

# ADVERTISING OPPORTUNITIES AD PACKAGES

- Advertisers who want to reach more than 38,500 readers can run the same ad in the *The Leader* (which goes in the *Clay County News*, *Hebron Journal-Register*, *Nebraska Signal (Geneva)* and *Superior News Express*), the *Doniphan Herald* and the *Blue Hill Leader*, *Lawrence Locomotive* and *Nelson Gazette* for a cost of \$17 a column inch. (Only available on weeks when *The Leader* is published).
- Advertisers who want to reach more than 28,000 readers on a bimonthly basis can run an ad in *The Leader*, which goes in the *Clay County News*, *Hebron Journal-Register*, *Nebraska Signal (Geneva)* and *Superior News Express*. The cost is \$7.75 per column inch.
- Advertisers who want to reach around 16,500 readers with the same ad in the *Blue Hill Leader*, *Lawrence Locomotive* and *Nelson Gazette*, *Clay County News* and *Doniphan Herald* can ask for a discounted rate of \$15 per column inch.
- Advertisers who want to reach more than 11,000 readers with the same ad in the *Clay County News*, the *Blue Hill Leader* and *Doniphan Herald* can ask for a discounted rate of \$11 per column inch for display ads and \$14 for classified display ads.
- Advertisers who want to reach between 7,700 readers and 10,000 readers with the same ad in the *Clay County News* and either the *Blue Hill Leader* or *Doniphan Herald* can ask for a discounted rate of \$8.25 per column inch for display ads and \$10.25 for classified display ads.
- Advertisers who want to reach around 5,200 readers with the same ad in the *Doniphan Herald* and *Blue Hill Leader* can ask for a discounted rate of \$7.75.
- Advertisers who want to reach around 5,200 readers with the same ad in the *Doniphan Herald* and *Blue Hill Leader* can ask for a discounted rate of \$7.75.
- Advertisers who want to reach around 9,000 readers with the same ad in the *Blue Hill Leader*, *Lawrence Locomotive* and *Nelson Gazette* can ask for a discounted rate of \$7.75.
- Advertisers who want to place inserts in two of the *Ivy-Rose Publishing* newspapers will receive a 5 percent discount and in all three will receive a 10 percent discount.

## CLAY COUNTY NEWS

6,250 readers  
2500 circulation

The *Clay County News* is the legal newspaper for all of Clay County's towns – Clay Center, Deweese, Edgar, Fairfield, Glenvil, Harvard, Inland, Ong, Saronville, Sutton, Trumbull as well as Doniphan and Grafton outside the county. It also covers Clay Center, Doniphan-Trumbull, Harvard, Sandy Creek and Sutton school districts.

### RATES

**Display Ads**.....\$5 a column inch  
**Classified Display**.....\$6 a column inch  
**Inserts**.....1-4 pages, \$200; 4-8 pages, \$225; 8-12 page, \$250; 12 or more, \$300.  
**Spot color**.....\$50 additional  
**Full color**.....\$75 additional  
**Distribution**.....Wednesdays  
**Deadlines**.....Monday at noon for all ad content. Friday at 1 p.m. if proof is required.

## DONIPHAN HERALD

1,500 readers  
700 circulation

The *Doniphan Herald* covers the communities and school districts of Doniphan, Trumbull, Giltner and the surrounding areas in Hamilton, Adams and Hall counties. The *Herald* is the legal newspaper for the town of Doniphan and the Doniphan-Trumbull school district.

### RATES

**Display Ads**.....\$4 a column inch  
**Classified Display**.....\$5 a column inch  
**Inserts**.....1-4 pages, \$100; 4-8 pages, \$125; 8-12, \$150; 12 or more \$200.  
**Spot color**.....\$50 additional  
**Full color**.....\$75 additional  
**Distribution**.....Wednesdays  
**Deadlines**.....Friday at 5 p.m. for all ad content. Friday at 1 p.m. if proof is required.

## BLUE HILL LEADER

4,500 readers  
1,500 circulation

The *Blue Hill Leader* is headquartered out of its office in Blue Hill and covers southern Adams and Webster counties, including the communities of Ayr, Blue Hill, Bladen, Campbell, Cowles, Holstein, Pauline, Rose-land, Rosemont and the surrounding areas. It is the legal newspaper for the Blue Hill and Silver Lake school districts.

### RATES

**Display Ads**.....\$4 a column inch  
**Classified Display**.....\$5 a column inch  
**Inserts**.....1-4 pages, \$100; 4-8 pages, \$125; 8 or more, \$150; 12 or more, \$200  
**Spot color**.....\$50 additional  
**Full color**.....\$75 additional  
**Distribution**.....Wednesdays  
**Deadlines**.....Friday at 5 p.m. for all ad content. Friday at 1 p.m. if proof is required.