

ADVERTISING RATE CARD

NON-COMMISSIONABLE

EFFECTIVE JANUARY 1, 2017

Humphrey Democrat

**PUBLISHED EVERY WEDNESDAY AT
HUMPHREY, NEBRASKA 68642-0158**

DISPLAY

LOCAL DISPLAY (Weekly). \$5.00 COL. INCH
(Advertising weekly throughout year)
NATIONAL DISPLAY\$5.00 COL. INCH
SPOT COLOR..... Add \$160.00
FULL COLOR..... Add \$160.00

CLASSIFIED

ALL INSERTIONS, PER WORD 10c
(Minimum \$10.00)

DISPLAY CLASSIFIED

PER COL. INCH (LOCAL WEEKLY)\$5.00
(Advertising weekly throughout year)
PER COL. INCH (NATIONAL).....\$5.00
SPOT COLOR..... Add \$160.00
FULL COLOR.....Add \$160.00

INSERTS

PER INSERTION 15¢ EA.
If folding is required, add 3¢ ea.
FOR LOCAL AREA - 1,000 REQUIRED
(Postal requirements state that inserts
cannot protrude from the paper)

MECHANICAL SPECIFICATIONS

RUN OF PAPER

PAGE DEPTH 129 Picas (21-1/2")
PAGE WIDTH..... 70-1/2 Picas (11-3/4")

SIX COLUMNS PER PAGE

1 COLUMN..... 11 Picas (1-7/8")
2 COLUMNS 23 Picas (3-7/8")
3 COLUMNS 35 Picas (5-3/4")
4 COLUMNS 46-1/2 Picas (7-3/4")
5 COLUMNS 58-1/2 Picas (9-3/4")
6 COLUMNS 70-1/2 Picas (11-3/4")

SPOT COLOR..... Add \$160.00
FULL COLOR..... Add \$160.00

**ADVERTISING COPY MUST BE IN OUR
HANDS ON THE FRIDAY PRECEDING
DATE OF PUBLICATION.**

**The Humphrey Democrat, the only
weekly newspaper in Platte County,
and the largest newspaper between
Columbus and Norfolk, has served
the area consistently since 1886.**

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