CLASSIFIED RATES
Deadline 3 pm Monday.
Classified Display: $9.15 per column inch; $11.10 Trader
Classified reader ads: Minimum $7.20+15 cents per word after 25 words. No refunds.
Discount offer: Prepay for 2 weeks, get 3rd week free; repeat 4 for 6, 6 for 9, etc. (if prepaid w/cash or check). $1.50 billing charge on all classifieds and cards of thanks not paid in advance.
Also feature first-run classifieds, where each first-time ad is preceded with ✓.

SPECIAL SERVICES
Proofs will be delivered if requested, providing all copy has been submitted by deadline. All other ads will be available for proofing at the Aurora News-Register office or by email.
Tearsheets will be provided, if requested, to all advertisers.

CLOSING TIMES (Deadlines)
Closing time for all ads is 3 p.m. Monday. For color ads or ads to be proved, large ads or ads with difficult composition, deadline is 5 p.m. Friday. For issues in weeks with a holiday, move deadlines ahead one day.

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

CONTRACT AND COPY REGULATIONS
We reserve the right to insert the word “advertisement” in all ads, especially “all-copy” ads which may be mistaken for news articles.
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 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.
All rates on this schedule are net and non-commissionable to advertising agencies.
Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustments, refund or rerun. An extra 25% fee can guarantee placement.

MECHANICAL MEASUREMENTS
Standard ROP sizes (6 column): Size of printed area 11 5/8 inches (wide) x 21 inches (deep).
1 col. ........ 13/16" wide 4 cols. .......... 7 3/4" wide
2 cols. ....... 3 13/16" wide 5 cols. .......... 9 3/4" wide
3 cols. ........ 5 3/4" wide 6 cols. ........... 11 3/4" wide
Double truck (two facing pages)
Tabloid Size: (Special Sections).
Size of printed area: 9 3/4 inches wide x 11 1/2 inches deep.
Full Page .................. 9 3/4" wide .......... 11 1/2" deep
Half-Page.................. 9 3/4" wide .......... 5 1/2" deep
Quarter Page.............. 3 13/16" wide........ 7" deep
Eighth Page................ 3 13/16" wide ....... 3 1/2" deep

ANNUAL SECTIONS & PROMOTIONAL EVENTS

JANUARY
Prime Time College Bound

FEBRUARY
Valentine’s Day President’s Day Promotion Home Show FFA Week

MARCH
Ag Day Spring Sports Preview

APRIL
Crop & Grain Feature Severe Weather Feature Spring Car Care Section Home Improvement Section

MAY
Mother’s Day Making the Grade 13 Week Business Page Nebraska Beef Feature Hamilton County Guide Magazine

JUNE
Father’s Day Business Archive A’ROR’N Days Promotion Fair Premium Supplement

JULY
Prime Time Hamilton County Fair Schedule Pages Back To School Promotion

AUGUST
Fair Results Section Fall Sports Preview

SEPTEMBER
Farm Safety Week Fall Home Improvement Homecoming Promotion

OCTOBER
Fall Car Care Pork Month Promotion Workforce Feature Halloween

NOVEMBER
Focus on Family Veterans’ Day Salute Winter Sports Preview Thanksgiving

DECEMBER
Special Christmas Edition Dec. 18
Aurora News-Register Advertising
Covers Your Market!

11,000 Readers
The Aurora News-Register reaches more than 11,000 readers in the heart of your retail market with our print and e-editions, plus our free-distribution Trader. That means you have nearly total coverage of Hamilton County...the area where most of your customers live.

A Favorite Source For Shopping Information
The Aurora News-Register is Hamilton County’s lone media and is a favorite source for readers to make buying decisions from newspaper advertisements and fliers. The newspaper features loyal readers week in and week out.

Aurora News-Register Services
- Camera & Photo Services
  We come to your business to take photos at no extra charge when used with your advertisement. Color photo reprints are available on our web site at www.auroranewsregister.com, then click on “photos.”
- Color Printing
  Our Four-Unit Color King Press offers full color printing not only for newspaper advertisements, but for circular printing or other commercial work.
- Advertising Artwork
  We subscribe to an advertising service that features product illustrations, photos, advertising layouts and other self-helps that help make your newspaper advertisement more effective.
- Typesetting & Computer Graphics
  We offer computerized typesetting giving our advertiser a choice of type sizes and styles. Also available: Transferring your prepared copy from your computer disk or from e-mail.
- Internet Services
  We invite our advertisers to take advantage of our website...including computer forms.
- Copy Service
  We offer black/white and color copy service as well as fax & e-mail services. Office supplies not carried in stock, but can be ordered.

Guaranteed Readership
Because the News-Register is purchased either by subscription or over the newsstand, it means readers bring the paper into their home as an invited guest. It is not bulk mailed, only to be thrown away. News and pictures add value and are a plus in gaining readership of your advertisements when they appear in the Aurora News-Register.

All circulation figures can be verified through our subscription lists.

Coverage of Specific Markets Available
The News-Register can offer selected coverage of particular advertising markets. It can also offer total coverage of the surrounding trade territory by utilizing the Aurora Trader...a direct mail piece, in conjunction with the Aurora News-Register. Ask us for details.

The Aurora News-Register is locally owned and employs 11 people. We have an investment in your community because we are located in your community.

Serving Hamilton County since 1872
The Aurora News-Register was established in 1872 and is the only newspaper in Hamilton County. It has been designated the official publication for Hamilton County by local governing bodies. The Aurora News-Register has a paid circulation covering 90% of the occupied homes and ZIP codes 68818, 68843, 68854, 68865, 68846.

Circulation: 2,200 every Wednesday. Cost $1 single copy. Increase circulation to 4,650 by including the Trader. Subscription Price: $30 Online e-edition per year, $35 per year in Hamilton and adjoining counties, $38 in all other counties in Nebraska, $47 outside of Nebraska.

RETAIL ADVERTISING RATE CARD
Effective January 1, 2019

ADVERTISING RATES
Display Advertising Rates
Display advertising rates are sold by the column inch. To figure costs simply measure the columns across and multiply by the depth in inches. Then take this figure and multiply by cost-per-inch figure from the rates on this page.

Retail Advertising Rate
(Non-Commissionable.)
OPEN RATE: $7.45 per col. inch

Combination Rates:
Aurora News-Register & The Aurora Trader
Additional coverage to insure all of Hamilton County just $1.95 more per column inch. The Aurora Trader is available in combination with the Aurora News-Register. The Aurora Trader is a shopping guide delivered to non-News-Register subscribers that ensures complete Hamilton County coverage.

Preprint Rates
Rates quoted on request. All inserts must conform to postal regulations. Prefer quarter folded. Additional folding charge could be encountered.

Website
http://www.auroranewsregister.com
Ad rates vary and range from $50 to $100 per month. Links to websites or links to ads that appear in the News-Register are available at no extra charge.

INSERT RATES—FULL RUN
(Based on broadsheet page)

1 - 3.9 pages non-glossy stock.............$395.60
4 - 5.9 pages non-glossy stock...........$430.60
6 - 7.9 pages non-glossy stock...........$465.60
8+ pages non-glossy stock..............$480.60

*(For glossy inserts add $.52* per page)

*Rack papers available only (700) for $125*

Contract terms and conditions apply.