



SCB

SEWARD INDEPENDENT

Seward County Independent
RATE CARD

Rates Effective January 1, 2016

SEWARD • COUNTY
INDEPENDENT

THE MILFORD
Times

Friend
the **Sentinel**

THE
WILBER
REPUBLICAN

Seward County
CONNECTION

ABOUT OUR PAPERS

Seward County Independent

The ***Seward County Independent*** (covering Seward, Milford, Staplehurst, Garland, Goehner, Utica, Cordova, Beaver Crossing, Pleasant Dale, Ulysses and Malcolm) has been providing the Seward County area with quality news and advertising for over 115 years. A weekly newspaper published each Wednesday, the *Independent* is a member of the National Newspaper Association and has won numerous National & Nebraska Press Awards.

The Milford Times

A Seward County sister paper, the ***Milford Times*** (covering Milford, Pleasant Dale, Dorchester and Beaver Crossing), brings the local Milford news, sports & entertainment to the area.

The Friend Sentinel

A great local paper, the ***Sentinel*** (covering Friend, Dorchester, Exeter, Milligan, Cordova and Beaver Crossing) brings the news & events of Friend and Saline County areas as well as some areas in Fillmore County.

The Wilber Republican

The ***Republican*** (covering Wilber, Dewitt, Western, Swanton, Clatonia and Plymouth) has been a part of the Saline County community for over 125 years and has long been the source for local news, sports and events for much of Saline County and more.

Seward County Connection

The ***Seward County Connection*** (a shopper distributed to all non-subscribing Seward County residents) provides complete coverage of the entire county and surrounding area.

MARKETING OPPORTUNITIES

That is what we are all about. Whether you need to reach a specific small market community, a regional area, or even a statewide audience, we can reach that market for you.

Weekly newspapers own their market. They offer the best possible, loyal weekly readership you can find. The winning combination of news, features and advertisements provides an environment for your advertising message that other publications and media just cannot match.

Quality Schools

- Twelve schools serve K-12 students
- Excellent offerings are available in science, language arts, music, visual arts, drama and vocational education
- Unique alternative programs meet students' individual needs

High Quality Health Care

- Three local hospitals
- Six additional community facilities in Seward, Milford, Utica, Friend and Wilber
- Ten nursing homes and retirement communities combined

Access to Colleges & Universities

- Including: Concordia University, Seward; Southeast Community College, Milford and Lincoln; Doane College, Crete; University of Nebraska-Lincoln, Nebraska Wesleyan University, Union College, Lincoln; and York College, York

Seward County Demographics

Adult Population (20 & over) - 11,900

Median Household Income - \$55,800

70% are Homeowners

4.0% Unemployment Rate

Saline County Demographics

Adult Population (20 & over) - 10,300

Median Household Income - \$45,400

68% are Homeowners

5.8% Unemployment Rate

We hope you will allow us to help you reach the residents of Seward and Saline Counties and parts of Fillmore, Jefferson and Gage Counties. Together we can help your business grow!

ADVERTISING RATES & CIRCULATION

	OPEN RATE	CLASSIFIED DISPLAY RATE	CIRCULATION	PUBLICATION DAY
SCI/MT/FS/WR/SCN Best Buy!	\$20.35	\$21.95	9,620	Wed/Thur
SCI/MT/FS/WR	\$18.35	\$19.65	5,920	Wednesday
SCI/MT	\$14.00	\$14.65	3,960	Wednesday
SCI/SCN	\$14.00	\$14.65	6,765	Wed/Thur
MT/FS	\$8.80	\$9.20	1,620	Wednesday
MT/WR	\$8.80	\$9.20	2,060	Wednesday
FS/WR	\$8.80	\$8.75	1,960	Wednesday
Seward County Independent (SCI)	\$10.20	\$10.75	3,100	Wednesday
Milford Times (MT)	\$6.45	\$7.25	860	Wednesday
Friend Sentinel (FS)	\$5.85	\$5.85	760	Wednesday
Wilber Republican (WR)	\$6.10	\$6.10	1,200	Wednesday
Seward County Connection (SCN)	\$10.20	\$10.75	3,700	Thursday

ONLINE OPTIONS AVAILABLE

Reach an additional 1,500 visitors each week with the combination of all four of our websites.

www.sewardindependent.com

www.milfordtimes.net

www.friendsentinel.com

www.wilber-republican.com

DEADLINES

Seward County Independent/Wilber Republican: **FRIDAY NOON**
Milford Times/Friend Sentinel/Connection: **MONDAY NOON**

INSERT RATES

Minimum: 500 inserts. \$10.00 postal fee on any order under 1,000.

Insert into 9,600+ households. Select circulation areas available. Insert coverage areas can be split by town, city, postal carrier or rural route; however, all carrier or rural routes must be covered or advertiser will be assessed a \$10.00 postal form charge, plus the difference in postage.

Total market coverage available weekly.

Size: Maximum final size allowed, 11 x 12.5 inches.

Deadline: Pre-prints must be at our office 10 days prior to the week of publication. Cancellation of inserts after 5 p.m. Thursday will result in a \$10.00 cancellation fee.

Insert Format	Rates Per Thousand
Single Sheet	\$67
2-Page Tabloid	\$71
4-Page Tabloid	\$75
8-Page Tabloid	\$83
12-Page Tabloid	\$87
16-Page Tabloid	\$90
20-Page Tabloid	\$93

COLOR CHARGES

\$250.00 for 4 color

Please give **3 day** notice if color is requested.

MECHANICAL INFORMATION

Columns (SAU50)
Inches

1	2	3	4	5	6
1- ¹³ / ₁₆	3 ³ / ₄	5 ³ / ₄	7 ¹¹ / ₁₆	9 ⁵ / ₈	11 ⁵ / ₈
1.8125"	3.75"	5.75"	7.6875"	9.625"	11.625"

Page Height - 21-¹/₂ inches; All ads billed in ¹/₂-inch measurements

SPECIAL SECTION SCHEDULE

Community Service Pages.....	12 pages
Ag Pages.....	8 pages
Health Pages	one per month/12 pages
Parenting Page	one per month/12 pages
Open for Business.....	January
Senior Living	Jan/Apr/July/Oct
Seward Co. Map.....	(every other year) February
Seward Co. Welcome Guide	(every other year) February
Tax & Finance Page.....	February-April
Agriculture Section.....	Feb/May/Sept/Dec
High School Sports.....	Mar/Aug/Nov
Home/Lawn Improvement	Mar/May/July/Sept
Easter Services	April
Medical Guide	Spring
Fine Arts Section	April
Graduation Tab (SCI, MT, FS & WR)	May
Academic Achievement	May
July Fourth Tab.....	June
Rural Life	July
Teams of Summer	July
Post-Saline Co. Fair (FS & WR)	July
Czech Days Preview (WR).....	July
Pre- & Post-Seward Co. Fair (SCI & MT)	August
Milford Fun Days Tab.....	August
Hero/Fire Fighter	October
Veterans Salute.....	October
Progress	October

STAFF DIRECTORY

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POLICIES

Proofs: If you need to see a proof of your ad, the ad deadline is two working days earlier than the printed deadline for each publication. **Refusal:** We reserve the right to refuse or cancel any advertisement at any time. **Cancellation:** The cancellation deadline is the same as the ad order deadline. **Approval:** All advertising is accepted subject to approval by the publisher. **Errors and Credits:** Should there be an error in your ad through our mistake, we will give you credit for the ACTUAL SPACE OCCUPIED by the incorrect item. *We must be notified before the ad runs a second time, or no credit can be given the second incorrect insertion.* **Indemnification:** Advertiser and/or agency state that either has the authority to place the ad and agrees to assume liability for all contents of all ads printed. **Changes:** Changes must be received by normal deadline. If the ad has already been completed and extensive changes need to be made, there may be an additional charge for time and materials. **Position:** Placement of the ads in the newspaper is at the option of the publisher. We will try to honor any requests for specific position. However, a guarantee of placement when available will accrue an additional 20% charge. Unusual set-ups require a disclaimer. Acceptance of payment for advertising or advertising copy by an employee of the Seward County Independent, Milford Times, Wilber Republican or Friend Sentinel is subject to review, approval and acceptance by management, which reserves the right at any time to edit or reject any advertising which is submitted for publication. ANY ACCOUNT PLACING AN ADVERTISEMENT FOR THE FIRST TIME WITH THE SEWARD COUNTY INDEPENDENT, CONNECTION, MILFORD TIMES, WILBER REPUBLICAN OR FRIEND SENTINEL WILL BE REQUIRED TO PAY IN ADVANCE FOR THE FIRST AD.

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THE
WILBER
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Seward County
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P.O. Box 449, Seward, NE 68434 • 129 S. 6th St., Seward, NE
402-643-3676 • Office Hours: 8 a.m. to 5 p.m. Monday-Friday