

PREPRINT 2018

Almost any preprinted piece - sales flyers, circulars, or brochures - can be inserted into the Hub and delivered for less than the cost of mailing.

Total Market Coverage:

In addition to normal coverage in the Hub, your preprint can be inserted into the Weekly Shopping Link to achieve total coverage of the market.

Insert Guidelines:

1. Insert dollars count toward your display advertising contract.
2. Quantities required for full distribution:

Daily	9320*
Shopper	4850*
3. Inserts should be delivered prepaid to the Hub and should be plainly labeled. Inserts may be boxed or on skids.
4. Maximum size of insert is 11"x11", unless quarterfolded.
5. Multiple advertiser inserts are not accepted.
6. Our staff is available to accept insert delivery from 8 am to 4 pm Monday through Friday.
7. Inserts should arrive 3 business days prior to insertion.
8. Insert reservation deadline is 5 business days prior to insertion date.

*Based on circulation number plus single copy sales and spoilage.

FULL RUN DISTRIBUTION

Frequency and Rates Per Thousand /Hub and Shopper

Number Per Year	13 or Less	14-39	40-64	65-90
Tab Pgs.	Broadsheet Pgs.			
Single Sheet	\$58	\$54	\$49	\$46
4	\$61	\$57	\$51	\$48
8	\$64	\$60	\$54	\$50
12	\$71	\$65	\$59	\$52
16	\$77	\$71	\$67	\$55
20	\$83	\$76	\$73	\$62
24	\$93	\$86	\$77	\$70
28	\$101	\$96	\$87	\$78
32	\$108	\$102	\$95	\$86
36	\$112	\$108	\$99	\$92

Add \$5 per thousand for every four pages over 36.

Preprint Zoning

Occasionally our advertisers prefer to distribute their inserts in selected areas. We can accommodate these requests on any distribution of 2,000 or more pieces. A 20% surcharge will be added to the rates above for all zoned inserts. To insure proper distribution of a zoned preprint, please add a 2% overrun to your quantity.

NEWSPAPER GENERAL INFORMATION AND COPY GUIDELINES

1. All property rights, including any copyright interests to any advertisement produced by the Kearney Hub using artwork and/or typography furnished or arranged by us, shall remain the property of the Kearney Hub. Ad materials may be reproduced with prior written consent of the Kearney Hub.
2. We would be happy to consider your business for credit. Please ask your account representative for the necessary application. Completion of a credit form is necessary to set up a ledger account for first-time advertisers or businesses undergoing a change of ownership. A ledger account will be established upon approval of credit by our business office. Credit cards are not accepted as a form of payment for advertising that has already run. For payment of statements we accept cash, check and ECP/ACH.
3. The publisher's liability for errors or omissions in connection with an advertisement is limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
4. In order for our readers to be able to distinguish your advertising, all ads set to resemble news will clearly be labeled "advertisement" and carry a rule at both the top and bottom of the advertisement.
5. In the interest of maintaining our standards of accuracy and good taste, we reserve the right to refuse or cancel advertising at any time. If we edit your ad, we will do so only with your consent.
6. Should we have a rate change, we will notify you as soon as the information is available. When possible, we will send you a letter at the same address as the billing statement, 30 days in advance of the change. In any case, we will make every effort to give you the best rate and discount packages available.
7. Cancellation of advertising after deadline which requires a change in the layout of the paper or configuration of the press is subject to a 25% cancellation fee.
8. If you cannot fulfill the number of inches contracted for within the time specified, we will invoice you for the difference between the rate billed and the rate earned on the actual inches run.
9. Please submit claims on missed repeat discounts within 60 days of billing date. All rates subject to revision by the publisher.

IMPORTANT PHONE NUMBERS

Kearney Hub Main Number.....(308) 237-2152 • 1-800-950-6113
 Classified Advertising.....(308) 234-2121
 Advertising Fax.....(308) 233-9736
 Editorial Fax.....(308) 233-9745
 Publisher.....Shon Barenklau (308) 233-9790
 Director of Sales.....Lori Guthard (308) 233-9701
 Controller.....Robert Moncrief (308) 233-9788
 Circulation Manager.....Cathy Headlee (308) 233-9740
 Managing Editor.....Mike Konz (308) 233-9720
 Commercial Printing Sales.....John Bates (308) 233-9718
 Sales Development Team Leader.....Zach Brown (308) 233-9749



Kearney Hub
KearneyHub.com



OUR MISSION
*is to Perform in a Way
that Helps our CUSTOMERS EXCEL
and our COMMUNITY THRIVE.*

Kearney Hub ADVERTISING 2018 RATES

Effective January 1, 2018



Get your message to the greatest number of adult consumers in the Kearney area using Kearney Hub and Kearneyhub.com.

- Providing timely & accurate information for 130 years.
- 76% of households state they access content from newspaper platforms each week.
- Helping businesses & our community thrive.

Pulse Reach 2017

RETAIL 2018

RETAIL RATES

Non-Contract Rate

Weekday Rate.....\$17.25
Saturday Rate.....\$19.00

All rates are based on "column inches." To figure out the area of an ad, multiply its height in inches by the number of columns. EXAMPLE: 2 columns by 5 inches equals 10 column inches.

All print ads will receive extra mileage on kearneyhub.com with social media sharing, searchable ad text and a week's worth of exposure for an additional \$10!

30% Repeat Discount

On any 8 inches or larger ad that publishes within 6 days of first insertion. Repeat discounts apply to open and bulk rates.

Frequency Contract Rates:

Every Day (30 consecutive insertions)\$10.20
Every Other Day (30 insertions).....\$10.90
13 Insertions to run within 6 week period.....\$12.00
Weekly (13 insertions, same day each week).....\$12.55

Frequency contract rates do not count toward bulk contract rates. Limited copy changes and insertion guidelines apply. All frequency ads will be online at a \$5.00 charge/week.

Church/Non-Profit Rate:

For qualified organizations and churches
Weekday Rate\$12.80
Saturday Rate.....\$14.10

Business Builder Rates:

Run same ad for any 3 consecutive days including a Friday insertion \$13.55

Guaranteed Position Rate:

If a specific position is imperative to the placement of your ad, a position guarantee is available at a 25% premium surcharge.



MORE SPACE... MORE SAVINGS!

Your investment is based on the total number of column inches used within your contract year.

ANNUAL BULK CONTRACT RATES

Inches	Weekday	Saturday
150.....	\$16.75	\$18.40
300.....	\$15.90	\$17.50
500.....	\$14.75	\$16.10
750.....	\$14.45	\$15.70
1,000.....	\$14.00	\$15.40
2,000.....	\$13.60	\$14.90
3,000.....	\$13.10	\$14.35
4,500.....	\$12.80	\$14.05
5,000.....	\$12.60	\$13.85
6,000.....	\$11.75	\$13.00
7,500.....	\$11.10	\$12.35

Local advertising rates are non-commissionable.

DISPLAY ADVERTISING DEADLINES:

Publication Day	Deadline
Monday	Thursday, 5 PM
Tuesday	Friday, Noon
Shopping Link	Thursday, Noon
Wednesday.....	Monday, Noon
Thursday.....	Tuesday, Noon
Thursday, Bravo	Monday, Noon
Friday.....	Wednesday, Noon
Saturday	Wednesday, 5 PM
Saturday, Section C	Tuesday, Noon
Saturday Auction Grouping.....	Wednesday, 10 AM

Holiday Deadlines: Special schedules are published prior to effective deadlines. Watch the Hub for details.

ADVERTISING SIZE INFORMATION

1. Minimum depth one inch.
2. All advertisements charged to the nearest half inch. Ads over 19 inches in depth will be billed at 21 inches in depth.
3. One column is charged for the gutter on double truck ads. Minimum double truck ads size is 130 inches.
4. A retail full page measures 6 columns by 21 inches in depth. There are 126 column inches per page.
5. A classified full page measures 8 columns by 21 inches in depth. There are 168 column inches per page.

RETAIL COLUMN MEASUREMENTS

columns	1	2	3	4	5	6
inches	1.59	3.32	5.04	6.75	8.47	10.20

CLASSIFIED COLUMN MEASUREMENTS

columns	1	2	3	4	5	6	7	8
inches	1.14	2.4	3.67	4.93	6.19	7.46	8.72	10.0

Ad materials can be e-mailed to prepress@kearneyhub.com

Color sells 43% Better!

Put it to work for your ads. Your investment is based on the standard black and white or contract rate, plus these additional charges.

	ONE COLOR	TWO COLOR	FULL COLOR
OPEN RATE	\$125	\$185	\$240
13 times per year	\$115	\$175	\$230
26 times per year	\$110	\$165	\$220
52 times per year	\$105	\$155	\$205

CLASSIFIED 2018

CLASSIFIED DISPLAY RATES

Weekday Rate.....\$12.85
Saturday Rate.....\$13.85

30% Repeat Discount

On any 8 inches or larger ad that publishes within 6 days of first insertion. Repeat discounts apply to open and bulk rates.

Classified Frequency Contract Rates:

Every day (30 consecutive insertions)..... \$8.70
Every other day (30 insertions)..... \$9.80
Weekly (13 insertions same day each week) .. \$10.55

Line Ad Deadline

Monday Friday, 5 PM
Tuesday - Friday3:00 PM the day before publication
Saturday Friday, 11 AM
Shopping Link Thursday, 3 PM
Please call 308-234-2121 for special package rates

Upgrade to Total Talent Reach!

Your employment ad is posted on the kearneyhub.com job board and pushed to hundreds of other job boards and aggregators, diversity job sites, industry-related job sites and social media sites to give your ad maximum exposure to local online job seekers! The ad is also Search Engine Optimized and you receive unlimited resume viewing for all matched candidates to your position. Contact us today for details!



The Shopper...For Maximum Impact

The Shopping Link is a weekly publication distributed every Tuesday to an additional 4,850 non-subscriber households. A combination of the Hub and Shopper advertising provides you with non-duplicated coverage of the Kearney area.

Hub Pickup Rate..... \$3.75 per column inch
Shopper Only Rate \$8.00 per column inch

