

Our audience has
never been larger...



Omaha World-Herald
Omaha.com

A Berkshire Hathaway Company

*...and our reach
and products have
never been greater.*

2020

Advertising Plans
and Digital Solutions

Effective February 1, 2020



s premium
ndwiches

nched a
-and-mat
Signature
tion it hop
onto despite
e. The Signature
es three
Maple Bacon
Bacon and Pico
new line, which
onwide this week,
— a price that
ealing to many
world's largest
ased in suburban
March that the
fite value

At top is Lilly Lenning at the front desk at the Magnolia, the Magnolia's 145 rooms, including the loft suite on the right, have an



Omaha World-Herald

Business index shows improvement

Region's job growth lags behind national figures, but Creighton's Goss sees hiring uptick on horizon

By COLE EPLEY
WORLD-HERALD STAFF WRITER

Creighton University's latest Mid-America Business Conditions Index.

national figures, Creighton economist Ernie Goss said that gap will narrow in the coming months; the survey's April employment index, which indicates hiring plans over the coming months, hit a high last seen in May 2006.

Creighton's business conditions index measures eco-

Contact Information

Local Advertising (402) 444-1425

National Advertising (402) 444-1168

Classified Advertising (402) 444-1408

Brett Snead (402) 444-1425

Sr. Director of Strategic Accounts
brett.snead@owh.com

Daniel Matuella (402) 444-1485

Director of SMB Growth
dan.matuella@owh.com

Debbie McChesney (402) 444-1448

Director of Classifieds
debbie.mcchesney@owh.com

Tam Webb (402) 444-3125

Events Manager
tam.webb@owh.com

Eric Mayberry (402) 444-1110

VP of Advertising
emayberry@owh.com

Mailing Address:

1314 Douglas Street, Suite 600
Omaha, NE 68102-1811

Shipping Address:

1250 Capitol Ave.
Omaha, NE 68102

Welcome...

Today, we deliver more news to more people than at any other point in our 150-year history. Many readers continue to enjoy the daily newspaper delivered to their home. Others prefer continuous updates on our website and mobile app. We also share email newsletters, social media posts, video segments, podcasts – even Internet radio. Today, our audience consumes The World-Herald's content through multiple channels.

Our readers have made us the No. 1 source of news in Omaha for a reason. Our unmatched reach provides you the opportunity to put your business in front of a large, desirable audience. Advertising in The World-Herald and our growing suite of digital products delivers results. That's why many of Omaha's most successful businesses have been longtime advertisers with us. They earn a return on their investment, and they see value in working with a reputable media company that shares a proud tradition of supporting the Omaha community.

We look forward to working with you.



“

Our audience has never been larger...
We reach six out of 10 people
everyday in the greater
Omaha market.

*2016 Media Audit

”

Omaha.com



SP36102

Table of Contents

ROP Display Advertising

Retail Dollar Volume Rates.....	4
Jackets.....	4
SAVOR (formerly Food Express)	4
Pick-Up Discounts	4
Color Rates.....	4
Ad Production Rates (ROP).....	4
Broadsheet Modular Sizes	5
Tabloid Modular Sizes	6
Retail Advertising Deadlines.....	7
Print to Web.....	7

Digital Advertising

Display Ads Run of Site (ROS)	8
Enhancements / Production Rates	8
Subscriber Plus Sponsorship	9
Targeted Display.....	10
High Impact Digital Positions.....	11

High Impact Print Advertising

Front Page / Section Front Advertising.....	12
Pop-Outs	12
Mass Impact Section.....	13
Spadeas.....	13

Content and Audience Targeting

Live Well.....	14
Sponsored Content	14
Coupon Book.....	15

Suburban Newspapers.....	15
Wedding Essentials.....	15
Momaha	15

Digital Specialties / Services

Email Blasts.....	16
Targeted Email Blasts.....	16
Email Newsletter Ads.....	17
Video Pre-Roll	18
Quizzes & Contests	19
Find It - Business Directory	20
SMB Presence Builder.....	20
Additional Services / SEM	20
Digital Specifications	22

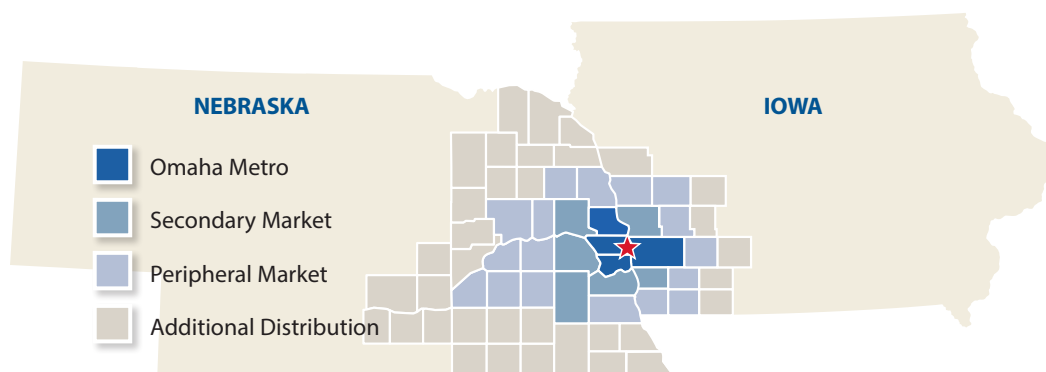
Preprints and Inserts

Print & Distribute Rates.....	24
Preprints: Daily and Sunday	26
Preprints: Wednesday Non-subscriber	27
Specifications and Deadlines.....	28

Miscellaneous

World-Herald Events	30
General Information / Contract Regulations	31
Electronic Ad Submission	31

Circulation Summary



Local Retail Advertising Display Rates

Retail Dollar Volume Rates

Yearly Dollar Volume Contracts

These contracts can be fulfilled by ROP (run-of-paper) display ads, color, digital, preprints, and print and distribute advertising. Unfulfilled yearly dollar volume contracts will be rebilled to the nearest earned rate or open rate. For accounts exceeding their dollar volume contract, rebates will be offered up to a maximum of one level higher. Sunday rates apply on Thanksgiving Day.

Commitment level rates over \$500,000 available upon request. Signed agreements required for dollar volume levels other than Open Rate.

DOLLAR VOLUME	DAILY	SUNDAY
Open Rate	\$81.80	\$98.98
\$2,500	\$74.85	\$91.44
\$5,000	\$73.80	\$89.60
\$7,500	\$71.88	\$87.82
\$15,000	\$70.80	\$86.52
\$30,000	\$69.40	\$84.79
\$50,000	\$68.70	\$83.93
\$75,000	\$68.01	\$83.09
\$100,000	\$67.00	\$81.86
\$200,000	\$66.67	\$81.45
\$300,000	\$65.68	\$80.25
\$400,000	\$65.01	\$79.46
\$500,000	\$63.78	\$77.92

Jackets

Prices exclude Wednesday and Sunday:
 \$125 cost-per-thousand
 4-color both sides
 Minimum order of full distribution

SAVOR

TMC ROP advertising in the Wednesday jacket (formerly Food Express) distributed to both subscribers and non-subscribers in Douglas and Sarpy Counties. Color is limited. See your Account Executive for details.

Open.....	\$75 per inch
6 weeks.....	\$71 per inch
13 weeks	\$69 per inch
26 weeks	\$67 per inch
52 weeks	\$65 per inch

Retail Pick-Up Discounts

(Repeat Advertising)

After a first, full contract rate placement, you can take advantage of the following discounts on each additional placement within a 6-day period.

Second Insertion

Monday or Tuesday.....	50% discount
Wed., Thurs., Fri., Sat.	25% discount
Third through seventh insertions.....	50% discount
Excluding Sunday and Thanksgiving Day.	

Color Rates*

Up to 60"	\$29.00 per inch
Daily 60.25" and over	\$1,770
Sunday 60.25" and over	\$2,090

*For any ad spanning over more than one page (Example: Double Truck ads) double the rates above. Limited availability and not guaranteed.

Advertising Production Rates

Beginning February 3, 2020, The World-Herald will begin charging a nominal fee for ad production. The fee is applied for each original ad creation. Pickups of previously created ads that fall within a certain criteria are no cost.

1/8 page and smaller	\$15
Specialty Publications.....	\$15
>1/8 page to 1/4 page.....	\$25
>1/4 page to 1/2 page.....	\$45
>1/2 page and larger	\$55

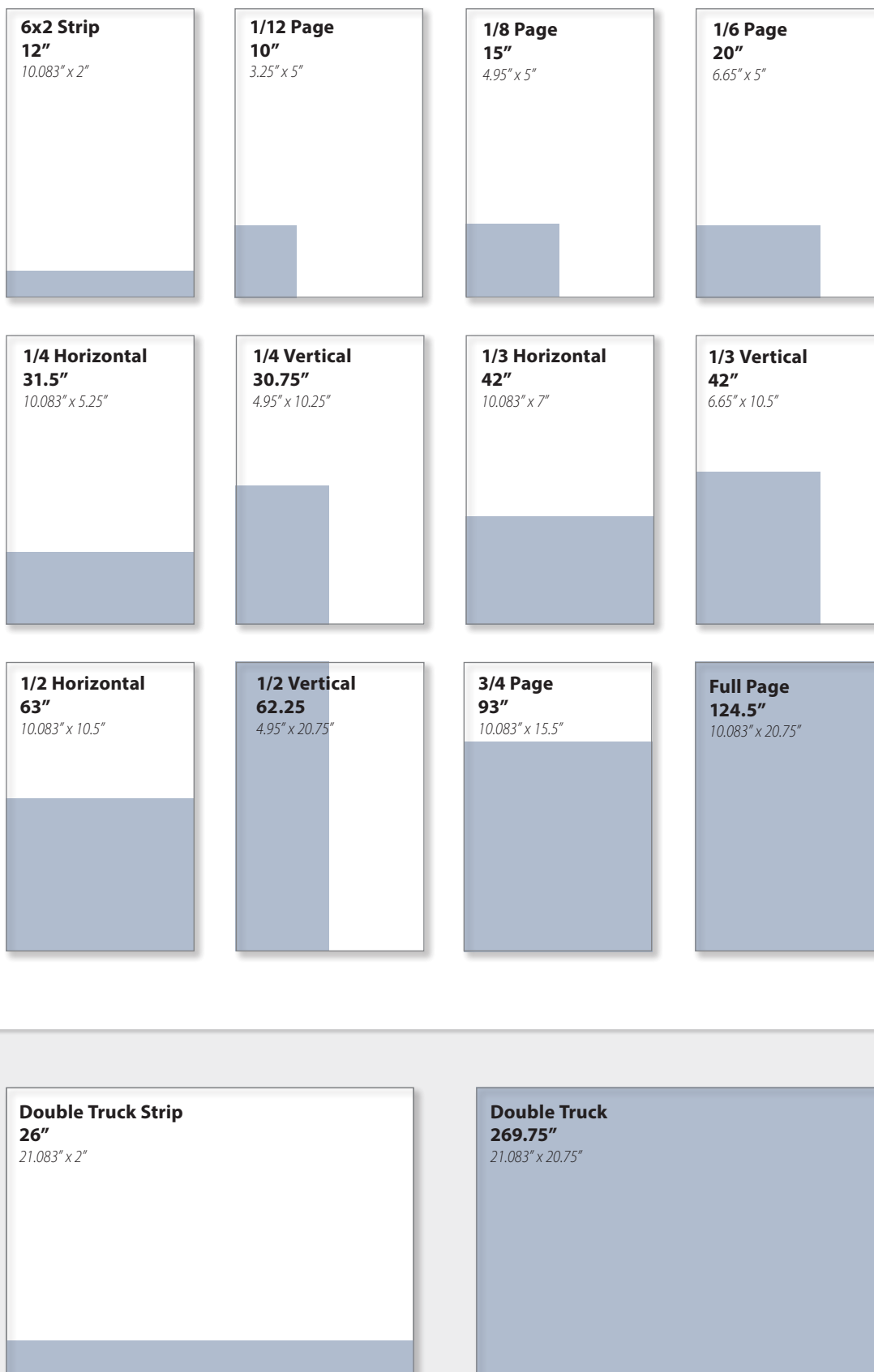
Broadsheet Specifications

- Full page depth 20.75"
- Full page width 6 columns
- Full page column inches..... 124.5"
- Double trucks 13 columns x 20.75
- Agate lines per column inch 12
- Advertising exceeding 18 inches in depth charged full depth (20.75")
- Advertising is measured in quarter inch increments (.25"). Any measurement between quarters is billed to the next higher quarter inch.
- Minimum ad size requirement.....4"

Broadsheet Column Widths

1 column	1.54"
2 columns	3.25"
3 columns	4.95"
4 columns	6.65"
5 columns	8.375"
6 columns	10.083"
13 columns.....	21.083"
(double truck)	

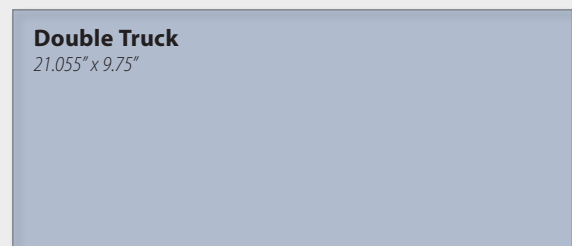
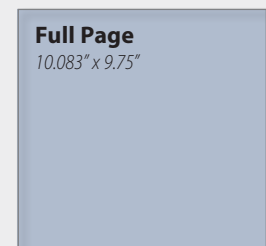
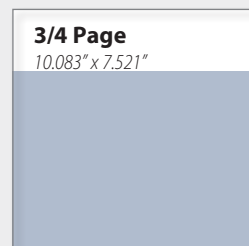
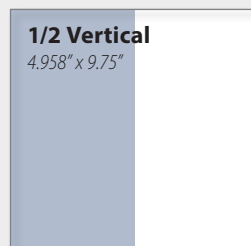
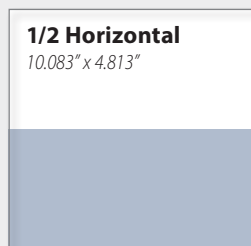
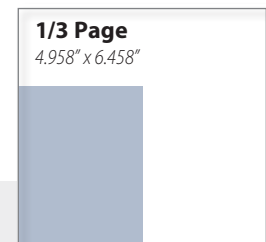
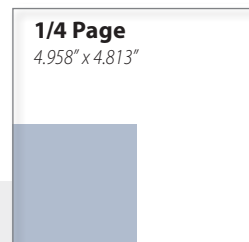
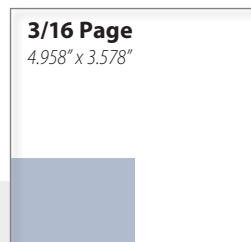
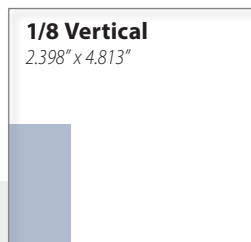
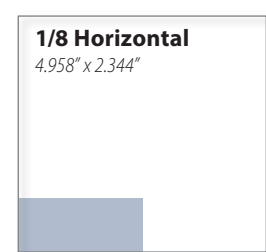
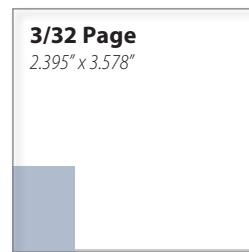
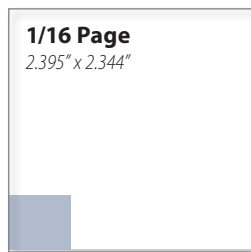
Broadsheet Modular Ad Sizes



Tabloid Modular Sizes

“ Our design team can create campaigns to drive business, increase awareness and build your brand in the community. ”

MODULAR SIZE	TOTAL INCHES	DIMENSIONS / INCHES
1/16 Page	4"	2.395" x 2.344"
Strip Ad	5"	10.083" x 1.25"
3/32 Page	6"	2.395" x 3.578"
1/8 Horizontal	7.75"	4.958" x 2.344"
1/8 Vertical	7.75"	2.395" x 4.813"
3/16 Page	11.5"	4.958" x 3.578"
1/4 Page	15.5"	4.958" x 4.813"
1/3 Page	20.75"	4.958" x 6.458"
1/2 Horizontal	31.25"	10.083" x 4.813"
1/2 Vertical	31.25"	4.958" x 9.75"
3/4 Page	46.75"	10.083" x 7.521"
Full Page	62.25"	10.083" x 9.75"
Double Truck Strip	20"	21.055" x 1.5"
Double Truck	124.5"	21.055" x 9.75"



Retail Advertising Deadlines

Daily Display Ads

PUBLICATION DAY	RESERVATION / MATERIALS	APPROVAL DEADLINE
Monday	Thursday (4:00 p.m.)	Friday (3:00 p.m.)
Tuesday	Friday (4:00 p.m.)	Monday (3:00 p.m.)
Wednesday	Monday (4:00 p.m.)	Tuesday (3:00 p.m.)
Thursday	Tuesday (4:00 p.m.)	Wednesday (3:00 p.m.)
Friday	Wednesday (4:00 p.m.)	Thursday (3:00 p.m.)
Saturday	Thursday (4:00 p.m.)	Friday (3:00 p.m.)
Sunday	Thursday (4:00 p.m.)	Friday (3:00 p.m.)

Living (Sunday-Friday) requires 24-hour advanced space reservation.

“Your advertising message can publish in as short as 2 business days.”

Weekly Products

PRODUCT	PUBLICATION DAY	RESERVATION / MATERIALS	APPROVAL DEADLINE
SAVOR	Wednesday	Tuesday (8 days prior)	Wednesday (7 days prior)
GO!	Thursday	Monday (4:00 p.m.)	Wednesday (3:00 p.m.)
Coupon Book	Sunday	Monday (noon, 13 days prior)	Friday (9 days prior)
TV This Week	Sunday	Tuesday (12 days prior)	Friday (9 days prior)

Electronic File Submission

Electronic deadlines for press-ready files (ads that do not require a proof) need to be submitted in an approved World-Herald format and delivery method by 10:00 a.m. one business day prior to publication.

Re-Plate Correction

A re-plate correction charge of \$90 per page is applied when a correction must be made on a page after the page has already gone to plate-making and the reason for the change is not the fault of the newspaper.

Art & Design Services

Art & Design Services (non World-Herald published ads)

One-hour minimum.....\$65/hour

Electronic Services

Every effort will be made to accommodate 3rd party delivery requests, following customer approval.

Digital delivery of files to 3rd party \$35/destination

Print to Web

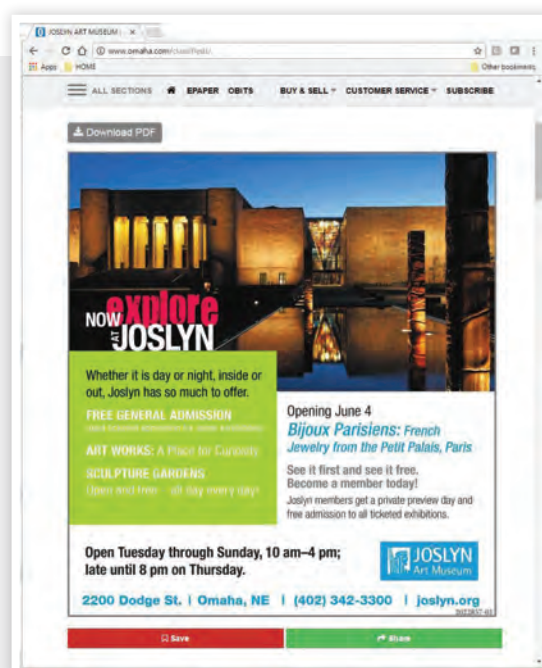
The World-Herald can take your print ad and publish it Online in our market place on Omaha.com. Your ad will be clickable, shareable, and printable to visitors of our website.

This designated section on Omaha.com allows consumers to browse through the display advertisements that published in The World-Herald. Our "Print to Web" technology lengthens the shelf-life of your print ad for an additional 7 days. The content from your print ad is searchable from both our local website and major search engines.

Open Rate - \$30 per ad

Contract Rate - \$15 per ad

*Features
print, share
and download
functionality.*



A plethora of products that bring results...

The World-Herald has the most extensive offerings of digital promotional tools that bring measurable results for today's on-line marketing arena. We have a plethora of products that can reach consumers on many Internet networks across the United States. We can develop campaigns that serve on one of many large local sites, including Omaha.com. Or we can even drill down and reach customers in the parking lot of your competitor.

We don't sell advertising, we offer digital placement solutions.

Beginning with simple digital "Run of Site" campaigns, you will get an overview of the remarkable targeting we can accomplish using proven digital placement techniques.

In addition to targeting specific geographic areas and behaviors, The World-Herald can construct and deliver email campaigns, build databases of customers and potential customers for you, and we can manage your SEM, SEO and social media reputation.

Digital Rates (CPM)

Prices based on a per month basis, commitment and impressions.

PERIOD	<100K	100K-250K
< 3 mos.	\$8.50	\$8.00
3 months	\$8.00	\$7.50
6 months	\$7.50	\$7.00
Annual	\$7.00	\$6.00

Impression levels based on 30 days or less, subject to availability. All impressions ROS to standard IAB 300x250, 728x90 and 300x50 unless specified.

APP Open

- Maximum of 3 days in a row
- \$650 per day for the entire day
- Sizes listed on lower right

ANNUAL FREQUENCY RATES	
6X	\$600
13X	\$550
26X	\$500
52X	\$450

“Online advertising is about delivering useful content at just the precise moment a buyer needs it.”

Enhancements

Time-of-day Targeting.....	\$3.00
Section Targeting.....	\$2.00
News / Sports / Homepage	
Desktop only delivery	
Mobile or app only delivery	
Audience Segment Targeting.....	\$2.00 above CPM
Demographics / Lifestyle / Etc.	
Geomodifiers.....	\$2.00 per segment

Inventory availability permitting. Targeting is as narrow as the Omaha metro area. Other geomodifiers may be available. Contact your account executive for more information.

Advertising Production Rates

Beginning February 3, 2020, The World-Herald will begin charging a nominal fee for ad production. The fee is applied for each original ad creation. Pickups of previously created ads that fall within a certain criteria are no cost.

2 Sizes.....	\$20
3 Sizes.....	\$25
4 Sizes.....	\$30
5 Sizes.....	\$35
Rich Media.....	\$30

Display Ads - *Run of Site (ROS)*



Subscriber Plus Sponsorship

The most exclusive ad position in front of our most engaged audience - online subscribers.

The Omaha World-Herald has an independent website specifically for paid digital subscribers – designated as *Subscriber Plus*. This nontraditional ad type allows advertisers to focus on high-quality content by pairing their message with news content in a native format. Marketers are enthusiastic about this ad type because it works! The key to promoting your business unsurprisingly, is the quality of the content. It also allows advertisers to diversify their digital campaign placements.

Ad is frequency capped at 1 serve every 4 minutes per unique visitor.

Specifications

- Dimensions: 300x250
- Image Dimensions: 280x150
- Value Statement: up to 75 characters
- CTA: up to 15 characters
- Logo or additional text: 25% of image space max
- Background Color: #f4f7ff or RGB 244, 247, 255

ANNUAL FREQUENCY RATES	
1-5X	\$995
6-12X	\$725
13-26X	\$650
26-52X	\$599

Subscriber Plus traffic currently averages 26% of all traffic to Omaha.com.

Omaha.com Monthly Averages

October 2018 – September 2019

Total Mo. Average Unique Visitors	2,757,738
Total Mo. Average Pageviews	21,922,357
Desktop & Mobile Pageviews	18,872,890
Mobile Pageviews	13,186,656
Desktop Pageviews	5,686,234
App Pageviews	2,757,738
Video Views	466,406

Benefits of publishing on Omaha.com

- Broad reach
- Affluent audience
- Branding, events, high visibility, mass audience
- Extended time on site
- Local content - readers not distracted

Premium news networks

- Pairs nicely with Omaha.com
- Similar affluent Audience
- Top Sites: CNN, USA Today
- Identify with other national brands and news content

Size availability and platforms

ROS Desktop

- 300x250 Medium Rectangle
- 728x90 Leaderboard
- 970x90 Super Leaderboard
- 970x250 Marquee

ROS Mobile

- 320x50

Mobile and Tablet APP

- 1024x768 (horizontal interstitial)
- 480x320 (horizontal interstitial)
- 768x1024 (vertical interstitial)
- 320x480 (vertical interstitial)

See pages 22-23 for technical specifications and positioning.

Targeted Display

“Targeting is one of the most effective digital strategies you can have in your marketing toolkit.”

Audience Targeting

Targeted display advertising is a great way to expand your digital campaign beyond our local websites. We can create a customized campaign using a combination of tactics to engage the audience you want to reach.

Geo Targeting

- Offers additional market penetration
- Broad or specific stroke

Run of Network

- Ideal for branding a business to as many people as possible

Search Targeting

- Delivers ads to users who have searched for keywords that pertain to your business campaign
 - Audience Specific
 - Adaptable by keyword

Behavioral Targeting

- Target users based on their interests and searches
- Specific reach

Contextual Targeting

- Target users based on context of the content viewed
- Content driven

Site Retargeting

- Deliver ads to users that have visited a particular site
- Retention driven
- Brand reinforcement

Geo Targeting

Geo targeting allows your business' ads to appear based on where the user is located either by desktop IP address or by a mobile device GPS system. This will ensure that your ads are served to people in a particular area of your choice. This can either be done by zip code or by a target radius around your business. Geo targeting is included in all audience extensions campaigns.

Run of Network

Run of Network is ideal for individuals who are interested in branding their business to as many people as possible. These ads will be displayed on our network of national sites. Other than geo targeting, this type of campaign will not have a targeting method.

Search Targeting

Search Targeting delivers your ads to individuals who have searched for keywords that pertain to your business' campaign.

Example: University student Rachel is searching for a new hair salon. After searching using "hair salon," "haircuts," and "affordable" on her favorite search engine website, Rachel begins to see ads on Seventeen.com for a hair salon that is advertising discounted hair cuts to new clients.

Behavioral Targeting

Behavioral targeting delivers your ads to users based on their continuous browsing history and information entered into websites. Behavioral targeting uses the information that is continuously being collected from user to serve them ads based upon their assumed interests.

Contextual Targeting

Keyword Contextual Targeting delivers ads to users based on the context of the content they are viewing. Unlike Search Retargeting, Keyword Contextual Targeting uses keywords found within the content of the sites viewed by a user, rather than the words put into a search engine.

Example: Paul is a father looking for a vacation to take his family on. While reading a "Top 10 Family Vacations" list, he starts seeing ads for a family friendly cruise line due to the website's inclusion of such keywords like "Family," "Vacation," and "Cruise"

Site Retargeting

Site Retargeting is a targeting method that will show your business' ads on national websites to users who have recently visited your website. This is done by placing an invisible pixel on your website that will capture the IP address of individuals who come to your website. Once the individuals leave your website, they will begin to see ads for your business as they surf the web.

Example: Harry looks at a coffee shop's website for a couple of minutes then leaves to visit other sites. As he visits FoodNetwork.com for new recipes, he starts seeing advertisements for the local coffee shop he visited.

Available Sizes

- 728x90 Leaderboard
- 320x50 Mobile Banner (required for geo-fencing)
- 300x250 Medium Rectangle
- 300x600 Large Rectangle (optional)
- 160x600 Wide Skyscraper (optional)
- 600x315 Social Media Image (optional but recommended)

Text: title - 25 characters, body 90 characters

IMPRESSIONS	1-3 MONTHS	6-11 MONTHS	ANNUAL
< 100K	\$10.00	\$9.50	\$9.00
100K – 249K	\$9.00	\$8.50	\$8.00
250K – 499K	\$8.00	\$7.50	\$7.00
> 500K	\$7.00	\$6.50	\$6.00

High Impact Positions



NEW

Premium Reveal

This is a large, top-of-page unit that users scroll past to see content. This ad launches seamlessly rather than intruding and it is known for driving higher response rates than standard display ads. It stands out and captures audience attention. Available on the home page, section fronts and article pages of Omaha.com.

Excludes Blue Jays, Mavericks, Go, Momaha, Good News, LiveWell, Automotive, Real Estate, Omaha Dines, Inspired Living, NE Preps, Outdoors, Savor and Sarpy Co. News.

High impact digital ads deliver greater recall and brand recognition than other display ads. Consumers believe high impact ads are worth the interruption to their browsing experience because of the information and educational value they share.

- Up to 100,000 impressions **\$25 cpm**
- Over 100,000 impressions..... **\$22 cpm**

Duration..... 1 day (24 hours)

Frequency cap..... 1 impression per 4 minutes

Desktop dimensions..... 1920x600

Mobile dimensions..... 800x250

Accepted formats: JPG, GIF and PNG

Maximum file size – 150 kb. Third party ad tags have to be tested.



NEW

Premium Float Bar

This ad is anchored to the bottom of the user's screen and follows the user as they scroll (includes a close button).

- Up to 100,000 impressions **\$15 cpm**
- Over 100,000 impressions..... **\$12 cpm**
- Section Targeting..... **+\$2 cpm**

Duration..... 1 day (24 hours)

Frequency cap..... 1 impression per 4 minutes

Desktop dimensions..... 1170x70

Mobile dimensions..... 480x50

Accepted formats: JPG, GIF and PNG

Maximum file size – 150 kb. Third party ad tags have to be tested.



Mid-Premium

970x250 Marquee (desktop only)

300x600 Large Rectangle (mobile and desktop)

- Up to 100,000 impressions **\$15 cpm**
- Over 100,000 impressions..... **\$12 cpm**
- Section Targeting..... **+\$2 cpm**

Some sub-site exclusions may apply. Maximum file size: marquee – 150 kb, large rectangle – 50 kb.

These two ad types offer premium positioning plus a large, dominant space for your advertising message.

Premium News Network Option

- 100,000 impressions minimum **\$10 cpm**

Available on over 3,000 premium news sites packaged into one network buy. Geo targeted and custom optimized to meet each customer's unique requirements.

Bloomberg

ebay

USN
USNEWS.COM

Expedia

CBSSPORTS.COM

Ad Sizes:

- 728x90 Leaderboard
- 300x250 Medium Rectangle
- 300x600 Large Rectangle
- 320x50 Mobile Companion
- 160x600 Wide Skyscraper

Food.com

WIRED

High Impact Products

Front Page Skybox

A 4 column inch ad positioned at the top of page 1A. Also available on section fronts: Sports, Living and Midlands.

We've redefined the power of print advertising with a new unparalleled ad position available on the front page of The World-Herald. This 2 column by 2 inch ad is appropriately called a skybox and is prominently displayed above the masthead. You can also target readers by publishing the skybox on the top of a section front.

FRONT PAGE (1A)	OPEN	13X	26X	52X
Daily	\$1,095	\$995	\$895	\$795
Sunday	\$1,295	\$1,195	\$1,095	\$995

SECTION FRONT	OPEN	13X	26X	52X
Daily	\$795	\$745	\$695	\$645
Sunday	\$995	\$945	\$895	\$845

Subject to rules of acceptance. 24-hour advanced space reservation required for 1A. 48-hour advanced space reservation required on Living section fronts, Wednesday through Friday and Sunday.

Front Page and Section Front Strip Ads

Includes front page positions on page 1A, Money, Sports, Living and Midlands.

This is a great opportunity to brand your business in these prime advertising locations! The front page position is 6 columns by 2 inches and publishes at the bottom of the front page or section front in full color. They also publish on Omaha.com for 7 days.

	1X-5X	6X-12X	13X-25X	26X-51X	52X-77X	78X +
Daily Front Page	\$1,850	\$1,700	\$1,550	\$1,400	\$1,250	\$1,250
Sunday Front Page	\$3,050	\$2,900	\$2,750	\$2,600	\$2,450	\$2,300
Daily Section Front	\$1,425	\$1,325	\$1,225	\$1,125	\$1,025	\$925
Sunday Section Front	\$2,525	\$2,425	\$2,325	\$2,225	\$2,125	\$2,025

- 24-hour advanced space reservation required for 1A.
- 48-hour advanced space reservation required on Living section fronts, Wednesday through Friday and Sunday.

Subject to rules of acceptance. Front page and section front strip ads apply toward the fulfillment of front page frequency contract and regular Dollar Volume Contract.

Pop-Outs

Get the reader's attention first by making your ad pop!

This special feature during the printing process allows the pop-out page to appear a full inch just outside of the rest of the newspaper, directing readers to your message. Yes, this is an exclusive ad type that includes two full page, full color ads and the pop-out stripes.

M-T	Single Advertiser	\$9,500
M-T	Multi- Advertiser or Vendor	\$11,400
W-F	Single Advertiser	\$13,500
W-F	Multi- Advertiser or Vendor	\$16,200

- All rates includes full color on both sides.
- Exclusive position - only one available Monday through Friday.
- Requires 24 advanced deadline from regular display ads.
- Ad area is 9.083" x 20.75" and the pop-out stripe is .5" x 20.75" with a half inch space in between.

Section cannot be guaranteed. Not available Saturday or Sunday.

*An exclusive position...
only one available per day!*



High Impact Products

Mass Impact Section

Available on Monday, Tuesday and Wednesday.

Get great exposure and have a huge "impact" with your own stand-alone 2-page section in the Omaha World-Herald. Your personal mass impact section includes two full page broadsheet advertisements with full color on the front and black and white on the back.

Monday-Tuesday \$8,000

Wednesday-Thursday-Friday \$12,000

One mass impact section available per day, Monday through Friday. Check availability with your account executive, there may be exceptions.

It's your own personal stand-alone, 2-page section!

The HEARING AID of the future is HERE!

For people who currently use or are considering hearing aids, we want to be sure you know about some of the recent advancements that could help you hear better than ever! Now is your chance to try this remarkable hearing aid technology **absolutely FREE!**

New hearing technology can improve your life. **Call today for a FREE Hearing Screening.** Hear for yourself the difference **American Hearing + Audiology** can make in your life!

FREE FREE FREE

"FREE" try them before you buy them! demonstration & trial periods available. Participants will save hundreds on purchase, as well as FREE hearing aid batteries.

PLUS:

- AHA Participation with all major insurance plans - call today to confirm your benefits.
- AHA Satisfaction Guarantee

Speak one-on-one with Dr. Angela Grosse (PhD, CCC-A) with over 18 years of experience in hearing loss. I will work with you to help find the best solution for your personal hearing difficulties. Give me a call!

Hearing aids for every budget! Starting at: \$995 (Offer expires 1/31/17)

AHA AMERICAN HEARING + AUDIOLOGY

Omaha: 14473 W. Center Rd, Omaha, NE
CALL TODAY 402.973.3238
www.AmericanHearing.us

The latest, remarkable HEARING AIDS

Treasure life and make every moment count. Don't miss a single word or conversation with your family or loved one. Nothing can compare in value to hearing clearly again. The lifestyle change that is enjoyed with precise electronic hearing help can be the gift of a lifetime, for the average person living for YEARS with steadily worsening hearing condition. Treat yourself or someone you love to the gift of a lifetime... better hearing.

Trying these extraordinary hearing aids for 7 days free is especially important if you:

- have difficulty hearing in large crowds
- often ask people to repeat themselves
- people sound like they are mumbling

CALL US TODAY TO SET AN APPOINTMENT

Full Soundscape Technology
So you can listen to multiple speakers in noisy environments, like restaurants, and actively participate in the conversation.

iPhone Compatibility
So you can use your device like wireless headphones to connect to electronic devices, including iPhone.

Rechargeable Option
So you never have to hassle with purchasing and changing batteries.

Plus: Eliminates buzzing and whistling, delivers pristine sound and exceptional listening clarity, easy to adjust.

AHA AMERICAN HEARING + AUDIOLOGY

Omaha: 14473 W. Center Rd, Omaha, NE
CALL TODAY 402.973.3238

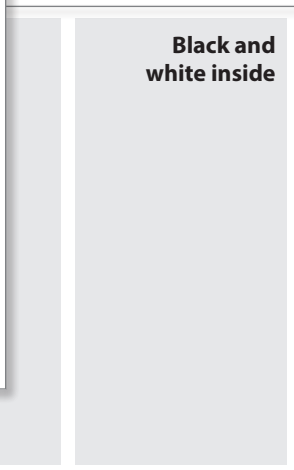
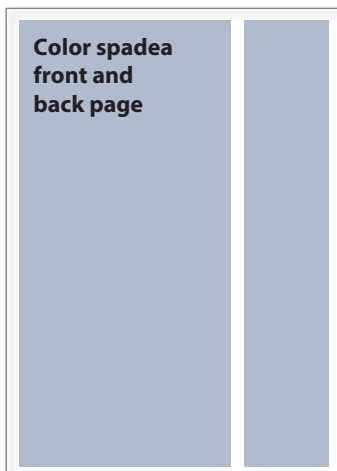
Spadeas

The most powerful position in our promotional arsenal.

A spadea wraps around the front page of The World-Herald, which guarantees **your message gets read first**. As a matter of fact, readers have to open your spadea section before they can read the paper. Their large

size provides ample space to talk about multiple products, specials and features. Plus, it's a great position to include coupons, special discounts or promote events. A spadea is equivalent to the space of 3 full page ads!

Readers will see and interact with these innovative pages before they read the newspaper.



Full Page Area
10.083" x 20.75"

Spadea Dimensions
4.95" x 20.75"

FRESH THYME FARMERS MARKET

GRAND OPENING

Get it. Way!

REGISTER WIN! 2

4 UNIQUE DESTINATIONS

EACH OMAHA STORE WILL GIVE AWAY 1 OFFICIAL BETTER HOMES & GARDENS TRIP!

Omaha: 14473 W. Center Rd, Omaha, NE
CALL TODAY 402.973.3238

	MON-FRI	SATURDAY	SUNDAY
Front Page	\$18,000	\$19,500	\$24,000
Inside Page	\$14,000	\$15,000	\$18,000

*Thanksgiving Day front page spadea receives the Sunday rate plus a 20% premium.

Content and Audience Targeting

Live Well

Ads placed in a targeted location like Live Well, can effectively reach a niche audience.

Today more than ever, people are paying attention to the role a balanced lifestyle plays in their overall health and happiness. Live Well is Omaha's leading source of informative, inspirational features promoting total fitness of mind, body and spirit.

Live Well publishes every Sunday in the Omaha World-Herald. An email newsletter is sent every Monday teasing the latest articles available on Omaha.com/LiveWellNebraska.

- **Print Ad**..... 6 col. (10.083") x 2"
- **Email Newsletter**..... 970x250

ANNUAL FREQUENCY RATES	
Open Rate	\$1,000
13X	\$850
26X	\$700
52X	\$550

Live Well Sponsored Content

Share your stories with custom print and digital content.

- Content featured on the Live Well page in Sunday Living
- 6 col. (10.083") x 2" display ad anchoring the Live Well page
- Article posted online and featured:

Home page Omaha.com..... 1 day (24 hours)
Live Well page 6 days
Daily Headlines e-newsletter 1x
Social Media Posts (with Facebook boost)

- **Space/Materials:** Monday, 10 days prior to publication (noon)
- **Approval/DAT:** Tuesday, 2 days prior to publication (10:00 a.m.)
- **OWH-Produced Content:** Creative brief due 3 weeks prior
- **Submitted:** Content assets due Monday, 10 days prior

ANNUAL FREQUENCY RATES	
Open Rate	\$4,000
13X	\$3,500
26X	\$2,800
52X	\$1,800

Sponsored content



Page Anchor Ad

Sponsored Content

Sponsored content in the The World-Herald is an effective way to reach an engaged audience and position your business or organization as an authority in the marketplace.

Gain credibility and visibility.

- Sponsored content appears alongside news reports, lending the credibility of The World-Herald to your message.
- It is an informative feature that looks and feels like a regular news item. A sponsored feature can take many different forms, depending on your individual goals.
- Effective sponsored content aims to establish you as a competent brand rather than solely sell a particular product or service.
- Our team comprised of professional writers, photographers, editors and designers who know the local market and reader behavior – will help you present the right message and business image.

Contact your account executive to discuss your objectives and review our media kit.



Suburban Newspapers Inc. (SNI)

SNI consists of 5 weekly newspapers that serve suburbia Omaha. They are community-minded publications providing news and advertising the residents rely on. They are niche products with loyal readers who are involved and caring about their community. News coverage focuses on hyper-local content. Where else can residents find detailed articles about high school events, youth sports, or an announcement for a pancake breakfast? Readers regard these publications as highly valuable – an important source for local information. They are a great advertising vehicle for businesses who want to specifically reach the engaged residents of these areas.

Publications include:

- Bellevue Leader
- Papillion Times: Papillion, La Vista and Springfield
- Gretna Breeze
- Ralston Recorder
- The Base: 68113 (Offutt Air Force Base)

Content and Audience Targeting

Weekly Coupon Book

Publishes every week in the Sunday World-Herald and on Omaha.com

Your investment includes an entire promotional package starting with the Sunday World-Herald retail trade zone (RTZ) which covers 19 counties and over 100,000 subscriber households.

The premium ad positions are guaranteed placement while all other ad positions rotate weekly. Online banner ads on Omaha.com point readers to a digital flipbook featuring all the coupons Online at Omaha.com for an additional 7 days.

The deadline for space reservation is noon on Tuesday, 12 days prior to the publication date. Press-ready files need to be received by Thursday, 10 days prior.



A weekly e-blast is sent out to over 35,000 recipients promoting all of the available coupons.

Select coupons are also featured in promotional ads in The World-Herald.

MODULAR SIZE	DIMENSIONS IN INCHES	52X	26X	13X
1/4 Page	4.958" x 4.813"	\$150	\$195	\$240
1/2 Vertical	4.958" x 9.75"	\$290	\$375	\$460
Full Page	10.083" x 9.75"	\$565	\$730	\$900
Cover – Front / Back	10.083" x 9.75"	\$775	\$975	
Cover – Inside Back Full Page	10.083" x 9.75"	\$725	\$925	
1/2 Page (V) – Inside Back	4.958" x 9.75"	\$358	\$463	



Inspired Living

The premium magazine in the Omaha metro.

Delivered six times a year to more than 100,000 subscribers, each issue explores, entertains and enlightens in areas of décor, cuisine, fashion, travel and local lifestyles. Our award-winning team of editors, writers, designers, photographers, stylists and social media influencers fills each issue with fresh, engaging content in print and online (where we reach an additional 35,000+ digital readers, plus 6,000 combined social media followers each month). Surveys tell us that our readers' interests are squarely centered on the topics we spotlight: local food and spirits, culture, style, travel, people and ideas. Inspired Living Omaha is designed to pick up where the newspapers' lifestyle pages leave off, providing readers an additional place to connect and engage in their passions.

Wedding Essentials

Omaha's ultimate wedding planning "look book."

Wedding trends and styles are ever-changing, which means the content of these issues does as well. Wedding Essentials boasts beautiful photography with fresh local content. Readers can review the latest trends in attire, cake, floral, decor and more – while advertisers incorporate the best sources and services surrounding this distinct market audience. Covering all seasons, Wedding Essentials publishes 4 times per year with an annual distribution of 32,000 copies.

- Showcase products and services through sponsored content capitalizing on the look, feel and trust of editorial content.
- Real weddings are featured which creates a network among the bridal communities in our blogs, website and newsletters.
- Two big annual wedding shows offer face-to-face interaction with your target audience and consumers (see page 30).

Momaha

A magazine where Omaha moms connect.

In each issue, moms find the inspiration they need to bring the best ideas in parenting to their families. The monthly distribution of 23,000 copies target suburban mothers of elementary school-aged children. To capture this coveted audience, we have developed a highly targeted distribution approach to parents through many local schools.

- Moms hold 80% to 90% of a household's purchasing power.
- Momaha.com averages 157,100 page views per month – the largest and most connected social networking site for mothers.
- Nearly 14,000 Omaha-area moms have opted-in to receive Momaha newsletters.
- This distinct audience also includes 10,000 followers on Facebook and over 3,600 on Twitter.

Email Blasts

Reach loyal, opted-in subscribers of our marketing database

- Effective tool for delivering results with strong ROI
- Great for building relationships
- Ideal for creating brand awareness
- Informs readers of your products, services or special offers
- Three email blasts are delivered each day: 8:00 a.m., noon, and 4:00 p.m.

EMAIL BLASTS

1-4X YR.	5-12X YR.	13-24X YR.	25-36 X YR.	37-48X YR.
\$1,650	\$1,540	\$1,375	\$1,265	\$1,155

“Email blasts are 20 times more effective than direct mail.”

Call McKinnis for Commercial & Residential Roofing Needs | [View this email online](#)

Storm Damage?

McKinnis will be there for you when the unthinkable happens.



Water Damage
Water Extraction
Clean-up & Drying
Drywall & Painting
Complete Re-build



Wind & Hail
Board-Up & Tarp Areas
Hail Damage Evaluation
Exterior Estimate
Full Clean-up & Repairs



Storm Services
Tarp and Secure Property
Storm Assessment
Clean-up & Repair
Full Reconstruction

Commercial & Residential **McKINNIS** BBB Accredited Business

Roofing • Restoration • Sheet Metal • Siding • Windows • Gutters
402.426.2644 • 24/7 Emergency Services • mckinnisinc.com

You are receiving this e-mail because you have opted in to receive e-mails from McKinnis Inc. If you no longer wish to receive this e-mail, please click here to unsubscribe. You will receive one e-mail from McKinnis Inc. to confirm your subscription. Please do not mark this message as spam. Images are not included in this e-mail. © 2014 McKinnis Inc. All rights reserved.

Targeted email blasts

Targeted email blasts have the same promotional benefits. But with over 300 targeting categories and selections, we can tailor the right audience for you to reach for your business, event or promotion.

Targeting selections include...

- Age
- Gender
- Income
- Marital status
- Home ownership
- Lifestyles and interests
- Children
- Ethnicity
- Geography
- Job title

TARGETED EMAIL BLASTS

Prices based on CPM

EXTENSION	1-4X YR.	5-12X YR.	13-24X YR.	25-36X YR.	37X+ YR.
< 50K	\$50.00	\$48.00	\$46.00	\$44.00	\$42.00
50K-100K	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
100K-300K	\$46.00	\$44.00	\$42.00	\$40.00	\$38.00
300K-500K	\$44.00	\$42.00	\$40.00	\$38.00	\$36.00

SAVE \$100

HUNTINGTON

REGISTER NOW FOR SUMMER AND SAVE

CENTER

Huntington LEARNING CENTER
CELEBRATING 40 YEARS
EXCELLENCE IN EDUCATION SINCE 1977

SUMMER IS THE PERFECT TIME TO GET CAUGHT UP

Huntington can help your student get back on track this summer. Since 1977, Huntington has helped students K-12 improve their grades, academic skills and confidence.

We offer:

- Thorough academic evaluations
- Proven programs tailored to each student's needs
- Individualized instruction from highly qualified teachers

ACADEMIC SKILLS
Reading - Writing - Math - Study Skills
Spelling - Vocabulary - Phonics

SUBJECT TUTORING
Algebra - Geometry - Trigonometry - Pre-Calculus - Calculus - Earth Science - Biology - Chemistry - Physics

EXAM PREP
SAT - PSAT/NMSQT - ACT - Advanced Placement (AP) - State Tests - HSPT - SSAT - ISEE - GED - ASVAB

LEARN MORE

Email Newsletters

Three marquee ad positions (top, middle and bottom) are available on each email newsletter

Subscribers who are engaged with our news content are more likely to interact with advertising. And advertisers who are associated with news content are considered more trustworthy by readers. Our audience consists of educated, high income consumers.

The subscribers who receive our email newsletters are “opt-in” subscribers which means that they have chosen exactly what they want to receive. They are loyal, community focused consumers.

“Newsletter subscribers engaged with news content are more likely to interact with advertising.”

Run of Site (ROS)

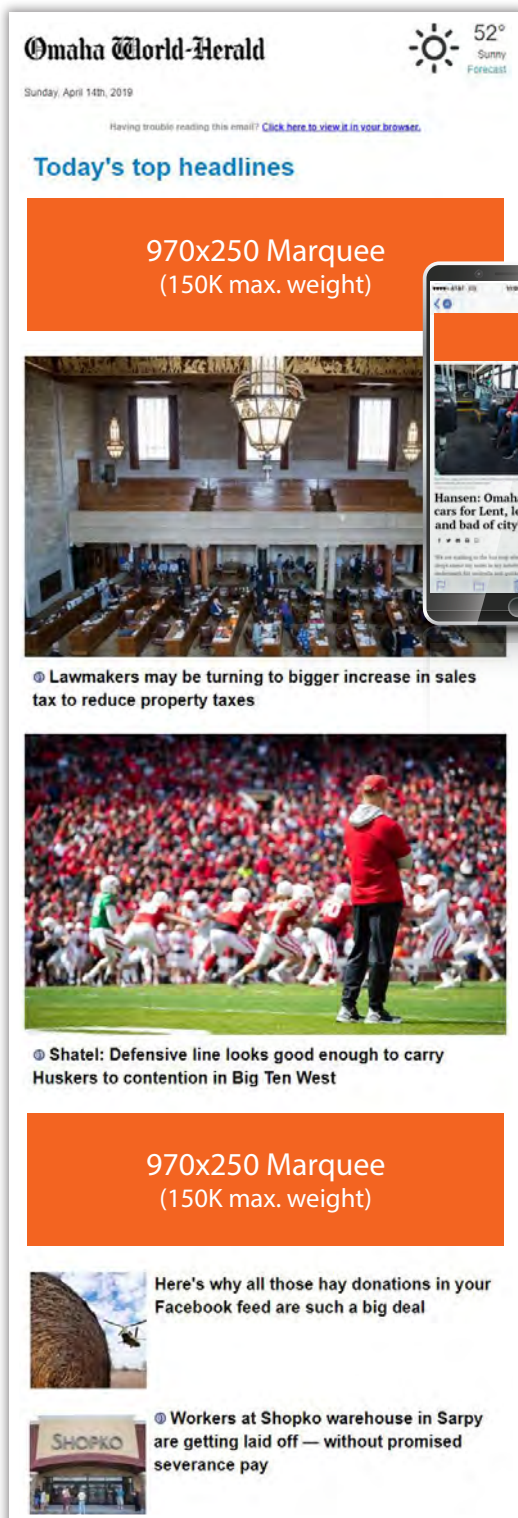
Your advertisement will publish on all of our newsletters, reaching a large and diverse audience.

CPM: \$8.00 (970x250, 150K max both desktop & mobile)

Choose Your Newsletters

Select your newsletters based on demographics or common interests among the recipients. For example, food lovers enjoy Savor and Omaha Dines while sports enthusiasts may subscribe to Big Red Today, Sports Headlines and Prep Sports.

CPM: \$10.00 (970x250, 150K max both desktop & mobile)



NEWSLETTER

Monthly Investment

	1-5 MONTHS	6-11 MONTHS	ANNUAL	FREQUENCY
Breaking News	\$6,000	\$5,000	\$4,000	every morning
Big Red Today	\$3,500	\$3,300	\$3,000	every morning
Daily Headlines	\$2,500	\$2,300	\$2,000	every morning
Obituaries	\$1,700	\$1,600	\$1,500	every morning
Afternoon Updates	\$1,500	\$1,300	\$1,000	every afternoon
Money / Business	\$1,250	\$1,000	\$750	every morning
Omaha Dines	\$350	\$325	\$300	every Tuesday
GO Entertainment	\$350	\$325	\$300	every Thursday
Building Omaha	\$175	\$150	\$125	every Monday
Carriker Chronicles	\$100	\$90	\$80	seasonal*
NE Prep Zone	\$100	\$90	\$80	every morning
Sports Headlines	\$100	\$90	\$80	every morning
Momoha	\$100	\$90	\$80	every Tuesday
Sarpy Co. Updates	\$100	\$90	\$80	every Thursday
Live Well NE	\$100	\$90	\$80	every Monday
Savor	\$100	\$90	\$80	every Wednesday
Wedding Essentials	\$100	\$90	\$80	monthly
Inspired Living	\$100	\$90	\$80	monthly

*(Daily during NE football, weekly or less frequent during other periods)

Video Pre-Roll

“When viewers click a video, they do so actively engaged in the upcoming topic. But before their video plays, their attention is focused on whatever occupies the player – your message!”

Video Pre-Roll Advertising

Your video advertising message appears before The World-Herald's video content. These "skip-free" commercials can be 10-seconds or 15-seconds in length which means they are more appealing to viewers when compared to 30-second spots. Videos hold the attention of your audience creating a high level of engagement giving your message maximum impact.

Pre-Roll Advertising \$50.00 CPM

In-Story Video Advertising

Go beyond impressions and clicks with our latest video ad position. In-story video ads are in-feed video ads placed between paragraphs of articles of news content. In-story ads have some of the highest viewability rates because they are triggered only when in view. Both desktop and mobile compatible, they can perform on any device.

In-Story Video Advertising \$14.00 CPM

Acceptable formats include WMV, MP4, and VAST tags. File sizes should not exceed 3 MB. Preferred bitrate - 600 kbps. Preferred resolution 640x480. Digital video pre-roll ads are subject for review and approval based on size of media and must adhere to the Omaha World-Herald digital advertising guidelines. Some exclusions apply.

Local / Video Pre-roll

- Engaged audience
- High viewership
- High completion rate

Targeted

- National network of video
- Targeted content

In-Story Video

- Engaged audience
- High viewership

The World-Herald can write, produce and edit video content at extremely an affordable rate.

We have available voice-over talent and we can achieve a quality product using still images or pictures too.



Quizzes and contests are ideal for...

- Building your email database (obtaining leads)
- Mass promotions for services and prizes
- Engaging your customers

“Quizzes or contests can be used to advertise your brand, interact with your audience and collect data.”

PACKAGE A:

Contest promotion

- List of qualified leads
- 30,000 targeted impressions
- One (1) e-blast to our marketing list
- Two (2) shared contest e-blasts to our general marketing list
- One (1) 1/12 page print ad
- Social media promotion
- Contest setup and admin

Client-dedicated Promotion

One (1) email blast to our marketing list

\$1,500 +PRIZE (\$4,500 Value)

PACKAGE B:

Contest promotion

- List of qualified leads
- 70,000 targeted impressions
- One (1) e-blast to our marketing list
- Two (2) shared contest e-blasts to our general marketing list
- Two (2) 1/8 page print ads
- Social media promotion
- Contest setup and admin

Client-dedicated Promotions

One (1) email blast to our marketing list
55,000 mid-premium impressions

\$3,000 +PRIZE (\$8,000 Value)

PACKAGE C:

Contest promotion

- List of qualified leads
- 125,000 targeted impressions
- One (1) day Omaha.com app open
- One (1) e-blast to our marketing list
- Two (2) shared contest e-blasts to our general marketing list
- Two (2) 1/4 page print ads
- Social media promotion
- Contest setup and admin

Client-dedicated Promotions

Two (2) email blasts to our marketing list
100,000 mid-premium impressions

\$5,500 +PRIZE (\$12,000 Value)



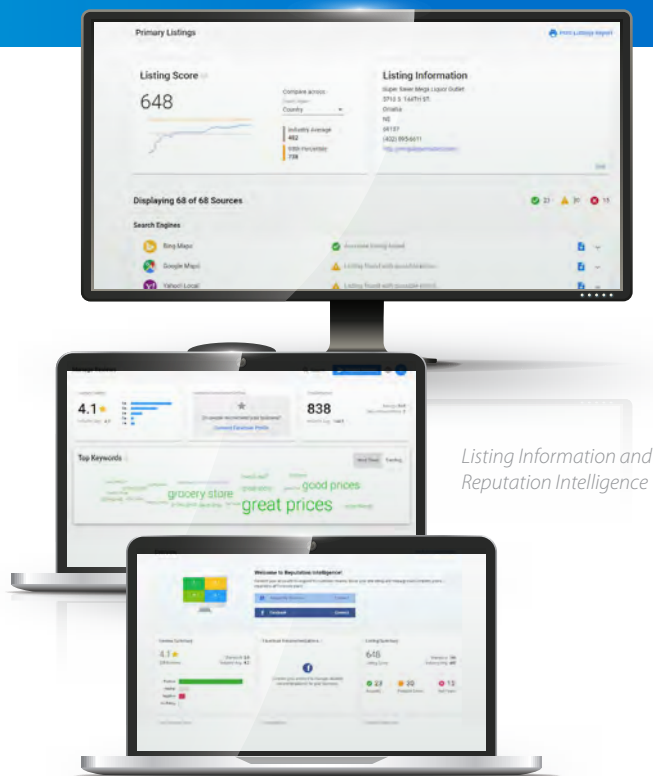
The World-Herald will setup, maintain and perform all admin duties for your contest.



SMB PRESENCE BUILDER

BH DIGITAL
SERVICES

*Helping business owners
enhance their online presence.*



SMB Presence Builder is a service provided by BH Digital Services that enhances your online web presence by managing your business's online reputation while adding the promotional power of the Omaha World-Herald and its online audience.

SMB Presence Builder helps:

- Local business owners track what is being said online about their business by reporting online mentions or reviews.
- It improves the online presence of local businesses by identifying inaccurate information from across the web so it can be properly addressed and updated.
- Maintaining consistent, accurate information along with positive reviews across the web on directories, search engines and social media sites is essential to preserving an excellent online reputation.

SMB Presence Builder provides a comprehensive, all-encompassing solution that establishes a positive, sustainable online profile that protects your brand. It also demonstrates to future customers the value you put on complete satisfaction with your current clientele – *delivering long-term success, a true ROI!*

Additional Services:

SEM - Search Engine Marketing

Adding a search engine marketing campaign can help augment organic search results and help you be found in new categories that you might want to grow. Our **AdWords Certified** experts will help you determine your keywords and ad copy based off your target budget and business goals. Then we monitor and adjust your campaigns on Google, Bing and Yahoo to help you achieve your maximum return on investment.

- Reach a specific audience
- Engage customers at decision point
- Campaigns placed in proximity to organic search listings
- Placement in search engine

Mirror Site with Call Tracking and Analytics

Call tracking can help you gather important data that will help you optimize the performance of your marketing strategy. We will let you know what calls were generated from your marketing campaign, who

called and how they engaged with your business, all in easy-to-understand reporting that you can access at any time.

Four tactics available:

- Audience extension
- Facebook
- SEM
- Local banner ads

\$10.00 per month per tactic

Caller Analytics

\$10.00 per month per tactic

Tracking and Analytics

\$15.00 per month for 12 months per tactic
\$30.00 per month for under 12 months per tactic

Additional Call Tracking

\$3.00 per month for 12 months per tactic
\$10.00 per month for under 12 months per tactic

SMB PRESENCE BUILDER

■ GREEN INDICATES VENDOR-MANAGED SERVICES
■ RED INDICATES CLIENT-MANAGED SERVICES

PRESENCE BUILDER

\$179 /month
\$150 onboarding fee

PRESENCE BOOST

\$349 /month
\$169 onboarding fee

PRESENCE PRO

\$749 /month
\$169 onboarding fee

Reputation Intelligence	✓	✓	✓
LISTING SERVICES			
Listing Claim	✓	✓	✓
Listing Distribution	✓	✓	✓
Listing Sync Pro	✓	✓	✓
REVIEW SERVICES			
Review Requests	✓	✓	✓
Review Responses			✓
SOCIAL AND BLOG SERVICES			
Social Scheduler		✓	✓
Google My Business Posting		✓	✓
Social Posting			✓
Monthly Blog Post			✓
WEBSITE DEVELOPMENT OPTIONS			
Pkg +1 page website with Facebook sync	\$249/mo \$255 onboarding		
Pkg +3 page website with lead form	\$325/mo \$499 onboarding	\$499/mo \$499 onboarding	849/mo \$499 onboarding
Pkg +5-page website with lead form		\$549/mo \$599 onboarding	\$899/mo \$799 onboarding

Recommended Business-specific Add-ons

HOME SERVICES

- Review Requests
- Review Responses

RETAIL

- Review Requests
- Review Responses
- Social Postings
- Blog Post

RESTAURANTS

- Menu Sync
- Review Requests
- Review Responses
- Social Postings

MEDICAL

- Medical Listing Claim
- Review Requests
- Review Responses

Menu Sync	\$200/month	Boostability SEO 10 hours	\$560/month
Review Requests	\$80/month	Social Page Build	\$250 one time fee
Review Responses	\$150/month	Medical Listing Claim	\$200 one time fee
Social Postings	\$240/month	Blog Post	\$160/month

Digital Ad Specifications



Medium Rectangle

- Desktop and mobile: 300x250
- Desktop positions: 4 on right rail or in-story article
- JPG, GIF: maximum weight 40k
- HTML5: maximum weight 50k
- Animation available for up to 15 seconds



Leaderboard / Marquee

- Leaderboard: 728x90 top and bottom positions
- Marquee: 970x250 top position only
- Optional mobile companion for leaderboard: 320x50
- Leaderboard max. weight 40k (JPG, GIF), 50k (HTML5)
- Marquee maximum weight - 150k
- Animation available for up to 15 seconds



Reveal

- Desktop: 1920x600
- Mobile Companion: 800x250
- JPG, GIF, PNG: maximum weight 150k
- Third party ad tags have to be tested



Float Bar

- Desktop: 1170x70
- Mobile Companion: 150x50
- JPG, GIF, PNG: maximum weight 150k
- Third party ad tags have to be tested



Video Pre-Roll

- Dimensions: 400x300 or larger, actual player size varies in a live environment
- Max video length: 15 seconds
- Acceptable formats: mp4, HLS video assets
- Frame rate of 30 FPS and bitrate of 600 kbps
- Resolution: 640x480 (preferred)
- Preferred tags: VAST, VPAID, JS VPAID



In-Story Video

- Dimensions: 16:9 preferred or 4:3 is acceptable
- Max video length: 30 seconds
- Acceptable formats: mp4, mov, wmv, avi
- Frame rate of 30 FPS and bitrate of 600 kbps
- Resolution: 1280x720 (preferred)

Digital Ad Specifications



Email Blast

- Desktop recommend size: 600x900
- Compatible with mobile devices
- JPG, GIF, PNG, HTML
- HTML files need to be supplied in advance for testing



Email Newsletter Ad

- Desktop and mobile: 970x250
- JPG, GIF: maximum weight 40k
- HTML5: maximum weight 50k



480x320



320x480



768x1024



1024x768

Mobile and Tablet APP Units

- 1024x768 and 768x1024: 60k max weight
- 480x320 and 320x480: 50k max weight
- 300x250 medium rectangle: 40k max weight
- JPG, PNG and GIF (image only)



300x250



Mobile Ad Unit

- Dimensions: 320x50
- Can be companion for leaderboard
- Positions: in-page and adhesive footer
- JPG, GIF: maximum weight 15k
- HTML5: maximum weight 25k
- Limited animation available in GIF format

Print & Distribute Rates

Flyer Rates 8.5" x 11"

Prices based on cost-per-thousand

Special Printing Orders

Prices for services other than those listed are available upon request through your account executive:

- Perforating
- Bleeds
- Larger or smaller sizes
- Orders exceeding 200,000
- Other ideas you may have

Deadlines

For fliers and zip cards, materials are due 3 weeks in advance of insertion date. See your account executive for exact deadline dates. Deadlines may vary upon the complexity of your project.

- For zip code distribution quantities see your account executive.
- Minimum order of 5,000 households per insertion.
- 4% spoilage will be added to all orders.
- All Print and Distribute orders must be distributed within 90 days of printing.
- All Print and Distribute orders are payable in advance unless credit has been established with the credit department.

All Omaha World-Herald inserts are billed at current distribution quantities.



1 SIDE

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$100.30	\$110.17	\$120.50
10,000	\$74.64	\$84.13	\$94.10
25,000	\$60.75	\$70.02	\$79.74
50,000	\$56.66	\$65.86	\$75.51
100,000	\$52.63	\$62.60	\$73.05
150,000	\$52.01	\$61.97	\$72.42
200,000	\$51.72	\$61.66	\$72.11

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$104.41	\$115.00	\$126.10
10,000	\$76.79	\$86.66	\$97.00
25,000	\$61.73	\$71.15	\$81.03
50,000	\$57.71	\$66.99	\$76.73
100,000	\$53.84	\$63.85	\$74.35
150,000	\$53.14	\$63.12	\$73.59
200,000	\$52.79	\$62.76	\$73.21

QTY.	60# OFFSET	70# GLOSS
5,000	\$118.04	\$123.02
10,000	\$83.83	\$95.76
25,000	\$70.79	\$84.82
50,000	\$59.61	\$65.25
100,000	\$55.89	\$60.14
150,000	\$53.65	\$57.67
200,000	\$53.16	\$57.18

2 SIDE

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$108.64	\$118.49	\$128.84
10,000	\$81.38	\$90.88	\$100.83
25,000	\$70.29	\$75.43	\$85.17
50,000	\$64.95	\$70.75	\$80.39
100,000	\$59.95	\$67.84	\$78.29
150,000	\$57.15	\$67.09	\$77.55
200,000	\$56.80	\$66.75	\$77.20

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$113.15	\$123.74	\$134.85
10,000	\$88.71	\$94.69	\$104.32
25,000	\$71.07	\$80.04	\$87.79
50,000	\$65.83	\$73.05	\$82.77
100,000	\$61.26	\$70.05	\$80.55
150,000	\$59.26	\$69.25	\$79.70
200,000	\$58.84	\$68.80	\$79.28

QTY.	60# OFFSET	70# GLOSS
5,000	\$133.03	\$138.20
10,000	\$100.18	\$114.21
25,000	\$84.77	\$98.77
50,000	\$66.27	\$75.63
100,000	\$63.90	\$67.33
150,000	\$59.96	\$63.74
200,000	\$59.38	\$63.14

Print & Distribute Rates

Zip Cards 8.5" x 5.5"

Prices based on cost-per-thousand

“ P&Ds are a great example of how you can target geographically the households near your business by zip code. ”



1 SIDE

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$87.72	\$93.00	\$98.57
10,000	\$64.57	\$69.48	\$74.65
25,000	\$51.09	\$55.79	\$60.73
50,000	\$47.26	\$51.90	\$56.76
100,000	\$41.92	\$46.52	\$51.35
150,000	\$41.33	\$45.92	\$50.74
200,000	\$41.04	\$45.62	\$50.42

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$91.83	\$97.85	\$104.16
10,000	\$66.82	\$72.11	\$77.66
25,000	\$52.03	\$56.89	\$61.97
50,000	\$47.87	\$52.59	\$57.52
100,000	\$42.46	\$47.10	\$51.96
150,000	\$41.88	\$46.49	\$51.33
200,000	\$41.60	\$46.20	\$51.02

QTY.	60# OFFSET	70# GLOSS	80# GLOSS COVER
5,000	\$105.46	\$108.66	\$133.53
10,000	\$73.64	\$76.21	\$96.22
25,000	\$55.05	\$60.51	\$74.14
50,000	\$49.91	\$54.99	\$67.87
100,000	\$44.21	\$52.27	\$64.48
150,000	\$43.97	\$45.88	\$62.73
200,000	\$43.54	\$45.43	\$62.19

2 SIDE

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$93.45	\$98.75	\$104.29
10,000	\$68.92	\$73.86	\$79.01
25,000	\$54.34	\$59.04	\$63.98
50,000	\$50.08	\$54.72	\$59.60
100,000	\$44.37	\$48.96	\$53.79
150,000	\$43.77	\$48.35	\$53.17
200,000	\$43.46	\$48.05	\$52.85

QTY.	60# WHITE	60# PASTEL	60# ASTRO
5,000	\$97.98	\$104.00	\$110.14
10,000	\$71.19	\$76.47	\$82.03
25,000	\$55.37	\$60.23	\$65.32
50,000	\$51.26	\$55.98	\$60.91
100,000	\$45.48	\$50.12	\$54.98
150,000	\$44.80	\$49.42	\$54.26
200,000	\$44.46	\$49.05	\$53.89

QTY.	60# OFFSET	70# GLOSS	80# GLOSS COVER
5,000	\$112.43	\$115.63	\$140.50
10,000	\$78.72	\$80.98	\$101.01
25,000	\$59.65	\$65.32	\$78.42
50,000	\$53.99	\$57.91	\$71.71
100,000	\$50.21	\$54.86	\$68.12
150,000	\$47.81	\$49.46	\$66.31
200,000	\$47.33	\$48.96	\$65.73

Preprints: Daily & Sunday

Daily Distribution

Prices based on cost-per-thousand

DAILY

Standard, Tab and Mini

SIZE	OPEN	50,000	150,000	250,000	350,000	450,000	550,000	650,000	750,000
Flyer	\$31.50	\$31.50	\$31.50	\$31.19	\$31.19	\$31.19	\$31.12	\$31.12	\$31.04
2 Std/4 Tab/8 Mini	\$56.16	\$54.10	\$53.06	\$51.24	\$49.64	\$48.53	\$47.96	\$47.56	\$45.74
4 Std/8 Tab/16 Mini	\$82.38	\$75.68	\$69.72	\$64.55	\$60.53	\$59.33	\$58.61	\$58.09	\$55.93
6 Std/12 Tab/24 Mini	\$89.94	\$82.76	\$76.45	\$73.26	\$67.86	\$66.66	\$65.85	\$65.41	\$62.79
8 Std/16 Tab/32 Mini	\$98.14	\$90.92	\$84.62	\$79.76	\$73.97	\$72.75	\$71.89	\$69.21	\$66.50
10 Std/20 Tab/40 Mini	\$103.60	\$96.50	\$90.39	\$83.24	\$76.70	\$74.37	\$73.55	\$70.69	\$68.19
12 Std/24 Tab/48 Mini	\$107.69	\$99.85	\$93.03	\$87.29	\$80.24	\$78.01	\$77.11	\$74.10	\$71.41
14 Std/28 Tab/56 Mini	\$111.78	\$105.29	\$99.91	\$93.99	\$84.64	\$83.42	\$82.37	\$79.22	\$76.20
16 Std/32 Tab/64 Mini	\$115.46	\$108.54	\$102.64	\$97.50	\$91.33	\$89.91	\$88.97	\$85.45	\$82.28
18 Std/36 Tab/72 Mini	\$118.56	\$111.54	\$105.71	\$100.66	\$94.30	\$92.98	\$91.97	\$88.54	\$85.17
20 Std/40 Tab/80 Mini	\$121.74	\$114.68	\$108.78	\$103.66	\$97.39	\$96.06	\$94.96	\$91.46	\$88.19
22 Std/44 Tab/88 Mini	\$124.84	\$117.69	\$111.72	\$106.69	\$100.41	\$98.95	\$97.94	\$94.38	\$90.97
24 Std/48 Tab/96 Mini	\$127.75	\$120.64	\$114.79	\$109.66	\$103.38	\$102.01	\$100.88	\$97.42	\$93.98

Rates represent cost-per-thousand. Add \$2.50 for each 2 Std/4 Tab/8 Mini over the last bracket. Partial pages will be billed as measured. Sunday rates apply on Thanksgiving Day. All Omaha World-Herald inserts are billed at current distribution quantities. Minimum quantity of 5,000. Dollar volume commitments include all retail and digital investments with the Omaha World-Herald.

Sunday Distribution

Prices based on cost-per-thousand

SUNDAY

Standard, Tab and Mini

SIZE	OPEN	50,000	150,000	250,000	350,000	450,000	550,000	650,000	750,000
Flyer	\$29.46	\$29.46	\$29.39	\$29.39	\$29.39	\$29.31	\$29.25	\$29.18	\$29.18
2 Std/4 Tab/8 Mini	\$52.53	\$50.83	\$49.45	\$48.53	\$46.82	\$45.63	\$45.07	\$44.58	\$43.03
4 Std/8 Tab/16 Mini	\$77.10	\$70.85	\$65.13	\$61.12	\$57.02	\$55.87	\$55.14	\$54.46	\$52.57
6 Std/12 Tab/24 Mini	\$84.17	\$77.51	\$71.43	\$69.37	\$64.02	\$62.65	\$61.98	\$61.14	\$59.06
8 Std/16 Tab/32 Mini	\$91.78	\$84.98	\$78.85	\$75.27	\$69.71	\$68.42	\$67.53	\$64.85	\$62.64
10 Std/20 Tab/40 Mini	\$96.90	\$90.28	\$84.37	\$78.47	\$72.23	\$70.06	\$69.22	\$66.36	\$64.10
12 Std/24 Tab/48 Mini	\$100.74	\$93.45	\$86.89	\$82.25	\$75.61	\$73.42	\$72.49	\$69.49	\$67.10
14 Std/28 Tab/56 Mini	\$104.62	\$98.58	\$93.27	\$88.16	\$79.71	\$78.28	\$77.44	\$74.23	\$71.63
16 Std/32 Tab/64 Mini	\$108.07	\$101.55	\$95.81	\$91.57	\$86.10	\$84.61	\$83.62	\$80.25	\$77.45
18 Std/36 Tab/72 Mini	\$110.93	\$104.38	\$98.64	\$94.38	\$88.97	\$87.42	\$86.45	\$83.01	\$80.14
20 Std/40 Tab/80 Mini	\$113.92	\$107.34	\$101.59	\$97.30	\$91.78	\$90.28	\$89.23	\$85.82	\$82.83
22 Std/44 Tab/88 Mini	\$116.77	\$110.17	\$104.46	\$100.06	\$94.60	\$93.07	\$92.00	\$88.52	\$85.57
24 Std/48 Tab/96 Mini	\$119.58	\$112.95	\$107.14	\$102.82	\$97.43	\$95.87	\$94.78	\$91.28	\$88.32

Rates represent cost-per-thousand. Minimum Metro Distribution. Add \$2.50 for each 2 Std/4 Tab/8 Mini over the last bracket. Partial pages will be billed as measured. All Omaha World-Herald inserts are billed at current distribution quantities. Dollar volume commitments include all retail and digital investments with the Omaha World-Herald.

Preprints: Wednesday Non-subscriber

Wednesday Non-subscriber Distribution

Prices based on cost-per-thousand.

Delivery is available on Wednesdays to all non-subscriber households in Douglas, Sarpy and to non-subscribers in selected areas of Washington, Saunders and Cass Counties in SAVOR (formerly Food Express). Zoning options available to ZIP code level. Minimum quantity: 5,000 per insertion. Frequency levels are based on non-subscriber insertions only.

LESS THAN 100,000 INSERTS

PGS.*	UP TO 11	12-23	24-35	OVER 35
Flyer	\$37.26	\$37.09	\$37.00	\$36.90
2	\$59.37	\$56.93	\$55.43	\$48.69
4	\$101.89	\$90.84	\$86.41	\$72.90
6	\$116.54	\$102.91	\$97.77	\$87.10
8	\$124.45	\$110.47	\$105.21	\$94.47
10	\$146.67	\$132.65	\$127.44	\$116.19
12	\$160.76	\$146.62	\$141.16	\$129.86
14	\$176.90	\$162.74	\$157.18	\$145.57
16	\$188.08	\$173.80	\$168.10	\$156.51
18	\$204.17	\$189.86	\$184.18	\$172.27
20	\$219.25	\$204.88	\$198.99	\$186.81
22	\$232.58	\$218.22	\$212.28	\$199.90
24	\$246.04	\$231.48	\$225.52	\$213.06
26	\$259.37	\$244.87	\$238.82	\$226.15

OVER 100,000 INSERTS

PGS.*	UP TO 11	12-23	24-35	OVER 35
Flyer	\$33.87	\$33.55	\$33.46	\$33.37
2	\$53.95	\$51.46	\$50.10	\$44.06
4	\$92.60	\$82.16	\$78.23	\$65.99
6	\$105.95	\$93.12	\$88.49	\$78.86
8	\$113.17	\$99.97	\$95.29	\$85.50
10	\$133.40	\$120.09	\$115.23	\$105.14
12	\$146.10	\$132.65	\$127.65	\$117.42
14	\$160.83	\$147.19	\$142.15	\$131.73
16	\$170.95	\$157.21	\$152.10	\$141.52
18	\$185.63	\$171.80	\$166.65	\$155.87
20	\$199.31	\$185.31	\$180.05	\$169.07
22	\$211.47	\$197.41	\$192.07	\$180.84
24	\$219.61	\$209.45	\$204.04	\$192.71
26	\$235.80	\$221.51	\$216.00	\$204.53

*Broadsheet page count. Heavier paper stock may be subject to additional costs.

“Preprints and inserts are like a portable shopping mall. They provide an easy one-stop comparison shopping resource, a powerful tool at an incredibly competitive price.”

Preprint: Specifications and Deadlines

Figuring Preprint Sizes

Preprinted inserts will be measured as they are unfolded for the reader to read. Unique pages will be counted accordingly.

SIZE	SURFACE AREA MEASUREMENTS
Broadsheet Size	181 square inches and larger
Tab Size	80-180 square inches
Mini-Tab/Flexi	79 square inches or less
Flyers	Single sheets no larger than 11" x 11"
Paper Bags	priced by weight

Second Piece Discounts

A discount of 50% will be applied to separate and additional preprints distributed to subscribers on the same day. The discount applies to the preprints with the lower cost and will be taken off the applicable rate card rate. The second preprint must fall within the same zip codes as the first preprint order. The preprint receiving the discount must be distributed to a minimum of 5,000 households per insertion.

ZIP Code Zoning

Zoning is available Monday through Saturday. Five thousand (5,000) minimum preprint quantity per insertion required. Daily distribution includes subscribers and single copy in each zip code.

Blow-ins, Stitch-ins and Preprint Wrap-arounds

Whenever any of the above products are added to a preprinted insert and they measure 1/2 or less than the page size of the rest of the preprint, it will be charged at 1/2 the page price. If it exceeds a measurement of 1/2 page it will be counted as a full page.

Bonus Days Distribution

Includes all daily, weekend and Sunday customers

New Year's Day
President's Day
Memorial Day
Independence Day
Labor Day
Columbus Day
Veterans' Day
Thanksgiving
Day After Thanksgiving
Christmas

See page 29 for skid and pallet requirements.

Advertising Insertion Deadlines

NOTE: Holiday deadlines will be advanced.
Contact your account executive for holiday schedules.

INSERTION DAY	RESERVATIONS NO LATER THAN	DELIVERY NO LATER THAN
Monday	Fri., 11:30 a.m., 10 days in advance	Fri., 7:00 p.m., 10 days in advance
Tuesday	Mon., 11:30 a.m., 8 days in advance	Mon., 7:00 p.m., 8 days in advance
Wednesday	Mon., 11:30 a.m., 9 days in advance	Thu., 7:00 p.m., 6 days in advance
Thursday	Tue., 11:30 a.m., 9 days in advance	Thu., 7:00 p.m., 7 days in advance
Friday	Wed., 11:30 a.m., 9 days in advance	Fri., 7:00 p.m., 7 days in advance
Saturday	Wed., 11:30 a.m., 10 days in advance	Fri., 7:00 p.m., 8 days in advance
Sunday	Thu. 11:30 a.m., 17 days in advance	Fri., noon, 9 days in advance

Preprint Specifications

Uncoated Paper / Minimum Caliper: 0.0048

Coated Paper / Minimum Caliper: 0.0039

Standard / Tab Insert Sizes:

Fold Edge:	Maximum 11"	Minimum 7"
Cut Edge:	Maximum 11"	Minimum 5.5"
Flyer Sizes:	Maximum 11" x 11"	Minimum 5.5" x 8.5"

Special insert orders such as envelopes, consumer sample packets, coupon packets, perforated cards, etc.

- The advertiser agrees to accept any unanticipated extra costs that may be incurred in handling these special supplements.
- It would be to the advertiser's benefit to contact us for packing directions on this type of material. Good packing results in good distribution.
- Any preprinted insert which does not meet above requirements must be submitted in quantities of 150 for machine testing prior to order acceptance.

Preprint Spoilage Requirements

Pallets & Shrink Wrapped

Normal Insert	2%
60# Paper Flyer	3%
High Gloss Flyer	4%
Paper sacks or Bags	4%

Boxed, Tied, Banded or 1/4 Folded

Normal Insert	3%
60# Paper Flyer	4%
High Gloss Flyer	5%
Paper sacks or Bags	5%

Shipping Address:

Omaha World-Herald
Materials Handling Center
1250 Capitol Ave.
Omaha, NE 68102

Preprint: Specifications and Deadlines

Packing

1. Skidded preprinted supplements should be stacked on solid base non-returnable skids or pallets (pallets preferred). Total height of loaded skids should not exceed 50" from the floor.

Skids that exceed 50" from the floor will need to be re-stacked in order to be inserted and a fee of \$100 per skid will be assessed.

2. All sections must be well jogged, brick-stacked and banded (except where contained in cartons). Cartons must be used for envelope supplements or inserts containing partial pages or attachments. Cartons must be fully packed or dunnaged internally. The printer should place them in rows in a cardboard box with a divider between the rows. All pieces must be turned one way in a row. If more than one layer is to be used, there should be a cardboard separator on top of each layer.
3. Solid skid tops should conform in size with the base of the skid.
4. Product should be so stacked that it does not protrude beyond the limits of the skid. This practice will help to minimize damage from bands or truck walls.
5. Inserts must be banded on skids or pallets and protected from the weather. A protective cover should be placed on the skid before stacking, and another before topping. This would prevent, to some extent, damp and curled sections which we occasionally encounter due to green lumber and weather conditions during shipment. We also recommend that a sheet of cardboard be used on about every third row. This helps to keep the supplements flat.
6. The folded edges of supplements should be protected from damage at all times. One such way, in the case of a skidded product, is to turn all folded edges toward the center of the skid.
7. In banding skids, the bands should be tight but not to the extent of pulling down and bending the top turn of supplements or pulling loose the flooring of the skid.
8. Skids are not to be double-decked in a truck. These will not be accepted. Turning pallets on a truck to accommodate extra pallets in the shipment is an unsafe practice for our dock workers. Skids and pallets must be pointing toward the door of the trailer so power horses can be easily rolled under them.
9. Sections absolutely must not be tied together in bundles with rope, string, wire or rubber bands.
10. Skid or Pallet Requirements
 - a. Maximum height (from the floor) 50"
 - b. Height (skid)minimum 4"
(pallet)minimum 6-1/2"
(skid or pallet) maximum 8-1/2"
 - c. Width ... minimum 20-1/2"/maximum 42"
 - d. Lengthmaximum 48"

Preprint Shipping and Delivery

Shipping

Omaha World-Herald
Material Handling Center (MHC)
1250 Capitol Ave.
Omaha, NE 68102

Contact

(402) 444-1103

Receiving Hours

Monday - Friday 8 a.m.- 7:00 p.m.

Identification

- a. Each skid or pallet must display insertion date, quantity and advertiser name of that skid or pallet.
- b. Each skid must have the supplement displayed or "flagged" on two sides.
- c. Sampling, testing or A/B split insert sections require special care. Contact The World-Herald for details.

Notification

Please advise your World-Herald representative with the name and telephone number of the printer and shipping line, as soon as the reservation is placed. This will help us trace missing shipments and avoid missing insertions.

To Ensure Full Distribution

- a. All supplements are to be delivered to reach MHC docks no more than 17 days before or less than 9 days prior to date of publication.
- b. It will be the printer's responsibility to select the method of shipping and carrier that will insure the supplements arriving at their destination at the proper time.

Bill of Lading Must Include the Following:

- a. The total print order
- b. The number of parts per skid
- c. The total number of skids
- d. The name of the advertiser
- e. The publication date
- f. The name of the publication (Omaha World-Herald)
- g. Gross and tare weight

Early Deliveries

Early deliveries (more than 17 days prior to insertion), if accepted, shall incur a storage charge of \$10.00/skid/day.

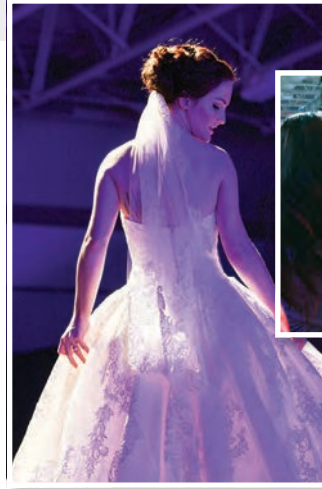
Omaha World-Herald Events



MIDLANDS INTERNATIONAL AUTO SHOW

The Midlands International Auto Show attracts visitors from all over eastern Nebraska, western Iowa and as far away as Kansas City. People attend each year to see the newest cars, trucks and SUVs from the major manufacturers, along with stunning private car collections - worth millions! The event is hosted at the Century Link Center in downtown Omaha in January. Participating vendors receive the benefit of reaching a specified audience that is primed for a new car purchase or auto related accessories. It also provides an extraordinary opportunity for vendors to build brand awareness of their products and services and engage in two-way dialog directly with their consumer.

OmahaAutoShow.com



In partnership with Wedding Essentials magazine, these two bridal events, The Idea Show and Ring Around the City are hosted annually. The Idea Show attract brides, grooms, their families and members of the wedding party to a one-day event at the Mid-America Center in Council Bluffs. Ring Around the City takes place in the spring. It is a one day tour and open house to some of the best wedding venues in the metro and surrounding areas. Both are geared to make the wedding planning experience more convenient for couples while vendors make personal connections with those who are in all stages of their planning process. The events are heavily promoted to ensure a continued great turn-out.

WeddingEssentialsMagazine.com



— Metro Omaha — Builders Association OMAHA HOME SHOW

The MOBA Home Show is a great opportunity to spend quality time with the people you want to meet most – buyers! The Omaha Home Show features products of all kinds geared towards home construction, improvement, and design. The event is in partnership with the Omaha Metro Builders Association and the show occurs each spring at the CenturyLink Center. Around 200 plus vendors participate in this annual

event. Where else can you network with other professionals, capture new customers, generate sales leads, create brand recognition and set future appointments with thousands of qualified buyers in three days? Our incredible advertising and PR campaigns continue to attract the most qualified buyers.

OmahaHomeShow.com

General Information, Contract and Copy Regulations

- A. Retail advertising rates apply to businesses located within The World-Herald circulation area of Nebraska and southwest Iowa. The business must have a permanent location (12-month lease or own building) where the products or services are purchased from that location.
- B. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to the first published insertion and not to exceed the cost of the ad.
- C. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- D. Any advertising agency establishing credit and placing advertising with the Omaha World-Herald shall be liable for payment of all media invoices. Any written or verbal agreement or statement policy pertaining to "sequential liability" contained on insertion orders from the agency shall be subject to conditions stated under the Omaha World-Herald Credit Policy, which will be provided upon request. The terms of this Agreement may not be supplemented or revised by insertion order or other documents submitted by Agency or Advertiser to order or request advertising, it being expressly agreed that this Agreement shall govern the terms, rates, conditions and liabilities of and for all advertising hereunder.
- E. In the event of any direct tax or levy being applied to advertising, this tax or levy will become an additional charge to the advertiser, over and above the rates mentioned herein.
- F. Publisher reserves the right to revise rate or rates on any accepted contract or order at any time upon 30 days' written notice. During a period of 14 days after receiving such written notice, the advertiser may cancel or alter the agreement without penalty. This option excludes contracts expiring concurrent with any revision in rates.
- G. The subject matter, form, size, wording, illustration and typography of all advertising is subject to the approval of the publisher. No objectionable medical, personal, matrimonial, clairvoyant or palmistry advertising accepted; no oil, mining, stock promotions or financial advertising other than those of securities of known value will be accepted.
- H. Advertising set solid or in reading matter type, or advertising which simulates editorial content, or advertising that is deemed political, must carry the word "Advertisement" over every two columns in width.
- I. Key letters, numbers, codes and symbols inserted in coupons or text of advertisements are at the risk of the advertiser, unless when part of the mechanical or reproduction materials are furnished by the advertiser.
- J. Position requests - Advertisers can request specific sections or pages. We will make every effort to satisfy the advertisers' request, but we do not guarantee ad position and will not credit advertising as a result of ad placement.
- K. All advertising is payable in advance, unless credit has been established with the Credit Department. It is agreed that where monthly credit is granted, payment terms are net 15 days from the date of the invoice.
- L. Retail rates are not commissionable, and there is no cash discount.
- M. Copy and indemnification. Advertiser shall indemnify and save The World-Herald harmless from any loss or expense resulting from claims or suits based on the contents of the copy submitted to The World-Herald. The World-Herald owns all right, title and interest (including copyright) to any article, content or creative work (including advertising or marketing materials) prepared or created by The World-Herald, its employees, contractors or representatives (collectively, the "Work Product"), The Work Product may not be used or published in any manner without The World-Herald's prior written permission other than in a publication owned by The World-Herald.

Electronic Ad Submission and Printing Specifications

Adobe Acrobat PDF - Preferred Format

Non-digital ad materials (hard copies) will have to be scanned, which may result in a loss of quality. Please contact DAT for details on other file format submission types.

Electronic Ad Delivery Options

FTP – call (402) 444-3134 or (402) 444-1250 for access

Email – submit electronic files to advdat@owh.com (5MB or less)

Third Party Submission – AP Adsend, Ad Transit and Fast Channel

Disk Transfer – CD/DVD or USB memory drives

Hard copy for verification recommended. ROP advertising deadlines are listed on page 7. Check individual products for their appropriate deadline.

Contact Digital Ad Transfer (DAT) for questions concerning file submission

(402) 444-3134 or (402) 444-1250

Hours: Monday - Friday 8:00 a.m. – 5:00 p.m. CST

Print and Color Specifications

- CMYK profile - SWOP Newsprint
- 240-280% total ink density
- 7-15% dot gain
- 200 d.p.i. for newsprint printing
- 300 d.p.i. for gloss and magazine production

Avoid using rich black 4 color black) except when appropriate.



The Omaha World-Herald

1314 Douglas Street
Suite 600
Omaha, NE 68102

PLACE
POSTAGE
HERE

 **Omaha World-Herald**
Omaha.com



**6 OUT
OF 10**



Six out of ten people in the greater
Omaha market **read the Omaha
World-Herald** in print and online.

Source: The Media Audit