

# Bridgeport News-Blade

Bridgeport, Nebraska 69336

## ADVERTISING RATES AND OTHER INFORMATION

Effective January 1, 2023

County Seat Newspaper for Morrill County  
Published Thursday mornings  
Advertising deadline is 12:00 p.m. Tuesdays  
News Deadline is 12:00 p.m. Tuesdays

### MAILING ADDRESS:

Bridgeport News-Blade  
801 Main St., PO Box 400  
Bridgeport, Nebraska 69336  
Phone: (308) 262-0675  
emails: editor@newsblade.net  
news@newsblade.net  
ads@newsblade.net  
books@newsblade.net  
printing@newsblade.net

### PERSONNEL:

John Erickson, Publisher  
John Erickson, Editor  
Beverly Erickson, Sarah Strawn, Kortni Burnett

### REPRESENTATIVES:

Nebraska Press Advertising Service  
845 S Street  
Lincoln, NE. 68508

American Newspaper Representatives Inc.  
2075 W. Big Beaver Rd., Suite 310  
Troy, MI 48084

NEWSPAPER PRINTED BY OFFSET PROCESS

### COMMISSIONS AND TERMS OF PAYMENT:

National rates only are commissionable. Terms: Net 30 days.

A 30-day grace period is allowed after the payment due date before a service charge of 1½% per month (18% per year) is added.

### ADVERTISING RATE POLICIES:

Rates may be raised on 30-day notice. Alcohol and tobacco advertising accepted.

### NATIONAL ADVERTISING RATE (Commissionable)

\$5.25 per column inch (commissionable). National rate commissionable for payment by 30th of month following publication. 10% allowed to recognized advertising agencies. No commission allowed on payment after 30th of month following publication. Camera-ready copy must be provided (minimal pub set) with written insertion orders. No camera-ready discount allowed. Acceptable formats: PDF (preferred), PSD, EPS, TIFF, JPG, JPEG, GIF.

**ADVERTISING RATES:**

Based on space used by customer in 30½ day (monthly) period: \$5.25 per inch; \$1.00 per inch discount for advertising run of 8 consecutive weeks or guaranteed frequency over negotiated period.

**COLOR RATES:**

\$8.00 per column inch—available weekly, no minimum size required. Color separations must be provided for copy-ready ads.

Prices are subject to change. Call for current pricing.

**SPECIAL CLASSIFICATIONS:**

**POLITICAL RATE:** Card rate as earned. Ads must be paid for in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.

**POSITION CHARGES:** Position cannot be purchased nor committed, but ads will be placed in best position to accommodate requests.

**CLOSING TIMES (Deadlines).**

Closing time for all ads is 12:00 p.m. every Tuesday. For color ads or ads to be proofed, large ads or ads with difficult composition, deadline is 5:00 p.m. Monday. For issues in weeks with a holiday, move deadlines ahead one day.

**MECHANICAL MEASUREMENTS:**

Slicks, proofs, black and white art and black and white photographs or halftone screens from 65 to 85 lines are preferred, for best reproduction. STANDARD ROP SIZES (6 columns) Size of printed area: 12.0 inches (wide) by 19.5 inches (deep).

| Cols | Inches Wide |
|------|-------------|
| 1    | 1.861"      |
| 2    | 3.889"      |
| 3    | 5.917"      |
| 4    | 7.944"      |
| 5    | 9.972"      |
| 6    | 12.000"     |

Double truck (two facing pages across gutter): 25" wide by 19.5" deep. Billed as 13 columns wide

**SPECIAL SERVICES:**

**TEARSHEETS:** will be provided, if requested, to all advertisers.

**ADVERTISING LAYOUT SERVICE** available to advertisers.

- All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.
- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustments, refunds or rerun.
- We reserve the right to insert the word "Advertisement" in all ads, especially "All-Copy" ads which may be mistaken for news articles.
- Any ad cancelled after half or more has been produced will be charged at \$50.00 per hour for production costs.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error.
- We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs.
- All rates on this schedule are net and non-commissionable to advertising agencies (unless otherwise noted).
- We reserve the right to revise rates on 30 days written notice to the advertiser.

### **CLASSIFIED RATES**

PAID IN ADVANCE: 10-point light face type, 25¢ per word per issue; minimum charge, \$2.75

CHARGE ACCOUNTS: 10-point light face type, 35¢ per word per issue; minimum charge, \$4.00

CLASSIFIED DISPLAYS: Advertising in classified section with type larger than 10-point, special fonts, and/or boxed with border, \$5.50 per column inch

THANK YOU NOTES: Rates same as classified ads

READER ADVERTISING: Rates the same as classified

### **BUSINESS DIRECTORY RATES**

Rates are based on the size of the advertisement. It is a monthly rate and cannot be changed weekly.

2x2 - \$28.00

1x3.5 - \$24.50

1x3 - \$21.00

1x1.5 - \$10.50

### **ONLINE WEBSITE RATES**

Rates are monthly rates, based on set pixel sizes and positions. Website: newsblade.com

940x116 (top banner ad) - \$75.00

220x220 (sidebar ad) - \$35.00

220x110 (title ad) - \$20.00

### **INSERTS:**

Single Sheet Insert - \$120.00

4 Page Tab - \$120.00

8 Page Tab - \$130.00

12 Page Tab - \$140.00

16 Page Tab - \$150.00

Each additional 4 pages (or less) is an added \$10.00

***These are for a 10" x 12" or smaller insert. If larger than that, call for prices at 308-262-0675.***

### **COMMERCIAL PRINTING:**

See us for all your commercial job printing: multi-part forms, tickets, postcards, flyers, etc.

**CIRCULATION:** The Bridgeport News-Blade was established in 1900 and serves the community of Bridgeport located in Morrill County, Nebraska. Our newspaper covers a large percentage of homes with zip codes of 69336, 69125, 69331, 69131, 69141, with partial coverage in zip codes 69334 and 69148.

CIRCULATION: 800 every Thursday

COST: \$1.50 single copy

SUBSCRIPTION PRICES:

*In the 11 Panhandle counties (Morrill, Garden, Cheyenne, Scotts Bluff, Banner, Kimball, Dawes, Box Butte, Sioux, Deuel, and Sheridan) and those serving in the military: 6 months, \$37.50; one year, \$60.00; two years, \$110.00.*

*Elsewhere in Nebraska: 6 months, \$48.00; 1 year, \$70.00; 2 years, \$130.00.*

*Outside Nebraska: 1 year, \$80.00; two years, \$150.00. Students away from home: nine months or remainder of school year, \$40.00.*

*Online subscription: \$30.00 per year; two years, \$59.00.*