

2016 Washington County Advertising Rates

WASHINGTON COUNTY BY THE NUMBERS

Total Population
(WASHINGTON CO.)
20,258

Home Ownership
Over **81.6%** of residents own their own home.

Source: U.S. Census Bureau

Median Household Income
\$65,409

INSERT RATES

Pre-Printed Inserts
Cost per Thousand (NET)

Weight (oz.)	Page Count	Rate
.25	single sheet	\$71/m
.50	4-page tabloid	\$82/m
.62	6-page tri-fold	\$88/m
.75	8-page tabloid	\$93/m
1.25	12-page tabloid	\$96/m
1.50	16-page tabloid	\$102/m
1.75	20-page tabloid	\$107/m

Pricing for additional sizes available on request.

PICK-UP CHARGE: Insert pick-up with circulation area available at no charge, with a minimum of 1,000 inserts. Outside area prevailing delivery rates.

Insert will be charged at page rates unless weight is greater than listed, in which case, the weight price will be charged.

INSERT DEADLINE: All inserts need to be received by 5 p.m. Wednesday the previous week of insertion

WASHINGTON COUNTY

Pilot-Tribune

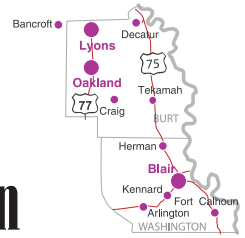
WASHINGTON COUNTY

Enterprise

WASHINGTON COUNTY

Clipper

Arlington Citizen



2016 ADVERTISING RATES (PER COLUMN INCH)

R: Readers C: Circulation P: Publication Date OR: Open Rate CDR: Classified Display Rate CR: Combo Rate

WASHINGTON COUNTY
PT/Clipper/Arlington Combo
R 29,612 C 11,845 P TUES/THURS
OR \$17.25 CDR \$18.75

Pilot-Tribune/Clipper
R 28,137 C 11,255 P TUES
OR \$15.25 CDR \$16.75

Pilot-Tribune
R 8,750 C 3,500 P TUES
OR \$11.25 CDR NA

The Enterprise
R 8,750 C 3,500 P FRI
OR \$11.25 CDR \$13.50

PT/Clipper/Enterprise Combo
R 36,887 C 14,755 P TUES/FRI
OR \$23.15 CDR \$26.20

Arlington Citizen
R 1,475 C 590 P THUR
OR \$7.75 CDR \$8.75

FULL COLOR:
\$95 per publication

ADVERTISING DEADLINES

PILOT-TRIBUNE/CLIPPER
Monday 8:30 a.m.
Proofs - Friday 1 p.m.

ARLINGTON CITIZEN
Tuesday 1 p.m.
Proofs - Tuesday 11 a.m.

ENTERPRISE
Wednesday 1 p.m.
Proofs - Tuesday 5 p.m.

For more information, contact one of our sales associates:



Lynette Hansen, Sales Manager
lhansen@enterprisepub.com



Loraine Ellis, Sales Associate
loraine@enterprisepub.com



Tom Jelinek, Sales Associate
advertising@enterprisepub.com



Zach Hall, Sales Associate
zach@enterprisepub.com

MECHANICAL

Column-Inches

For all Enterprise Publishing Group Publications

1 col. - 1.83"

2 col. - 3.79"

3 col. - 5.75"

4 col. - 7.71"

5 col. - 9.55"

6 col. - 11.6"

138 N. 16th Street • Blair, NE 68008



402-426-2121



www.enterprisepub.com



Your Hometown Newspaper!

ENTERPRISE

PUBLISHING COMPANY
Established 1869 • Newspapers • Printing • Marketing

