

## Extra curricular support/features

### Weekly Sports Contest (Football & Basketball)

- Each week we have competing teams listed on ad spaces for readers to make their predictions. The top two predictions win cash prizes! The contest includes local teams and college teams. This is a great place to get regular exposure that you know will be seen for only \$24/week. There are size restrictions.

### Aurora Home Game Programs

- We print Aurora's home game programs, allowing you to get great exposure at games including football, volleyball and basketball. To be fair to all teams this comes as a package deal to not show favoritism. \$94.95/season, totaling \$189.90 for the year. Space is very limited and there are size restrictions.



### A SEASON TO REMEMBER!

Huskies finish 12-1, Class B runner-up



### Congratulatory Pages

- In the event that a local team gets to the state finals and earns the title of runner-up or champion, we run a 2-page spread filled with emotional images from the event congratulating them on their season. These are often used as souvenirs for those involved. Sponsorship is only \$30 and you get your business name and a number or website.

Team	Coach	Region	Finals	Runner-Up	Champion
Football	...	...	...	...	...
Basketball	...	...	...	...	...
Volleyball	...	...	...	...	...
Soccer	...	...	...	...	...
Baseball	...	...	...	...	...
Softball	...	...	...	...	...
Track & Field	...	...	...	...	...
Swimming	...	...	...	...	...
Wrestling	...	...	...	...	...
Weightlifting	...	...	...	...	...
Archery	...	...	...	...	...
Badminton	...	...	...	...	...
Table Tennis	...	...	...	...	...
Chess	...	...	...	...	...
International Chess	...	...	...	...	...
Go	...	...	...	...	...
Shogi	...	...	...	...	...
Reversi	...	...	...	...	...
Backgammon	...	...	...	...	...
Checkers	...	...	...	...	...
Pool	...	...	...	...	...
Billiards	...	...	...	...	...
Snooker	...	...	...	...	...
Carom	...	...	...	...	...
Other	...	...	...	...	...

### Sports Signature Ads

- Approximately 17 times during the year there are Husky sports related events that need to be recognized and we do that by running a group ad with a listing of sponsoring businesses. At only \$5/run, it totals \$85 for the year, which is billed out in January.

### What's Trending

- Approximately 18 times during the year there are community events that need to be recognized and we do that by running a group ad with a listing of sponsoring businesses. At only \$5/run, it totals \$90 for the year, which is billed out in January.

### Community Business Features

- Hamilton County is divided into four regions, with each region being highlighted one week each month. For only \$17<sup>50</sup>/month your business can be featured in one of these monthly business sections.

## Other items to consider:

- Front Page Color Banner (6 col. x 1.75") – \$275
- Front Sports Page Color Banner (6 col. x 1.75") – \$200
- Front Sports Page Black Banner (6 col. x 1.75") – \$100
- Professional Directory – \$9 wk.
- 12th Street Cinema Movie Ad – \$6 wk.
- Ag Directory – \$20 mo.
- Here's My Card – \$25 mo.
- 13 Week Special – \$30<sup>50</sup> each
- Highlight Video Sponsorships – \$39 each
- Video Ads – \$150 mo.
- Social Media – \$15/post/platform
- Website Ads – \$90-\$125

## Advertising Rates:

- Newspaper Display – \$8/column inch
- Newspaper Display/Trader – \$10/column inch
- Classified Display – \$9<sup>75</sup>/column inch
- Classified Display/Trader – \$11<sup>75</sup>/column inch

Contact us to plan  
your schedule!

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## Promotions Calendar TARGET YOUR AUDIENCE!

- January 18: Prime Time
- January 25: College Bound
- February 22: FFA Week Promotion
- March 15: Ag Day Promotion
- March 22: Spring Sports Preview
- March 22: Severe Weather Awareness
- April 5: Spring Home Improvement
- April 12: Spring Car Care
- May 3: Making the Grade
- May 10 – Aug. 2: Summer Ad Special, 13 Weeks
- May 17: Beef Tribute
- June 14: Fair Premium
- June 21: Business Archive & A'ROR'N Days
- July 12: Prime Time
- July 19 & 26: Fair Schedule
- July 26-Aug. 2: Back to School Promotion
- August 2: ABC's of School Safety
- August 9: Fair Results
- August 23: Fall Sports Preview
- August 30 – March 28: Weekly Sports Contest
- September 20: Farm Safety Week
- September 27: Fall Home Improvement
- October 4: Fall Car Care
- October 11: Hunting Pre-Season Preview
- October 25: Workforce Recognition
- November 8: Veterans Salute
- November 15: Focus on the Family
- December 6: Winter Sports Preview
- December 6: Hunting Post-Season Results
- December 20: Christmas Edition

SUMMARY OF EACH INSIDE

### Jan. 18: Prime Time

- Stories and information focused on senior citizens' interests and needs with a feature about a local active senior.

### Jan. 25: College Bound

- Featured stories related to preparing for secondary education, intended to assist our Hamilton County graduating classes.
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### Feb. 22: FFA Week Promotion

- Sponsor an ad for FFA Week that includes a photo of a local FFA member doing something ag-related to give these students recognition and give you an opportunity to show your support for the program. No size restrictions.
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### March 15: Ag Day Promotion

- In celebration of Ag Day we place the Ag Day logo on ads placed by ag-related businesses, often thanking farm families for choosing their products/services or saying how long they have been in business. No size restrictions.

### March 22: Spring Sports Preview (Package: Spring, Fall & Winter)

- A special section with local team pictures and information. Many businesses like to place ads cheering on the teams. To be fair to all sports teams this comes as a package deal to not show favoritism. \$77/season, package totaling \$231 for the year.

### March 22: Severe Weather Awareness

- This 2-page spread features various information about tornadoes with images of local storm damage from years past. The information and pictures vary from year to year. Size restrictions.

### April 5: Spring Home Improvement

- A special section with a local remodeling project as the feature story and other stories with tips and information about home improvement projects. No size restrictions.

### April 12: Spring Car Care

- A group of stories with tips and advice for maintaining vehicles with a feature story about a local renovation project or a vehicle and owner that have an interesting background. No size restrictions.
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### May 3: Making the Grade

- This special section honors the top students in Hamilton County with a picture and a write-up with their grade point average, class ranking, future plans and involvement in extra-curricular activities. Show your pride for our top students by placing an ad in this special section. It can be a congratulatory ad or a good luck in the future type of ad. You are welcome to provide a specific message. Size restrictions.

### May 10 – Aug. 2: Summer Ad Special/13 week series

- Get discounted exposure all summer long! For 13 weeks you get a 2 column by 4 inch ad with FREE SPOT COLOR for only \$38<sup>90</sup>/week. Your ad rotates with 12 other ads and one week you get a larger 6 column by 6 inch space on the top of the page with your choice of spot color for the same cost. Space is limited and there are size restrictions.

### May 17: Beef Tribute

- Our Ag Life section is expanded with stories focused on beef production. This is a good place to remind the beef producing community about your product/service and thank them for their work. No size restrictions.

### June 14: Fair Premium Tabloid & Aug. 9: Results Tabloid

- This tabloid informs the public of specifications for competing in the county fair. After the fair, there is a second publication with results of the fair, including plenty of pictures of participants. You can be a main sponsor for \$400 to have your logo on the covers, plus a half page ad in both publications, or you can place an ad ranging from \$60-\$275. There are size restrictions.

### June 21: Business Archive

- This feature runs right before A'ROR'N days telling how many years your company has been in business. The public really enjoys looking at this history! For <sup>3</sup>30 list your business name and number of years. Size restrictions.
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### July 12: Prime Time

- Stories and information focused on senior citizens' interests and needs, with a feature about a local active senior. No size restrictions.

### July 19 & 26: Fair Schedule

- This 2-page spread shows the schedule of the Hamilton County Fair the two weeks prior. If you have a booth at the fair, you should definitely be on these pages. Space is limited and there are size restrictions.

### July 26 & Aug. 2: Back to School Pages

- For two weeks we group the "Back to School" ads to make them an easy reference for local shopping opportunities and specials for the new school year. No size restrictions.
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### Aug. 2: ABC's of School Safety

- A full page with safety tips tied to a letter of the alphabet. You can sponsor a letter and tip for kids and parents to go over before school starts for \$27.50. Business logos may be included.

### Aug. 9: Fair Results Tabloid

Partner to the Fair Premium that ran June 14.

### Aug. 23: Fall Sports Preview (Package: Spring, Fall & Winter)

- A special section with local team pictures and information. Many businesses like to place ads cheering on the teams. To be fair to all sports teams this comes as a package deal to not show favoritism. \$77/season, package totaling \$231 for the year.
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### Sept. 20: Farm Safety Week

- This is the time to remind local farmers to play it safe for harvest. Some businesses include safety tips or check lists, others wish local farmers a safe and productive harvest or you can just place an ad about what you can offer the ag community. No size restrictions.

### Sept. 27: Fall Home Improvement

- A special section featuring a local remodeling project and other stories with tips and information about home improvement. No size restrictions.

### Oct. 4: Fall Car Care

- A group of stories with tips and advice for maintaining vehicles with a feature story about a local renovation project or a vehicle and owner that have an interesting background. No size restrictions.

### Oct. 11: Hunting Pre-Season Preview & Dec. 6: Post-Season Results

- A special section featuring stories and information on the local hunting seasons and the dedicated hunters hoping for the perfect shot. Pre-sales to begin as early as August. Size restrictions.

### Oct. 25: Workforce Recognition

- A special section filled with pictures and names of our local workforce. Not only is it a way to recognize the people who make your business possible, but it is also fun for people to go through and put names with faces. It's \$75/space and there are size restrictions.
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### Nov. 8: Veterans Salute

- A special section publishes the week of Veterans Day honoring veterans with ties to Hamilton County. Readers submit veteran pictures and information to run in the paper at no charge. Sponsorship is only \$27.50. This is a very well received piece. You get your business name and a number or website.

### Nov. 15: Focus on the Family

- Featured stories that reflect on family life, often about a local extraordinary family situation. It's a good time to remind readers about the importance and significance of family before Thanksgiving. No size restrictions.
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### Dec. 6: Winter Sports Preview (Package: Spring, Fall & Winter)

- A special section with local team pictures and information. Many businesses like to place ads cheering on the teams. To be fair to all sports teams this comes as a package deal to not show favoritism. \$77/season, package totaling \$231 for the year.

### Dec. 6: Hunting Post-Season Results

- Partner to the Hunting Pre-Season Preview that ran October 11.

### Dec. 20: Christmas Edition

- The largest edition of the year that acts as a Christmas card to our community. Many businesses like to place ads with warm holiday wishes that thank customers/clients for their business in the past year. No size restrictions.