

2011 Advertising Rates for Douglas County Post-Gazette

and group including The Douglas County Post-Gazette, Gretna Guide & News,
Blair Pilot Tribune and Enterprise, Arlington Citizen and Mo Valley Times

Rates effective 1/1/11

Publication/Combo	Circulation	Net Rate	Net Classified Display	Deadline
Post-Gazette/TMC	14,200	\$16.25	\$17.00	Friday 9:00 am <i>If proof is required, deadline is Thursday at Noon</i>
Gretna Guide/Extra	4,550	\$12.00	\$14.00	Monday 9:30 am <i>If proof is required, deadline is Friday at Noon</i>
Gretna Guide/Extra Post-Gazette/TMC combo	18,750	\$24.65	\$26.80	Friday 9:00 am <i>If proof is required, deadline is Thursday at Noon</i>
Blair Pilot Tribune/Clipper	9,200	\$13.80	\$14.85	Fri. 5:00 pm
Blair Enterprise	4,000	\$9.85	\$10.80	Wed. 9:00 am
Arlington Citizen	700	\$7.20	\$8.00	Tues. 1:00 pm
Missouri Valley Times	7,300	\$12.25	\$13.25	Mon. Noon
Post/TMC, Gretna/Extra PT/Clipper combo	27,950	\$34.30	\$37.20	Friday 9:00 am
Post, Gretna, PT, Arlington Missouri Valley combo	35,950	\$47.90	\$52.05	Friday 9:00 am

Color Charges

Newspaper Only Ad Supplement & Newspaper

Spot Color	\$110	\$195
4-Color	\$295	\$495

Local Classified Rates

\$10⁰⁰ for the first 24 words plus 25¢ per word over 24. All classifieds must be prepaid. Combo rate with Post & Gretna available.

Local Classified Rates

Business Directory:
Single Box: \$27/week
Double Box: \$50/week
Church Directory: \$16/week

Column Widths

1 Col:	1.778"
2 Col:	3.722"
3 Col:	5.667"
4 Col:	7.611"
5 Col:	9.556"
6 Col:	11.5"

Line Screen: 85
Recommended DPI: 170
Page Size: 6 Column
SAU 50
(11.5" wide x 21.5" high)
Four Color Photos must be
CMYK or Photoshop operable

E-mail pdf files to:
advertising@dcpostgazette.com

Much More Affordable Than Direct Mailing!

Insert Rates:

(Frequent inserters may qualify for discounted rates.)

Single Sheet: \$.056	4 Pg. Tab \$.065
8 Pg. Tab \$.070	12 Pg. Tab \$.074
16 Pg. Tab \$.079	20 Pg. Tab \$.084

Insert Information (preprinted)

Reach from 1,000 to 36,000 households each week. Select circulation areas by zip code to target market your customers. We offer total market coverage in the western and northern Omaha suburbs.

Size: Maximum final size allowed is 8.5" x 11" - folding available for \$40 per 1,000.

Deadline: Preprints must be delivered to the Enterprise Publishing Company, 138 N. 16th Street, Blair, NE 68008 by Friday at 9:00 a.m. of the week prior to publication delivery. Pickup charges may apply.