

BURT COUNTY

OAKLAND
Independent
THE SWEDISH CAPITAL OF NEBRASKA

THE
Lyons Mirror-Sun

THE
CLIPPER

2016 ADVERTISING RATES

(Per Column Inch)

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

Oakland Independent

R2,125 **C**850 **P**THURS
OR\$6.15 **CDR**\$6.65

Lyons Mirror-Sun

R1,560 **C**600 **P**THURS
OR\$5.60 **CDR**\$6.00

The Clipper

R19,390 **C**7,775 **P**WED
OR\$12.25 **CDR**NA

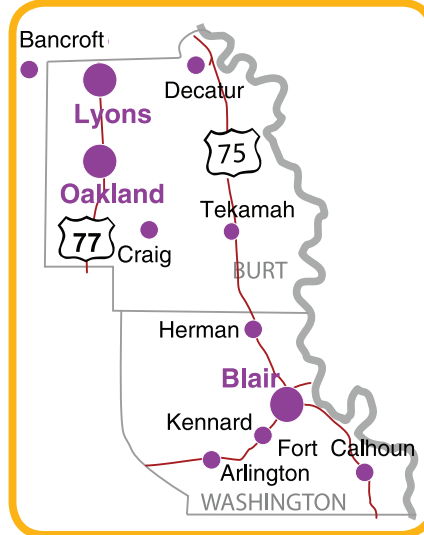
Oakland/Lyons Combo

R3,625 **C**1,450 **P**THURS
OR\$9.50 **CDR**NA

Oakland/Lyons/Clipper

R23,000 **C**9,200 **P**TUES/THURS
OR\$18.90 **CDR**NA

**ADD FULL COLOR TO YOUR AD
FOR ONLY \$95 PER PUBLICATION**



For more information,
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Advertising Consultant

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Oakland & Lyons

DEADLINES

LYONS MIRROR-SUN

Tuesday, 9 a.m.
Proofs - Monday, Noon

OAKLAND INDEPENDENT

Tuesday, 9 a.m.
Proofs - Monday, Noon

LYONS MIRROR-SUN CLASSIFIEDS

Tuesday, 1 p.m.

OAKLAND-LYONS CLASSIFIEDS

Tuesday, 1 p.m.

CLIPPER

Monday 8:30 a.m.
Proofs - Friday 1 p.m.

INSERT RATES

PRE-PRINTED INSERTS

Cost per Thousand (NET)

Weight in ounces	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.

BY THE NUMBERS

Population 8,882
82% of residents are high school graduates
Median Household Income \$41,009
75% homeownership rate - above state average

Source: U.S. Census Bureau

MECHANICAL INFO: Column - Inches

1 col. - 1.83" 2 col. - 3.79" 3 col. - 5.75"
4 col. - 7.71" 5 col. - 9.67" 6 col. - 11.6"



PUBLISHING COMPANY
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