



# Q4 2021

While many companies are concerned about holiday sales, your business provides a product or service unrelated to retail shopping. But you still have a an annual goal and a fourth quarter expectation to meet.

## INVEST IN OUR COMMUNITY

For any investment over \$5,500 by Nov. 5th, The World-Herald will match your campaign spend, dollar-for-dollar up to \$10,000, by gifting a customized advertising campaign to a pre-selected local nonprofit organization of your choice.\*

\*Some restrictions apply. Ask your marketing representative for details. Nonprofit campaigns limited to World-Herald print, pre-prints, Omaha.com digital and e-blasts.

**Put your operation  
back in the black  
utilizing our business  
booster options.**

Omaha World-Herald  
**Omaha.com**

Customize your fourth quarter promotional campaigns with print and digital solutions.

## Promotional Opportunities

|                                              |         | BRONZE  | SILVER  | GOLD    |
|----------------------------------------------|---------|---------|---------|---------|
| Full Page (10.083" x 20.75")                 | \$3,000 | \$2,400 | \$1,500 | \$990   |
| Half Page (10.083" x 10.25")                 | \$1,500 | \$1,200 | \$750   | \$495   |
| Quarter Page (4.95" x 10.25")                | \$750   | \$600   | \$375   | \$248   |
| Reveal / Exit Interstitial (50K Impressions) | \$1,500 | \$1,375 | \$1,250 | \$1,000 |
| Mid-premium (50K Impressions)                | \$750   | \$700   | \$650   | \$600   |
| Run-of-Site (50K Impressions)                | \$400   | \$350   | \$300   | \$250   |
| E-mail Blast                                 | \$500   | \$400   | \$300   | \$200   |

### SPONSORED CONTENT

|                            |         |         |         |         |
|----------------------------|---------|---------|---------|---------|
| Omaha.com + 1/2 Page Print | \$5,000 | \$4,500 | \$3,750 | \$3,000 |
|----------------------------|---------|---------|---------|---------|

Includes 100,000 native impressions (Omaha.com), Daily Headlines e-newsletter and social media (with Facebook boost)

### TARGETED SOLUTIONS

#### Targeted Display: \$12 CPM

Utilize targeting by demographics, browsing behavior and search habits.

#### Targeted Email: See Amplified Rate card

Reach a highly targeted audience right in their inbox.

#### Facebook Social Media - \$500/mo

Target audiences by interests, life events and behaviors on Facebook and Instagram.

### VIDEO ADVERTISING

#### Custom Video: \$1,000

A videographer will film and edit a custom 2-minute video about your business, including 15-second and 30-second versions for pre-roll and video impressions.

#### QikVid impressions (Omaha.com) – Reveal (\$40CPM) / Mid-premium (\$25CPM)

QikVid Pro is a video production tool that includes professional script writing, full motion graphics, voice-over recording and more.

#### YouTube TrueView - \$500/mo

Video advertising across YouTube and partners that play before, during, or after the user's desired video.

Reach these spend levels and you'll receive these **FREE** promotional tactics to help you meet your fourth quarter initiatives.

Rates good through  
December 31, 2021.

Contract Your Marketing Specialist

Firstname Lastname  
402-444-0000  
first.last@owh.com

#### GOLD - \$8,500+

Get 3 months of SmartSend FREE + FREE custom video

#### SILVER - \$5,500+

Get 2 months of SmartSend FREE

#### BRONZE - \$2,500+

Get 1 month of SmartSend FREE

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