

# 2008 Advertising Rates for the **Douglas County Post-Gazette** *Gretna Guide & News*

**Rates effective 1/1/08**

Publication/Combo	Circulation	Net Rate	Net Classified Display	Deadline
Post-Gazette/TMC	12,400	\$13.50	\$14.75	Friday 9:00 am <i>If proof is required, deadline is Thursday at Noon</i>
Gretna Guide/Extra	4,800	\$10.25	\$12.00	Monday 9:30 am <i>If proof is required, deadline is Friday at Noon</i>
<b>Gretna Guide/Extra Post-Gazette/TMC combo</b>	17,200	\$20.70	\$23.15	Friday 9:00 am <i>If proof is required, deadline is Thursday at Noon</i>
Blair Pilot Tribune/Clipper	9,200	\$12.75	\$13.80	Fri. 5:00 pm
Blair Enterprise	4,000	\$8.75	\$9.95	Wed. 9:00 am
Arlington Citizen	700	\$6.50	\$7.00	Tues. 1:00 pm
Missouri Valley Times	7,300	\$11.55	\$12.75	Mon. Noon
<b>Post/TMC, Gretna/Extra PT/Clipper combo</b>	26,400	\$29.00	\$32.00	Friday 9:00 am
<b>Post, Gretna, PT, Arlington Missouri Valley combo</b>	34,400	\$41.60	\$46.25	Friday 9:00 am

### Color Charges

	Newspaper Only	Ad Supplement & Newspaper
Spot Color	\$110	\$195
4-Color	\$295	\$495

### Local Classified Rates

<sup>\$100</sup> 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: \$25/week  
 Double Box: \$46/week  
**Church Directory:** \$16/week

### Column Widths

1 Col:	1.778"	Line Screen: 85
2 Col:	3.722"	Recommended DPI: 170
3 Col:	5.667"	Page Size: 6 Column
4 Col:	7.611"	SAU 50
5 Col:	9.556"	(11.5" wide x 21.5" high)
6 Col:	11.5"	Four Color Photos must be CMYK or Photoshop operable

E-mail pdf files to:  
[advertising@dcpostgazette.com](mailto:advertising@dcpostgazette.com)

## **Much More Affordable Than Direct Mailing!**

### **Insert Rates:**

*(Frequent inserters may qualify for discounted rates.)*

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

### **Insert Information (preprinted)**

Reach from 1,000 to 34,000 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 each week.

**Size:** Maximum final size allowed is 8.5" x 11" - folding available for \$35 per 1,000.

**Deadline:** Preprints must be delivered to the Enterprise Publishing Company, 138 N. 16th Street, Blair, NE 68008 by Friday at 10:00 a.m. of the week prior to publication delivery. Pickup charges may apply.