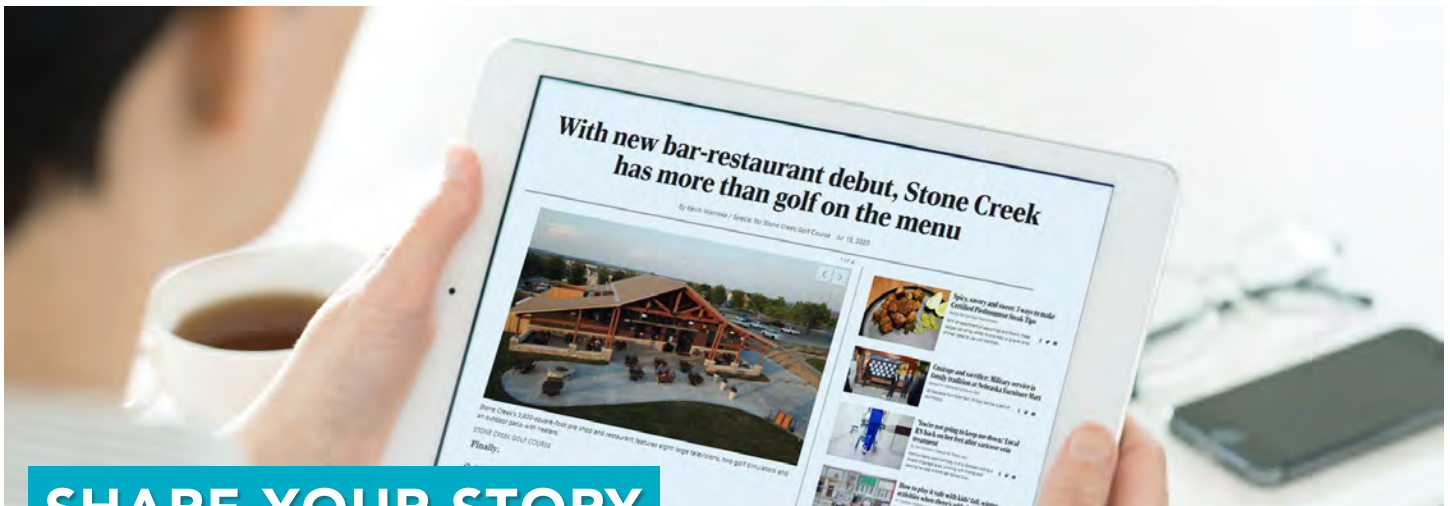




SHARE YOUR STORY WITH OMAHA'S LARGEST AUDIENCE.

Sponsored stories have reach.

The articles appear on Omaha.com alongside the top news stories of the day on nearly every page across the site. Behaviors have changed and readers prefer sponsored content, which is more engaging and allows for more in-depth storytelling. Plus, the dominance of the organic SEO of Omaha.com ensures your topic can easily be found through an online search. It is also part of a credible source, the Omaha World-Herald giving your story validity.



VISIBLE

Reach our massive audience online and in print with a combined total weekly readership of more than 800,000 readers.



CREDIBLE

Your content appears alongside The World-Herald's trusted news report, giving it the weight of the state's largest newspaper.



SEARCHABLE

Maximize your SEO with content on the region's most prominent website, Omaha.com, with 25 million pageviews per month.



SHAREABLE

Our team of content experts will tailor your message to grab attention and earn plenty of clicks, likes and shares.

75%

...of people would prefer to learn about a company via content, as opposed to an ad.

* Content Marketing Institute

100K

Your content is shared through the native ad position on Omaha with 100,000 impressions, blending with the day's top stories.

1,500

The average sponsored story on Omaha.com receives 1,500 pageviews, 1,200 visitors with over 2 minutes of engagement time.

Customize your promotional plan.

Talk with your account representative about add-ons and upgrades to include items such as additional social media posts, photo galleries, video, e-blasts, print media including magazines and the Omaha World-Herald.

Omaha.com Package

- Native ads on Omaha.com (100,000 impressions)
- Daily Headlines e-newsletter (1x)
- Shares on OWH Twitter and Facebook (with \$100 boost)

OPEN	\$3,000
6X	\$2,750
12X	\$2,500



Content includes:

- Article (~500 words)
- Sidebar (optional, ~150 words)
- Up to 5 photos (preferred format: 300 DPI, JPEG)
- Embedded links (recommended minimum 1)

Submit your own content, or we can create it for you at no additional charge.

Magazine Packages

Momaha | Inspired Living | Wedding Essentials

- Full page article in the magazine
- Native ads on Omaha.com (50,000 impressions)
- Story in the publication's e-newsletter (1x)
- Shares on the publication's Twitter and Facebook (with \$50 boost)

OPEN	\$2,125
6X	\$1,650
12X	\$1,375

Content includes:

- Article (~500 words)
- Sidebar (optional, ~150 words)
- Up to 5 photos (preferred format: 300 DPI, JPEG)
- Embedded links (recommended minimum 1)



Sponsored content campaigns are 100% customizable based on your budget and target.

Add-ons

IN-ARTICLE PHOTO GALLERY

Up to 10 photos. Cost per gallery.
\$250

IN-ARTICLE VIDEO

Advertiser provided video/link.
Cost per video.
\$250

ADDITIONAL NATIVE AD IMPRESSIONS

Increase visibility on Omaha.com.
\$20 CPM

WORLD HERALD E-BLAST

Email to OWH general marketing list.
\$350

SOCIAL MEDIA POST

Post to our Facebook and Twitter accounts again (includes \$100 for targeted boost).
\$150

A La Carte

NATIVE AD POSITION

Minimum 50,000 impressions (headline and topic subject to approval).
\$25 CPM

SOCIAL MEDIA POST

Promote your business or event on OWH Twitter and Facebook accounts. Includes \$100 for targeted (topic subject to approval).
\$550 \$500 (6X) \$450 (12X)

Add The World-Herald to any digital sponsored article.

1/3 PG (2 X FULL)	\$1,500
1/2 PG	\$2,250
FULL PG	\$3,000

Omaha World-Herald
Omaha.com