

2017 RATE CARD



The Crete News, Inc.
~ Established 1871 ~
1201 Linden Ave • P.O. Box 40 • Crete, NE 68333
Telephone (402) 826-2147
Fax (402) 826-5072
www.cretenews.net
Office Hours: Monday – Friday, 8 a.m. – 5 p.m.

THE CRETE NEWS ***ADVERTISING*** ***MEDIA PACKAGE***

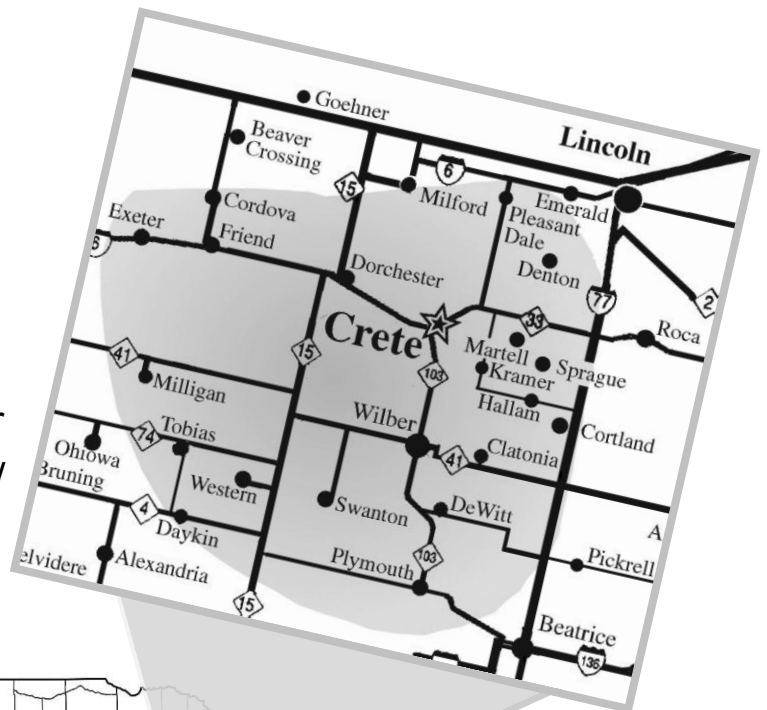
- Effective January 1, 2017 -

THE CRETE NEWS

The Crete News is the premium source of information for readers and shoppers in Saline County and surrounding area.

CRETENEWS.NET ONLINE

Become one of the select advertisers on our new web page, the source for Saline County area breaking news as it happens, featuring local articles from our weekly newspaper, columns and the latest in sports.



Local Distribution Area

2017 MEDIA PACKAGE

- Effective January 1, 2017 -

The Crete News has a total circulation of 3,252 with 2,700 distributed locally. Display and classified advertising go into the full run, while preprints are recommended for Saline County and surrounding counties. Please refer to page 4 for a detailed view of our circulation.

The Crete News is distributed by Periodical postage, delivery routes, rack and counter sales on Wednesdays in county. Delivery out of county is by periodical postage with wide fluctuations in delivery time.

Run of press advertising must be in our office prior to Noon on Monday the week of publication. Preprints must be on hand by 5 p.m. Friday. Inserts in the Crete News cannot be zoned by zip code.

Run of press (ROP) Display advertising must be ordered and all materials furnished by Friday at 5:00 p.m., and Monday by 5:00 for Classifieds.

Pre-Printed advertising can be inserted in The Crete News edition. A single buy order and delivery of preprint insertion to our office will get you the coverage you desire. Pre-printed insertion orders must be received by 5:00 Friday and preprints must be on hand no later than 5:00 Friday prior to the week they are meant to run.

ADVERTISEMENT SUBMISSION

A paper/faxed/emailed copy must accompany your ad submission to insure all ad elements are accurate. Submit camera-ready ads as a PDF.

ADVERTISING SERVICES

• Photography

Advance notice for any photos needed for advertising is required. Please call several days beforehand to assure an appointment.

• Electronic Ad Delivery

PDF ads will not be released without authorization from the advertiser for each individual ad. Charge for the ad and electronic delivery will be made to the media/firm directly requesting the material.

• Ad Design

Your ads will be professionally designed free-of-charge using Adobe® InDesign®. Minimum ad size will be 1 column by 1 inch.

• Proof and Tear Sheet

Proofs will be faxed or emailed prior to newspaper run date for customer approval. Proofs and tear sheets are only available if requested. Tear sheets are sent out with billing each month unless otherwise arranged.

• Special Retail Advertising Sections

Business Card Directory, Professional Directory, Auction Calendar, Fall-Winter-Spring Sports Preview, Saline County Fair Tab, Graduation, Signature Ads

• Classified Advertising Sections

For Sale, Farmers Column, Help Wanted, Lost & Found, For Rent, Real Estate, Business Services and Garage Sale.

TERMS OF PAYMENT

• New Account Setup

All retail and classified ads require prepayment in the absence of an established credit account. We accept cash, check or credit card. Our billing cycle is per calendar month.

• Retail Display Non-Profit Discounts

501C3 Non-profit organizations qualify for a 15% discount on their advertising. An advertisement cannot earn more than one discount.

• Political Advertising

All political advertising is charged at the open rate and must be paid in advance at the time of the ad order. Must contain the words "Paid Political Advertising" or "Paid for by___"

CRETE NEWS

Staff

Trudy Reeves
Publisher/Owner

John Reeves
General Manager/
Retail Display Advertising
bear78@cretenews.net
cretenews.advertising@gmail.com

Jenn Lampila
Managing Editor
newsdesk@cretenews.net

Matthew Heigel
Production Manager
& Sign Design
cretenews.signs@gmail.com

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cretenews.sports@gmail.com

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bjfictum@windstream.net

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Graphic Design
cretenews.graphics@gmail.com

Pam Hagedorn
Office Manager, Circulation,
& Legals
officemgr@cretenews.net

Barb Nigg
Receptionist, Typesetter
& Classifieds
classifieds@cretenews.net

DEADLINES

COPY/ SUBMITTED MATERIAL

Sports Section, Monday morning

Email: cretenews.sports@gmail.com

News Section, Friday, 5 p.m.

Email: newsdesk@cretenews.net

- ✓ Church schedules for churches page
 - ✓ Letters to the Editor
 - ✓ Correspondence: Meeting notes, post-event write-ups and community/family news
 - ✓ News Brief events or announcements
 - ✓ Special Events Page: weddings, engagements, anniversaries, cards of thanks
-

Press Releases: Monday, noon

Email: newsdesk@cretenews.net

THE CRETE NEWS COPY/ SUBMISSION GUIDELINES

Preferred formats for submitted material:

- Electronic (e-mail, USB, CD) is most preferred
- Material can also be submitted to us via our web-site. Click the Contact tab.
- Typed information delivered to our office ensures the content of submissions is clear.
- Documents can be scanned using your computer program, cutting the time needed to format.
- Faxed documents of typed material can also be scanned; however, e-mail is still preferred.
- Handwritten notes: i.e. cards of thanks, short announcements (few sentences) are acceptable if written clearly.
- Lengthy handwritten submissions will be accepted on a limited basis due to the increased time involved to type.

CRETE NEWS

Deadlines

Due to advances in the layout and printing process here at The Crete News, advertising deadlines are adhered to more closely, so we can bring you the best quality newspaper each week!

Black & White Retail Display
Monday, Noon

Color Retail Display
Friday, 5 p.m.

Classifieds
Monday, Noon

Legals
Friday, 5 p.m.

Holiday Deadlines
Advanced
24 hrs notice

We thank you for your continued interest, patronage and cooperation.

PRE-PRINT INSERT CIRCULATION – 2,700 Total

- Effective January 1, 2017 -

Circulation By Zip Code

County	Zip Code	Delivered
Saline	Crete 68333	347
	Dorchester 68343	86
	Swanton 68445	9
	Tobias 68453	11
	Western 68464	23
	Wilber 68465	115
	Friend 68359	37
	DeWitt 68341	6
Seward	Milford 68405	12
	Pleasant Dale 68423	9
	Beaver Crossing 68313	2
	Cordova 68330	3
	Utica 68456	1
	Seward 68434	2
Fillmore	Milligan 68406	7
	Exeter 68351	2
	Fairmont 68354	4
	Geneva 68361	1
Gage	Beatrice 68310	8
	Clatonia 68328	3
	Cortland 68331	1
	Wymore 68466	1
Lancaster	Hallam 68368	23
	Martell 68404	22
	Denton 68339	27
	Hickman 68372	2
	Firth 68358	1
	Sprague 68438	2
	Roca 68430	2
	Davey 68336	1
	Waverly 68462	1
	Lincoln 68532, 68588, 68542, 68508, 68506, 68507, 68510, 68512, 68516, 68501, 68503, 68504, 68505, 68508, 68509, 68520, 68521, 68522, 68523, 68521, 68522, 68523, 68526, 68528, 68502	105
	York	York 68467
Thayer	Hebron 68370	1
Jefferson	Daykin 68338	2
	Diller 68342	2
	Fairbury 68352	3

Active Office Delivery/Counter Sales	500
Active Racks/Agent Delivery	802
Active Carrier Route Delivery	84
Mailed Sample Copies	400
	+ 25 Spoilage
Pre-Print Paper Insert Total	2,700

MECHANICAL & RATE INFO

- Effective January 1, 2017 -



Published weekly on Wednesday; 52 issues a year.
Advertising Deadline: See page 3 for detailed information.
Distributed by Periodical Mail and News Agent Counter Sales.

BLACK/WHITE RETAIL DISPLAY RATE (net)
Open Rate **\$9.00 per column inch**

FULL COLOR RETAIL DISPLAY RATE (net)
\$14.00 per column inch

CLASSIFIED BOX RATE
\$8.00 per column inch

Classifieds contact: Barb Nigg
classifieds@cretenews.net

CLASSIFIED LINEAR RATE
\$6.00/wk for 12 words or less
50¢ per word consecutively thereafter

MECHANICAL MEASUREMENTS

Standard ROP sizes
6 columns x 21.5 inches (includes classified pages)

Column	Width Inches
1	1.833..... 1 13/16"
2	3.792..... 3 6/8"
3	5.750..... 5 6/8"
4	7.708..... 7 11/16"
5	9.667..... 9 5/8"
6	11.625..... 11 5/8"

Retail Display Advertising

Contact: John Reeves

Email: cretenews.advertising@gmail.com

Cell: (402) 826-1499
Office: (402) 826-2147
Fax: (402) 826-5072

YEARLY ADVERTISING PROMOTIONS

JANUARY

New Year's, Crete H.S. Fine Arts Section, Super Bowl Sunday

FEBRUARY

Heart Health Month, Valentine's Day (Feb. 14), High School State Basketball & Wrestling Tournaments*

MARCH

National Agriculture Week, St. Patrick's Day (March 17), Home & Garden Show, Spring Sports Preview

APRIL

National Administrative Professionals' Day (April 21), Easter, Car Care Section

MAY

Mother's Day, High School Graduations*, Beef Month Section, Memorial Day (May 31)

JUNE

South Central Nebraska, Cruise Page, Father's Day

JULY

4th of July, Riverside Music Festival, Saline County Fair

AUGUST

Czech Days in Wilber and Fall Sports Preview

SEPTEMBER

Labor Day and Grandparents' Day

OCTOBER

Homecoming, Fire Prevention Week*, Pork Producers Month, Halloween

NOVEMBER

Veterans Day* and Thanksgiving

DECEMBER

Winter Sports Preview, Christmas, New Year's Baby Page & New Year's Greetings

BUSINESS CARD DIRECTORY

Runs Every Other Month (first Wed. of month)

* Signature Pages

PROFESSIONAL PRINTING

TOP QUALITY PRINTING

We produce and deliver top quality printing at small town prices: business cards, postcards, tri-fold brochures, folders, letterhead, envelopes, single-fold pamphlets, posters, calendars & much more.

The Crete News Printing also offers our advanced mailing services. We are the ideal partner for your mass mailing and direct mail project. We can ensure that your campaign goes smoothly.

Professional Design

Your print job will be professionally designed by our in-house artist free-of-charge using Adobe® InDesign®. Contact us for more information about artwork.

Photography

Professional photography for print jobs is available upon request at an additional rate. Please call several days beforehand to assure an appointment.

Camera-Ready artwork

PDFs, Adobe InDesign®, Microsoft Word and Quark Xpress documents can be sent to our artist. Please make sure to consult us before sending work into the print shop.

Quotes and bids

What ever advertising materials, personalized letterhead, envelopes or graphic design you need, please contact John Reeves at 402-826-2147 for a quote.

SIGNS & BANNERS

CUSTOM SIGNS & BANNERS

The Crete News is now the best place in Southeast Nebraska to have your sign or banner created. Our top-of-the-line sign shop can create a logo for your vehicle, a sign for your office window or a banner for the ball field. From simple to full-color, our sign professionals can help you create a brand for your business.

Professional Design

Our sign shop will create custom artwork for any of the jobs we work on. You can also supply artwork, logos or images to use in the design process. Contact us today for more details.

Photography

Professional photography for signs is available upon request at an additional rate. Please call several days beforehand to assure an appointment.

Vehicle Signs

We specialize in creating custom signs for vehicles of any type.

We work with all public safety agencies

Don't hesitate to trust The Crete News to create graphics for your next fire truck, ambulance or police department purchase.

CRETE NEWS

Print Shop

General Manager/Publisher:

John Reeves
bear78@cretenews.net

Production Manager:

Matthew Heigel
cretenews.signs@gmail.com

Reach either at 402.826.2147
or via fax at 402.826.5072

We Offer:

COMPETITIVE PRICING

Our low overhead and increased efficiency allows us to consistently beat our competitors' prices

FAST TURN-AROUND

Our small city setting allows your job to be our top priority

CUSTOM GRAPHICS

No cookie-cutter artwork here. Our professional designer can help you bring your vision to life.

HIGH QUALITY

Using the latest in printing technology allows us to bring unbeatable results at unbeatable prices.

- **Business Cards**
- **Letterheads**
- **Envelopes**
- **Flyers**
- **Brochures**
- **Calendars**
- **& Much More!**

Give us a call today!

PRE-PRINT INSERT RATES

- Effective January 1, 2017 -

Prices based on total qty		Crete News Only 2,700 total qty
Single Sheet or Smaller		\$186.30 \$69.00/m
Broadsheet	Tab	
2 pg	4 pg	\$193.05 \$71.50/m
4 pg	8 pg	\$206.55 \$76.50/m
6 pg	12 pg	\$220.05 \$81.50/m
8 pg	16 pg	\$233.55 \$86.50/m
10 pg	20 pg	\$247.05 \$91.50/m
12 pg	24 pg	\$253.80 \$94.00/m
14 pg	28 pg	\$260.55 \$96.50/m
16 pg	32 pg	\$267.30 \$99.00/m

As shown in table, our pricing is NET, so advertising agencies will need to prepare GROSS costs. Inserts with gatefolds (left or right folds) will be subject to an additional \$1.25 per 1,000.

Pre-Print Insertion Order Deadline

At least one week prior to Insertion date. Early deadlines may apply during holiday periods.

Pre-Print Delivery Deadline

Please deliver by the Friday prior to our edition date. Early deadlines may apply during holiday periods.

Pre-Print Sizes Accepted

Maximum: 11.5x12.5 inches

Minimum: 5 inches

Shipping Instructions

Delivery address is 1201 Linden Avenue, Crete, NE 68333

No Shipments are accepted on holidays, weekends or evenings.

Monday - Friday, 8 a.m. - 5 p.m.

For information about having The Crete News run your inserts call Pam Hagedorn at 402-826-2147 or email officemgr@creteneews.net.



ONLINE ADVERTISING SOLUTIONS

..... Saline County Nebraska • Our Town • Your World

www.CRETENEWS.net

- Breaking Local News Stories
With Real Time Updates
- Categorized View of News
Stories
- Real Time Twitter Updates
from Local Sporting Events

.....

- e-Edition Log-In
- Slideshows from Sporting Events
- Interactive Facebook Page
- Searchable Story Archives
- YouTube Video Channel

.....

Position A - \$40 per week; 468x60px

Position B - \$40 per week; 200x162px

Position C - \$40 per week; 300x250px

Rates are net (noncommissionable)

.....

468x60px

A

~ All banners are \$40 per WEEK ~



200x162px

B

300x250px

C

RETAIL DISPLAY ADVERTISING SAMPLE SIZES, PRICES

1x2 = 2 col. inches

\$18.00

2x2 = 4 col. inches

\$36.00

1x3 = 3 col. inches

\$27.00

2x3 = 6 col. inches

\$54.00

1x4 = 4 col. inches

\$36.00

2x4 = 8 col. inches

\$72.00

CLASSIFIED BOXED ADVERTISING SAMPLE SIZES, PRICES

1 col. x 1 inch

\$8.00

1 col. x 1 1/2 inches

\$12.00

1 col. x 2 inches

\$16.00

1 col. x 2 1/2 inches

\$20.00

1 col. x 3 inches

\$24.00

1 col. x 4 inches

\$32.00

1 col. x 6 inches

\$48.00