

CONNECTING YOU TO NEBRASKA

MEDIA KIT 2019

ONEpress

WELCOME TO ONEPRESS.

Newspapers are still the best place to educate your customers on a local level. This is why Nebraska Press Association offers OnePress, a creative solution for reaching your audience.

OnePress is a service that makes placing print and digital advertising easy across Nebraska and beyond.

Plus, you get a broader reach through our connections in both large and super small markets.

With one contact, you can get your message out to the entire state without having to call individual newspapers.

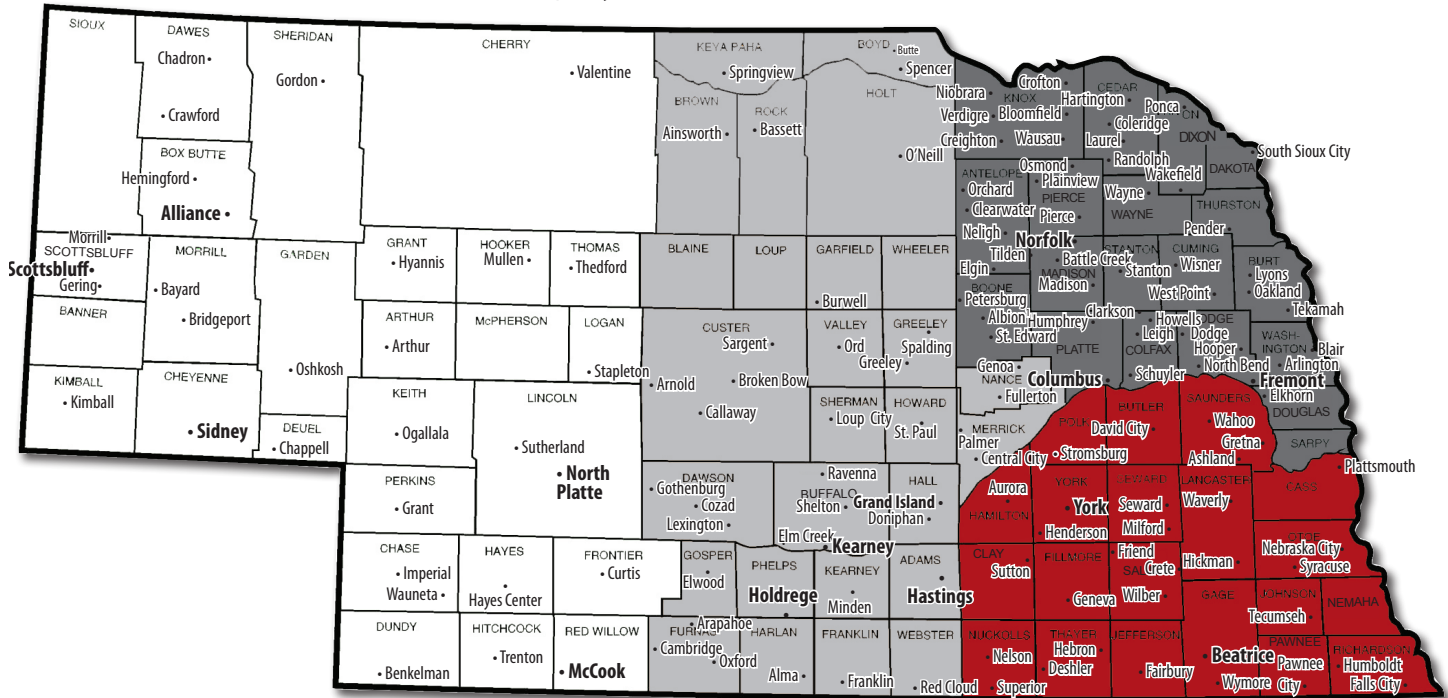
OnePress is one-stop, one bill and a big time saver.

With our membership of 160+ daily and weekly newspapers that offer unparalleled access to Nebraskans, your marketing will be included in publications that are trusted, relied upon and referenced regularly as a source of community information.

In the following pages, you'll see the many ways OnePress and our member newspapers deliver on our promise to connect you to Nebraska — and beyond.

CONNECTING YOU TO NEBRASKA

2X2/2X4 AD NETWORKS



STATEWIDE

228,637 circulation
155 newspapers
\$975/week (2x2 size)
\$1,950/week (2x4 size)

WESTERN NEBRASKA

> 48,362 circulation
> 33 newspapers
> \$300/week (2x2 ad size)
> \$600/week (2x4 ad size)

CENTRAL NEBRASKA

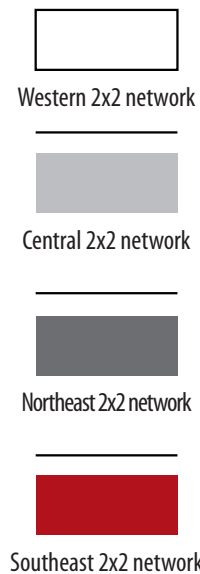
> 64,347 circulation
> 41 newspapers
> \$325/week (2x2 ad size)
> \$650/week (2x4 ad size)

SOUTHEAST NEBRASKA

> 46,063 circulation
> 29 newspapers
> \$300/week (2x2 ad size)
> \$600/week (2x4 ad size)

NORTHEAST NEBRASKA

> 69,865 circulation
> 52 newspapers
> \$325/week (2x2 ad size)
> \$650/week (2x4 ad size)



PARTICIPATING NEWSPAPERS

CENTRAL REGION

Ainsworth Star-Journal
Alma Harlan Co. Journal
Arapahoe Public Mirror
Arnold Sentinel
Bassett Rock Co. Leader
Blue Hill Leader
Broken Bow Custer Co. Chief
Burwell Tribune
Butte Gazette
Callaway Courier
Cambridge Clarion
Central City
Republican-Nonpareil
Cozad Tri-City Trib
Doniphan Herald
Elm Creek Beacon-Observ-
er
Elwood Bulletin
Franklin Co. Chronicle
Fullerton Nance Co. Journal
Genoa Leader-Times
Gothenburg Times
Grand Island Independent*
Greeley Citizen
Hastings Tribune*
Holdrege Citizen*
Kearney Hub*
Lexington Clipper-Herald
Loup City Sherman Co. Times
Minden Courier
O'Neill Holt Co. Indepen-
dent
Ord Quiz
Oxford Standard
Palmer Journal
Ravenna News
Red Cloud Chief
St. Paul Phonograph-Herald
Sargent Leader
Shelton Clipper
Spalding Enterprise
Spencer Advocate
Springview Herald

41 NEWSPAPERS
64,347 CIRCULATION

NORTHEAST REGION

Albion News
Arlington Citizen
Battle Creek Enterprise
Blair Enterprise
Blair Pilot-Tribune
Bloomfield Knox Co. News/
Monitor
Clarkson Colfax Co. Press
Clearwater-Ewing Record-
News
Coleridge Blade
Columbus Telegram*
Creighton News
Crofton Journal
Dodge Criterion
Elgin Review
Elkhorn Douglas Co. Post-Gazette
Fremont Tribune*
Gretna Guide & News
Hartington Cedar Co. News
Hooper-Scribner
Rustler-Sentinel
Howells Journal
Humphrey Democrat
Laurel Advocate
Leigh World
Lyons Mirror-Sun
Madison Star-Mail
Neligh News & Leader
Niobrara Tribune
Norfolk Daily News*
North Bend Eagle
Oakland Independent
Omaha Daily Record*
Omaha Jewish Press
Orchard Antelope Co. News
Osmond Republican
Pender Times
Petersburg Press
Pierce County Leader
Plainview News
Ponca Nebr. Journal-Leader
Randolph Times
Schuyler Sun
South Sioux City Dakota Co Star
St. Edward Advance

Stanton Register
Tekamah Burt Co. Leader
Tilden Citizen/Meadow
Grove News
Verdigre Eagle
Wakefield Republican
Wausa Gazette
Wayne Herald
West Point News
Wisner News-Chronicle

52 NEWSPAPERS
69,865 CIRCULATION

SOUTHEAST REGION

Ashland Gazette
Aurora News-Register
Beatrice Sun*
Crete Doane College Owl
Crete News
David City Banner-Press
Deshler Rustler
Fairbury Journal-News
Falls City Journal
Friend Sentinel
Geneva Nebraska Signal
Hebron Journal-Register
Henderson News
Hickman Voice-News
Humboldt Standard
Milford Times
Nebraska City News-Press
Nelson Nuckolls Co.
Locomotive-Gazette
Plattsmouth Journal
Seward County Indepen-
dent
Stromsburg Polk Co. News
Superior Express
Sutton Clay Co. News
Syracuse Journal-Democrat
Wahoo Newspaper
Waverly News
Wilber Republican
Wymore Arbor State
York News-Times*

29 NEWSPAPERS
46,063 CIRCULATION

WESTERN REGION

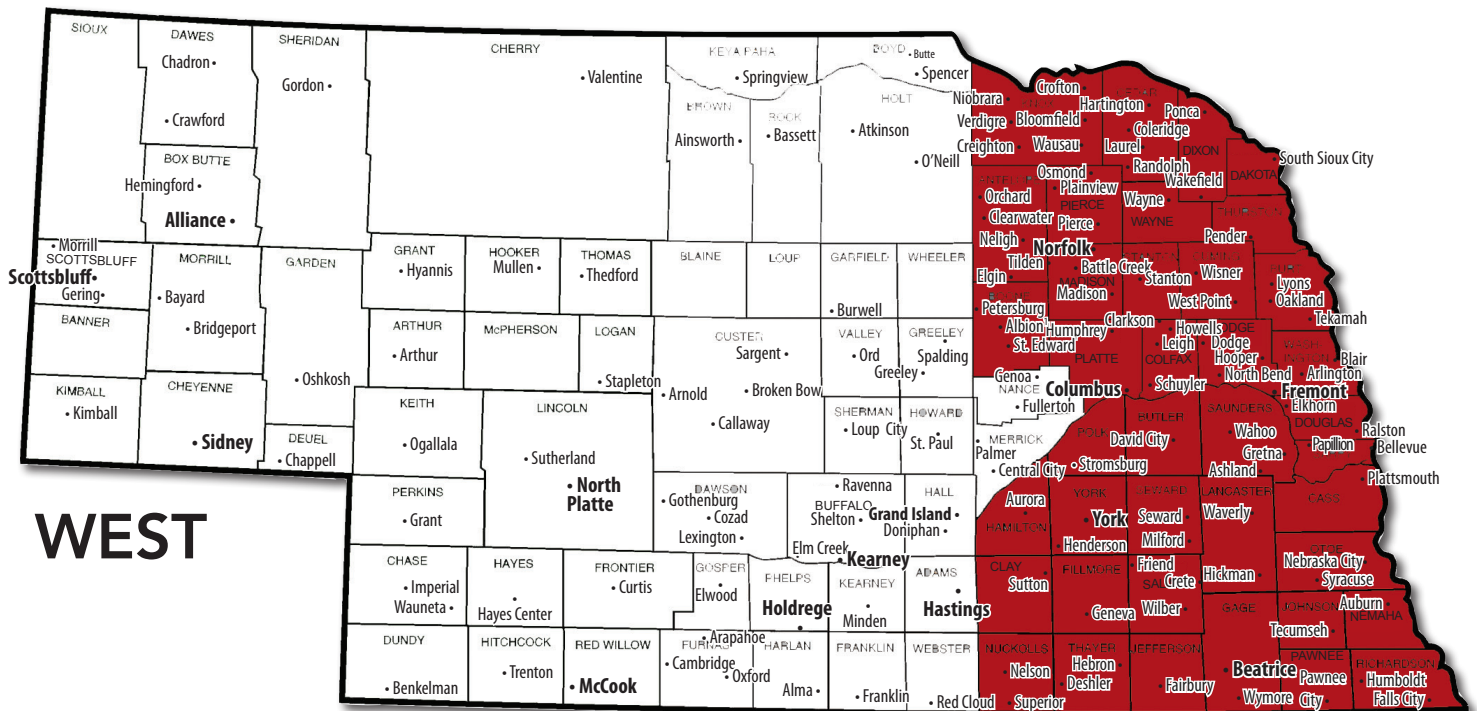
Alliance Times-Herald
Arthur Enterprise
Bayard Transcript
Benkelman Post & News-
Chronicle
Bridgeport News-Blade
Chadron Record
Chappell Register
Crawford Clipper
Curtis Hi-Line Enterprise
Gering Courier
Gordon Sheridan County
Journal-Star
Grant Tribune-Sentinel
Hayes Center Times-Repub-
lican
Hemingford Ledger
Hyannis Grant Co. News
Imperial Republican
Kimball Western Nebr.
Observer
McCook Gazette*
Morrill Voice News of West-
ern Nebraska
Mullen Hooker County
Tribune
North Platte Bulletin
North Platte Telegraph*
Ogallala Keith Co. News
Oshkosh Garden Co. News
Scottsbluff Business Farmer
Scottsbluff Star-Herald*
Sidney Sun-Telegraph
Stapleton Enterprise
Sutherland Courier-Times
Thedford Thomas Co.
Herald
Trenton Hitchcock Co.
News
Valentine Midland News
Wauneta Breeze

33 NEWSPAPERS
48,362 CIRCULATION

CONNECTING YOU TO NEBRASKA

CLASSIFIED AD NETWORK

EAST



WEST

STATEWIDE

239,939 circulation
162 newspapers
\$225/week (25 words)
\$5/additional word

WEST NEBRASKA

> 109,970 circulation
> 73 newspapers
> \$150/week (25 words)
> \$5/additional word

EAST NEBRASKA

> 129,969 circulation
> 89 newspapers
> \$150/week (25 words)
> \$5/additional word

BUY TWO WEEKS, GET THE THIRD WEEK FREE

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ONEpress

PARTICIPATING NEWSPAPERS

WEST REGION

Ainsworth Star-Journal
Alliance Times-Herald
Alma Harlan Co. Journal
Arapahoe Public Mirror
Arnold Sentinel
Arthur Enterprise
Atkinson Graphic
Bassett Rock Co. Leader
Bayard Transcript
Benkelman Post & News-Chronicle
Blue Hill Leader
Bridgeport News-Blade
Broken Bow Custer Co. Chief
Burwell Tribune
Butte Gazette
Callaway Courier
Cambridge Clarion
Central City Republican-Nonpareil
Chadron Record
Chappell Register
Cozad Tri-City Trib
Crawford Clipper
Curtis Hi-Line Enterprise
Doniphan Herald
Elm Creek Beacon-Observer
Elwood Bulletin
Franklin Co. Chronicle
Fullerton Nance Co. Journal
Genoa Leader-Times
Gering Courier
Gordon Sheridan County Journal Star
Gothenburg Times
Grand Island Independent*
Grant Tribune-Sentinel
Greeley Citizen
Hastings Tribune*
Hayes Center Times-Republican
Hemingford Ledger
Holdrege Citizen*
Hyannis Grant Co. News
Imperial Republican
Kearney Hub*

Kimball Western Nebr. Observer
Lexington Clipper-Herald
Loup City Sherman Co. Times
McCook Gazette*
Minden Courier
Mullen Hooker County Tribune
North Platte Bulletin
North Platte Telegraph*
O'Neill Holt Co. Independent
Ogallala Keith Co. News
Ord Quiz
Oshkosh Garden Co. News
Oxford Standard
Palmer Journal
Ravenna News
Red Cloud Chief
Sargent Leader
Scottsbluff Business Farmer
Scottsbluff Star-Herald*
Shelton Clipper
Sidney Sun-Telegraph
Spalding Enterprise
Spencer Advocate
Springview Herald
St. Paul Phonograph-Herald
Stapleton Enterprise
Sutherland Courier-Times
Thedford Thomas Co. Herald
Trenton Hitchcock Co. News
Valentine Midland News
Wauneta Breeze

73 NEWSPAPERS
109,970 CIRCULATION

EAST REGION

Albion News
Arlington Citizen
Ashland Gazette
Auburn Nemaha Co. Herald
Aurora News-Register

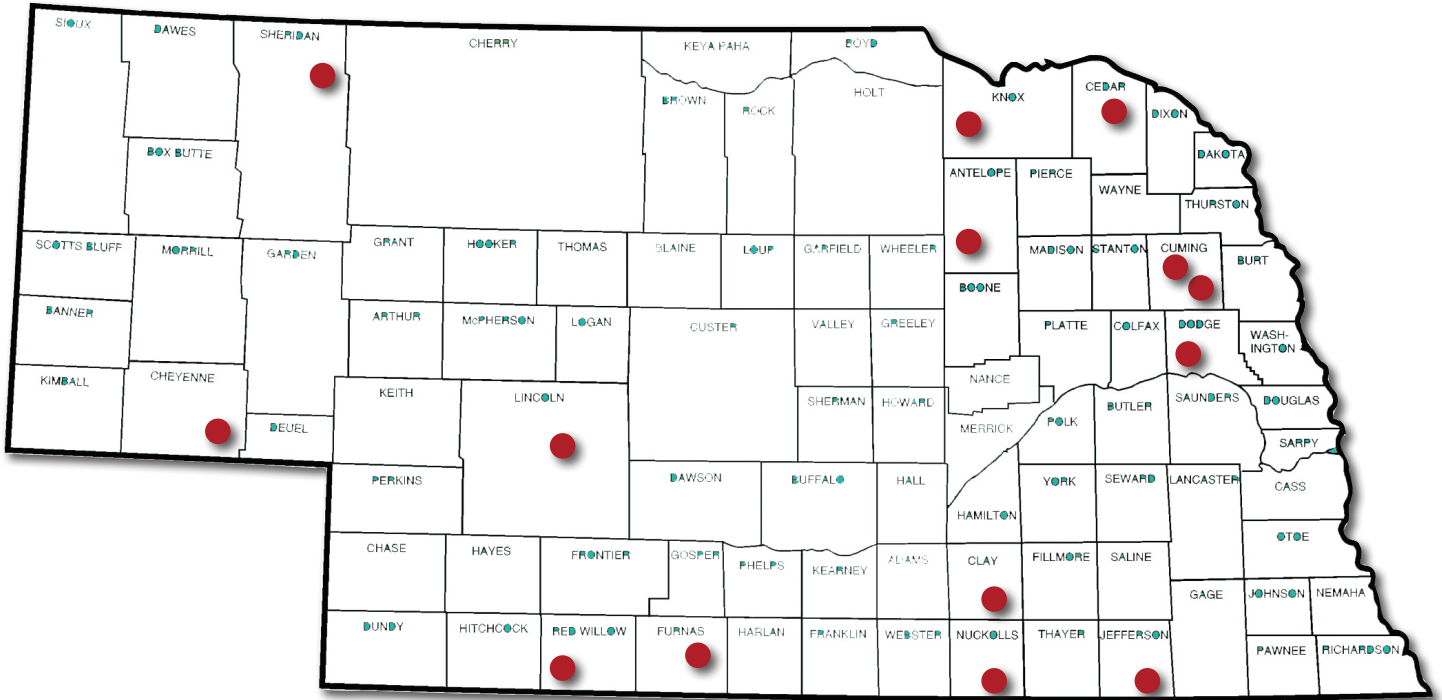
Battle Creek Enterprise
Beatrice Sun*
Bellevue Leader
Blair Enterprise
Blair Pilot-Tribune
Bloomfield Knox Co. News/Monitor
Clarkson Colfax Co. Press
Clearwater-Ewing Record-News
Coleridge Blade
Columbus Telegram*
Creighton News
Crete Doane College Owl
Crete News
Crofton Journal
David City Banner-Press
Deshler Rustler
Dodge Criterion
Elgin Review
Elkhorn Douglas Co. Post-Gazette
Fairbury Journal-News
Falls City Journal
Fremont Tribune*
Friend Sentinel
Geneva Nebraska Signal
Gretna Breeze
Gretna Guide & News
Hartington Cedar Co. News
Hebron Journal-Register
Henderson News
Hickman Voice-News
Hooper-Scribner
Rustler-Sentinel
Howells Journal
Humboldt Standard
Humphrey Democrat
Laurel Advocate
Leigh World
Lyons Mirror-Sun
Madison Star-Mail
Milford Times
Nebraska City News-Press
Neligh News & Leader
Nelson Nuckolls Co. Locomotive-Gazette
Niobrara Tribune

Norfolk Daily News*
North Bend Eagle
Oakland Independent
Omaha Daily Record*
Omaha Jewish Press
Orchard Antelope Co. News
Osmond Republican
Papillion Times
Pawnee Republican
Pender Times
Petersburg Press
Pierce County Leader
Plainview News
Plattsmouth Journal
Ponca Nebr. Journal-Leader
Ralston Recorder
Randolph Times
Schuyler Sun
Seward County Independent
South Sioux City Dakota Co Star
St. Edward Advance
Stanton Register
Stromsburg Polk Co. News
Superior Express
Sutton Clay Co. News
Syracuse Journal-Democrat
Tecumseh Chieftain
Tekamah Burt Co. Leader
Tilden Citizen/Meadow Grove News
Verdigre Eagle
Wahoo Newspaper
Wakefield Republican
Wausa Gazette
Waverly News
Wayne Herald
West Point News
Wilber Republican
Wisner News-Chronicle
Wymore Arbor State
York News-Times*

89 NEWSPAPERS
129,969 CIRCULATION

CONNECTING YOU TO NEBRASKA

ONLINE AD NETWORK



Call for Consultation

- OnePress will consult on available inventory, schedule & creative needs.
- OnePress can also assist with all newspaper print advertising placement.

Reserve Your Spot

- Digital Network slots are limited and sold on first-come, first-serve basis.
- Participating websites will display your ad ROS for 30 days with 250,000 guaranteed impressions, but could end up being more.

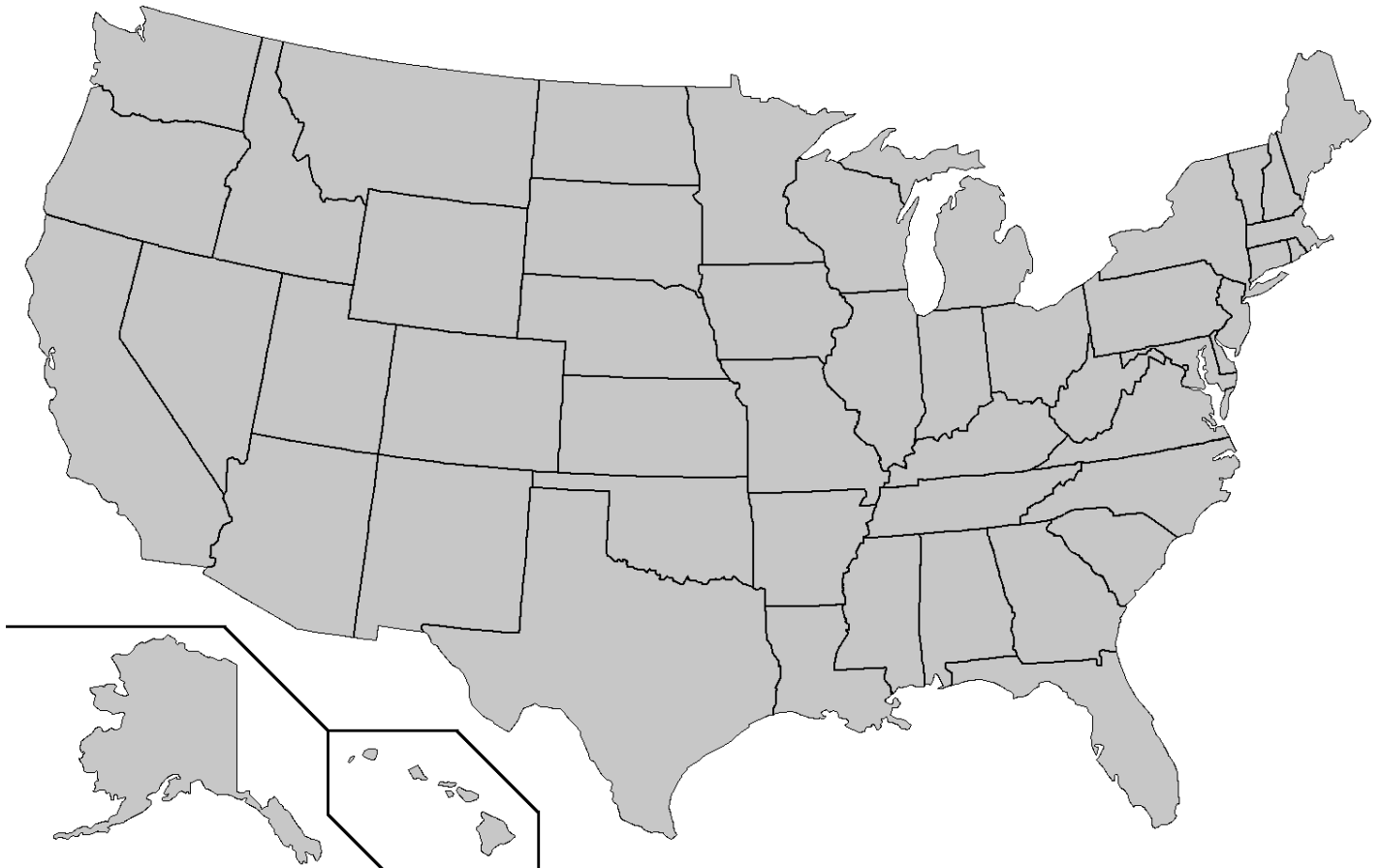
Submit Your Creative

- Digital file sizes requested:
300x250, 728x90, 160x600,
180x250, 150x150.
- JPG/PNG/GIF/SWF files < 70kb

250,000 impressions
10+ Premium
Newspaper Websites
30-Day Digital Presence
\$5.00 CPM
\$1,250 per month

CONNECTING YOU TO NEBRASKA

NATIONWIDE AD NETWORKS



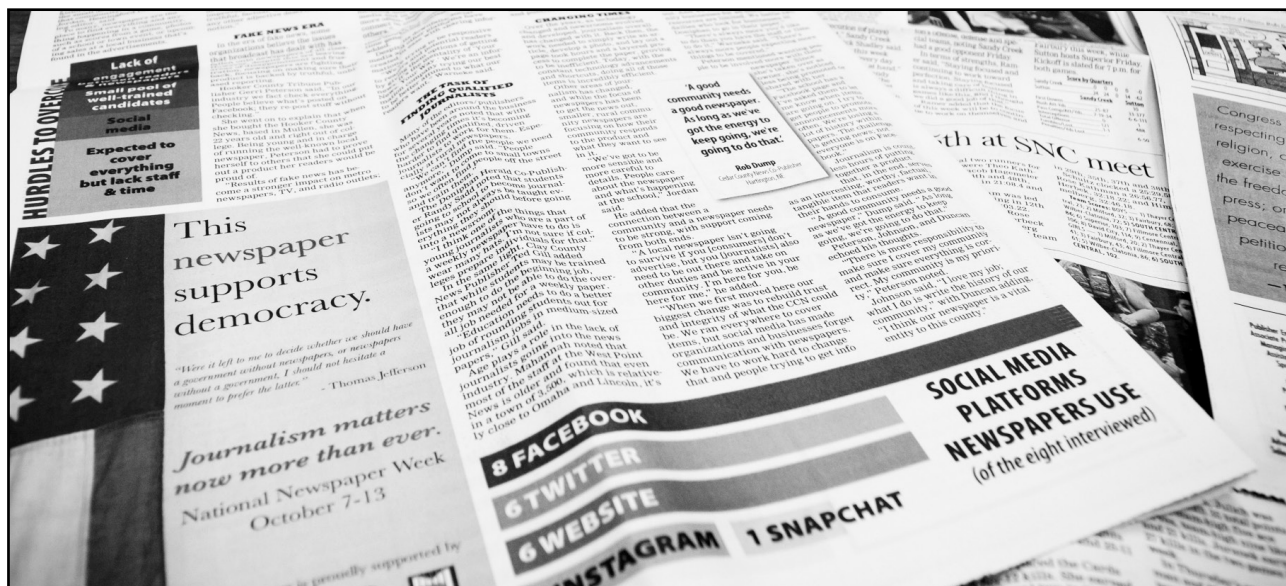
**Display and classified networks exist nationwide.
We can help you place ads in any state.**

Contact us for pricing and coverage options in your
target markets nationwide.

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ONEpress

CUSTOMIZED ADVERTISING PLACEMENT



WHY CUSTOMIZED ADVERTISING PLACEMENT?

If you want to advertise in specific newspapers in specific markets, OnePress customized advertising placement is the answer.

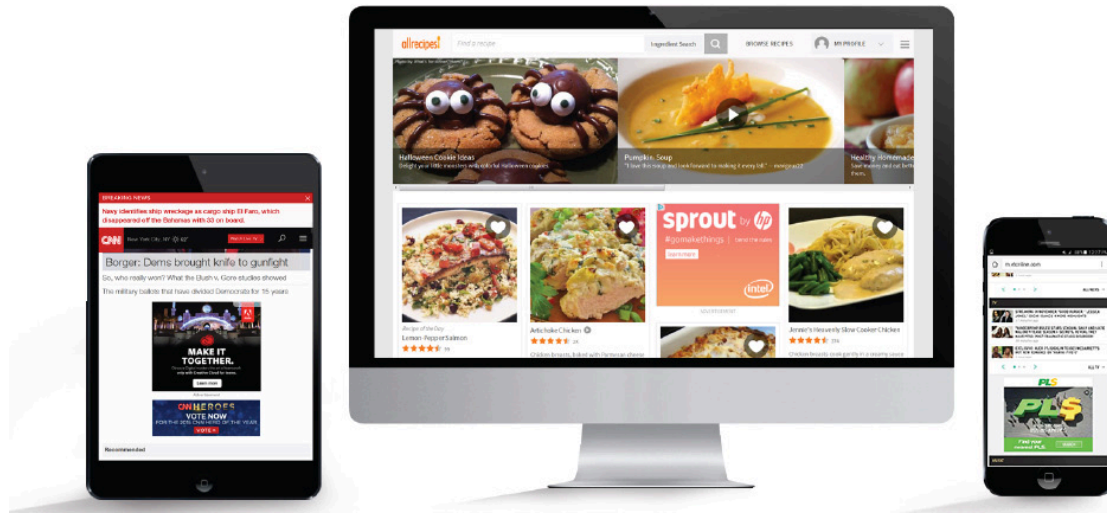
- Choose from any combination of newspapers in Nebraska or nationwide.
- We send you no obligation quotes for the newspapers in your target market.
- We handle all of the time-consuming placement details.
- You cut one check for your entire order and we pay the newspapers.

REQUEST A CUSTOM QUOTE

Custom quotes from OnePress give you all the information you need to make an informed purchase, such as:

- Newspaper name
- Circulation
- Column inch rate
- Cost of the ad size requested
- Total cost of campaign
- Mechanical specs.

TARGETED DIGITAL



TARGETED EMAIL MARKETING

Reach highly targeted audiences right in their inbox!

BENEFITS OF EMAIL MARKETING

- 90% of adults check their email on a weekly basis
- It's highly targeted and permission-based
- Detailed tracking includes open rates & clicks
- Increase retention and repeat business
- Build brand, product & event awareness
- Micro-target your audience to parallel your marketing message

TARGETING EMAIL MARKETING INCLUDES

- Targeting Capabilities: Gender, Age, Lifestyle, Occupation, Ethnicity and Language Preference, Education, Religion, Income Level
- Geo-Targeting Options: DMA, State, ZIP
- Email Addresses: Cost per thousand basis, 25,000 minimum per send
- Frequency: Varies, based on your goal
- Minimum of 25,000 emails per send, with a minimum spend of \$750

PROGRAMMATIC AUDIENCE TARGETING

Reach potential consumers on desktop, target & mobile!

BENEFITS OF TARGETED DISPLAY CAMPAIGNS

- Maximizes exposure by targeting your best audience
- Drive market share growth
- Increase brand awareness to your target audience
- Gain a competitive advantage
- Complete your branding cycle
- Encourage repeat business
- Build a new customer base
- Track campaign conversions
- Drive engagement and traffic to your website
- Take advantage of A/B split testing
- Reconnect with your website visitors

PROGRAMMATIC AUDIENCE TARGETING

BASIC AUDIENCE TARGETING

Target specific audiences across desktop, mobile and tablet via demographics, keywords, site category, topic and behaviors. Geo-target by country, state, county, DMA or zip code.

VIDEO PRE-ROLL TARGETING

Reaches your target audience just like display programmatic across desktop, mobile and tablet.

WEBSITE RETARGETING

Retarget consumers that have visited your website with display ads and messages wherever those consumers go online. Ads serve across desktop, mobile and tablet.

WEBSITE LOOK-A-LIKE TARGETING

Target consumers that 'look like' the people that are already visiting your website across desktop, mobile and tablet.

DYNAMIC RETARGETING

Retarget consumers with images and products that they were previously engaged with on your website.

TARGETED SOCIAL MEDIA

Reach your target audience where they already spend time online via Facebook, Instagram and LinkedIn ads. Target audiences by job title or function, interests, life events, and behaviors. Geotarget by city, state, or DMA.

CUSTOMER MATCH REMARKETING

Remarket to your current email subscribers or existing customer list with display ads on Google or Facebook.

MOBILE LOCATION TARGETING

Target consumers on mobile apps and mobile sites based on a specific physical location they have visited using GPS technology.

MOBILE GEO-FENCING

Target consumers within a specific geographic mile radius around a location.

CONTACT US FOR A CUSTOM QUOTE!

PRESS RELEASE SERVICE

Statewide Newspaper Distribution - \$115.00

1-2 pages (maximum of 4 pages). Distributed to the 15 daily and 149 weekly Nebraska newspapers. Your release will reach publishers and editors.

Broadcast Distribution – \$100.00

1-2 pages (maximum of 4 pages). Distributed to over 80 TV and radio stations. Your release will reach news departments and news directors.

Regional Newspaper Distribution – \$40.00 per region

1-2 pages (maximum of 4 pages). Four regional options for more targeted coverage. Goes to daily and weekly newspapers within the region. Your release will reach publishers and editors.

See map for
regional coverage
options.

Fast • Easy • Reliable • Low Cost • Comprehensive

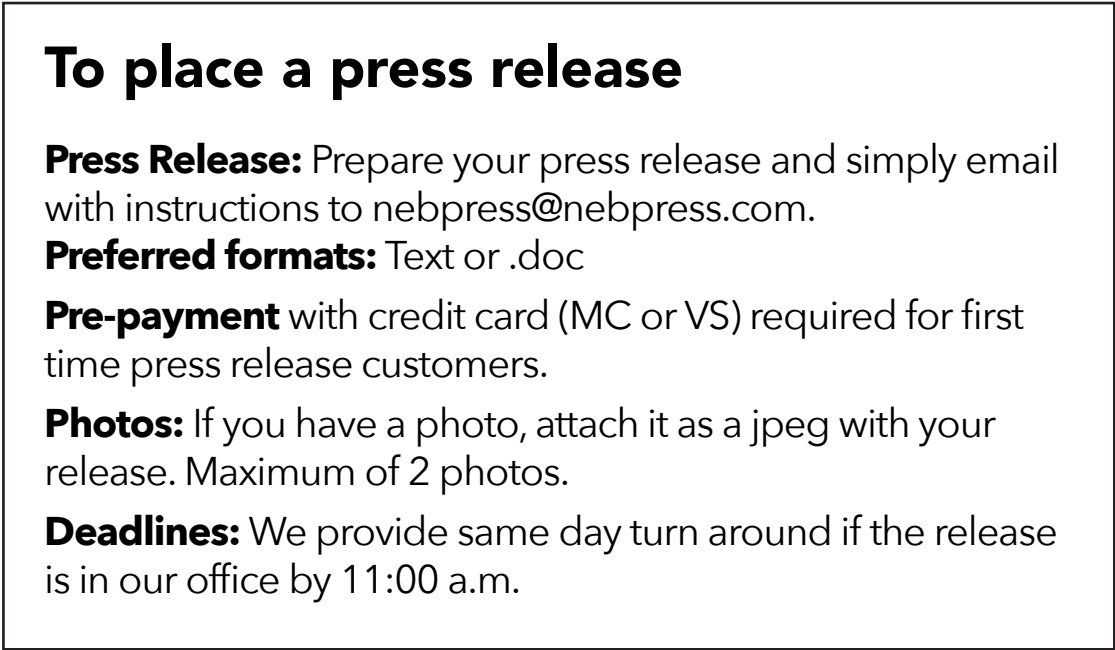
The Nebraska Press Association can help “spread the word” about your company or organization! It’s easy. Just email us your press release. We do the rest! NPA’s press release service is ideal for all types of announcements including:

- **Business promotions, awards and achievements**
- **Election of officers, annual meetings and conferences**
- **Community events and festivals**
- **Government reports and services**
- **Arts, music or sporting events**

**Press releases are distributed quickly,
saving you time and money.**

Discounted rates are available if purchased in combination with Nebraska Press Association network advertising. Frequency discount packages are also available. Contact the NPA office for details.

- The decision to publish material from a press release is at the sole discretion of the media outlet. NPA makes no guarantee, explicit or implied, that any media outlet will publish any portion of a distributed press release.
- *The NPA press release service is for distribution only and does not include media monitoring.* If you are interested in tracking which media outlets publishes your release, please contact NPA for information.
- NPA will confirm receipt of your press release and will send you a confirmation email once the release has been distributed to the media.



VIOLET SPADER KIRK

SALES & MARKETING MANAGER

402-476-2851

vk@nebpress.com