | Wednesday, Noon |
| Saturday | Wednesday, 5 PM |
| Saturday, Section C | Tuesday, Noon |
| Saturday Auction Grouping | Wednesday, 10 AM |

Holiday Deadlines: Special schedules are published prior to effective deadlines. Watch the Hub for details.

Preprint Advertising

Almost any preprinted piece - sales flyers, circulars, or brochures - can be inserted into the Hub and delivered for less than the cost of mailing.

Total Market Coverage:

In addition to normal coverage in the Hub, your preprint can be inserted into the **Weekly Shopping Link** to achieve total coverage of the market.

Insert Guidelines:

1. Insert dollars count toward your display advertising contract.
2. Quantities required for full distribution:

| | |
|-----------------|---------|
| Monday - Friday | 13,600* |
| Saturday | 14,900* |
| Shopper | 10,200* |
3. Inserts should be delivered prepaid to the Hub and should be plainly labeled. Inserts may be boxed or on skids.
4. Maximum size of insert is 11"x11", unless quarterfolded.
5. Multiple advertiser inserts are not accepted.
6. Our staff is available to accept insert delivery from 8 am to 4 pm Monday through Friday.
7. Inserts should arrive 3 business days prior to insertion.
8. Insert reservation deadline is 5 business days prior to insertion date.

*Based on audited circulation plus single copy sales and spoilage.

Full Run Distribution

| | | Frequency and Rates Per Thousand /Hub and Shopper | | | | |
|--------------|-----------------|---|------------|-------|-------|-------|
| | | Number Per Year | 13 or Less | 14-39 | 40-64 | 65-90 |
| Tab Pgs. | Broadsheet Pgs. | | | | | |
| Single Sheet | | | \$58 | \$54 | \$49 | \$46 |
| 4 | 2 | | \$61 | \$57 | \$51 | \$48 |
| 8 | 4 | | \$64 | \$60 | \$54 | \$50 |
| 12 | 6 | | \$71 | \$65 | \$59 | \$52 |
| 16 | 8 | | \$77 | \$71 | \$67 | \$55 |
| 20 | 10 | | \$83 | \$76 | \$73 | \$62 |
| 24 | 12 | | \$93 | \$86 | \$77 | \$70 |
| 28 | 14 | | \$101 | \$96 | \$87 | \$78 |
| 32 | 16 | | \$108 | \$102 | \$95 | \$86 |
| 36 | 18 | | \$112 | \$108 | \$99 | \$92 |

Add \$5 per thousand for every four pages over 36.

Preprint Zoning

Occasionally our advertisers prefer to distribute their inserts in selected areas. We can accommodate these requests on any distribution of 2,000 or more pieces. A 20% surcharge will be added to the rates above for all zoned inserts. To insure proper distribution of a zoned preprint, please add a 2% overrun to your quantity.

Advertising Size Information

1. Minimum depth one inch.
2. All advertisements charged to the nearest half inch. Ads over 19 inches in depth will be billed at 21 inches in depth.
3. One column is charged for the gutter on double truck ads. Minimum double truck ads size is 130 inches.
4. A retail full page measures 6 columns by 21 inches in depth. There are 126 column inches per page.
5. A classified full page measures 9 columns by 21 inches in depth. There are 189 column inches per page.

Retail Column Measurements

| | | | | | | |
|---------|------|------|------|------|------|-------|
| columns | 1 | 2 | 3 | 4 | 5 | 6 |
| inches | 1.77 | 3.67 | 5.56 | 7.46 | 9.35 | 11.25 |

Classified Column Measurements

| | | | | | | | | | |
|---------|------|-----|------|------|------|------|------|------|-------|
| columns | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| inches | 1.14 | 2.4 | 3.67 | 4.93 | 6.19 | 7.46 | 8.72 | 10.0 | 11.25 |

Newspaper General Information and Copy Guidelines

1. All property rights, including any copyright interests to any advertisement produced by the Kearney Hub using artwork and/or typography furnished or arranged by us, shall remain the property of the Kearney Hub. Ad materials may be reproduced with prior written consent of the Kearney Hub.
2. We would be happy to consider your business for credit. Please ask your account representative for the necessary application. Completion of a credit form is necessary to set up a ledger account for first-time advertisers or businesses undergoing a change of ownership. A ledger account will be established upon approval of credit by our business office.
3. The publisher's liability for errors or omissions in connection with an advertisement is limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
4. In order for our readers to be able to distinguish your advertising, all ads set to resemble news will clearly be labeled "advertisement" and carry a rule at both the top and bottom of the advertisement.
5. In the interest of maintaining our standards of accuracy and good taste, we reserve the right to refuse or cancel advertising at any time. If we edit your ad, we will do so only with your consent.
6. Should we have a rate change, we will notify you as soon as the information is available. When possible, we will send you a letter at the same address as the billing statement, 30 days in advance of the change. In any case, we will make every effort to give you the best rate and discount packages available.
7. Cancellation of advertising after deadline which requires a change in the layout of the paper or configuration of the press is subject to a 25% cancellation fee.
8. If you cannot fulfill the number of inches contracted for within the time specified, we will invoice you for the difference between the rate billed and the rate earned on the actual inches run.
9. Please submit claims on missed repeat discounts within 60 days of billing date. All rates subject to revision by the publisher.

OUR MISSION IS TO PERFORM IN A WAY THAT HELPS OUR CUSTOMERS EXCEL AND OUR COMMUNITY THRIVE

Kearney Hub

Shipping Address:

13 East 22nd Street, Kearney, NE 68847

Mailing Address:

P.O. Box 1988, Kearney, NE 68848

kearneyhub.com

*Advertising opportunities on the Kearney Hub website.
Call Dean Buse at 308-233-9749*

signature GRAPHIC DESIGN
308-233-9771
*Custom graphics and design services
for all promotional items
from t-shirts to billboards.*

Important Telephone Numbers

| | |
|--|---------------------------------|
| Kearney Hub Main Number | (308) 237-2152 • 1-800-950-6113 |
| Classified Advertising | (308) 234-2121 |
| Advertising Fax | (308) 233-9736 |
| Editorial Fax | (308) 233-9745 |
| President & Publisher | Steve Chatelain (308) 233-9700 |
| Vice President of Marketing & General Manager | Julie Speirs (308) 233-9790 |
| Advertising Manager | Lori Guthard (308) 233-9701 |
| Business Manager | Robert Moncrief (308) 233-9788 |
| Circulation Manager | Cathy Headlee (308) 233-9740 |
| Managing Editor | Mike Konz (308) 233-9720 |
| Commercial Printing Sales | Julie Speirs (308) 233-9790 |
| New Media Sales | Dean Buse (308) 233-9749 |
| Retail Advertising Supervisor | Ginger Schmidt (308) 233-9770 |
| Classified Advertising Supervisor | Kelly Helgoth (308) 233-9780 |

WE'RE ON LINE.....WWW.KEARNEYHUB.COM CHECK IT OUT!