

Digital Advertising Omaha.com

We are a media planning team that works with you to develop a comprehensive digital presence and campaign strategy tailored to achieve your business goals within our growing and loyal audience.

[Try Now](#)
[Contact us](#)


Standard Package

Medium Rectangle, Leaderboard, Marquee and Mobile Companion

- Desktop: 300x250, 728x90, 970x250
- Mobile companion: 300x250 and 320x50
- File formats: JPG, GIF, PNG, and HTML5*
- File size: 1 megabyte max

\$15⁰⁰ CPM



Qik-Vids can be served in these two ad units

Qik Vid Package

Marquee and Medium Rectangle

- Desktop: 970x250
- Mobile companion: 300x250
- File formats: JPG, GIF, PNG, and HTML5*
- File size: 1 megabyte max



\$30⁰⁰ CPM



A video or Qik-Vid can be served in the desktop ad unit

Premium Reveal Package

- Desktop: 1920x350
- Mobile companion: 800x250
- File formats: JPG, GIF, PNG, and HTML5*
- File size: 1 megabyte max



\$35⁰⁰ CPM

\$40 CPM w/Video



Pre-Roll Video

- 16:9 ratio
- Prefer MP4 format
- 15 or 30 seconds in length
- File size: 5 megabyte max



\$45⁰⁰ CPM

*HTML and third party ad tags have to be tested prior to serving the campaign to ensure proper functionality.

Effective February 2022

Digital Ad Packages and Specifications

Omaha World-Herald
Omaha.com



Choose from top,
middle or lower
placement positions.

Newsletters

- Desktop and mobile dimensions: 970x250
- Frequencies range from daily, weekly and monthly or as breaking news
- Target readers based on lifestyles and interests
- File formats: JPG, GIF, PNG, and HTML5*
- File size: 1 megabyte max

\$10⁰⁰ CPM

ROS on all newsletters



e-Blasts

- Desktop and mobile dimensions: 600x900
- Choose from the following local email lists: Omaha general marketing list, Sarpy County, and Momaha magazine
- Target based on lifestyles and interests
- File formats: JPG, GIF, PNG, and HTML5*
- File size: 1 megabyte max

\$850⁰⁰

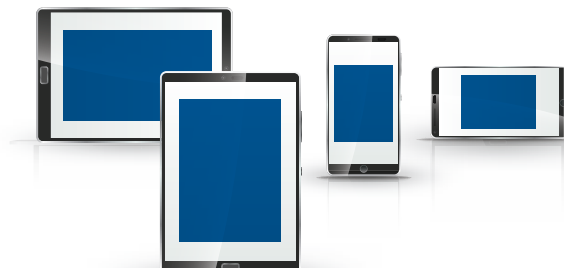


Native Ads

- In-story text and image
- Under 100 characters recommended
- Image size: 800x450
- File formats: JPG, GIF, and PNG

\$20⁰⁰ CPM

*25 w/Targeting



App Open

- Tablet dimensions: 1024x768 and 768x1024
- Mobile dimensions: 480x320 and 320x480
- File formats: JPG, GIF, PNG, and HTML5*
- File size: 1 megabyte max

\$450⁰⁰



Social Media Ads, Posts and Boosts

- Facebook ad: 1080x1080
- Facebook feed: 1200x628
- Instagram: 1080x1080
- File formats: JPG, GIF, and PNG



\$500⁰⁰

Data-driven marketing decisions increase ROI and produce deeper engagement with consumers. This knowledge provides powerful insights and allows our media strategists to develop multi-channel marketing solutions aimed at achieving your goals.

Contact one of our digital strategists today.

Omaha World-Herald
Omaha.com

1314 DOUGLAS ST
OMAHA, NE 68102

402-444-1425

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