

Support and features

WEEKLY SPORTS CONTEST (Football & Basketball)

- Each week we have competing teams listed on ad spaces for readers to predict winners from. The top two readers with the most correct predictions win cash prizes! The contest includes local and college teams. This is a great place to get regular exposure for only \$25/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, basketball & baseball. To be fair, this comes as a package for all four sports. \$200⁰⁰ per year (invoiced fall & winter) . Space is limited and there are size restrictions.

CONGRATULATORY PAGES

- In the event that a local team gets to the state finals and earns the title of runner-up or champion, we will 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 \$35 and you get your business name, phone number or website.

SPORTS SIGNATURE ADS

- Approximately 18 times during the year we recognize Husky sports-related events by running a group ad with a listing of sponsoring businesses. At only \$5 per run, it totals \$90 for the year, which is billed out in January.

WHAT'S TRENDING

- Approximately 18 times during the year we recognize community events by running a group ad with a listing of sponsoring businesses. At only \$5 per run, it totals \$90 for the year, which is billed out in January.

COMMUNITY BUSINESS FEATURES

- Hamilton County communities are divided into four regions, with each region being highlighted one week each month. The ads are grouped to draw more attention to their content.

Other items to consider:

- Ag Directory - \$40 mo.
- Shop Local - \$40 mo.
- Website Ads - \$70-\$135
- Here's My Card - \$25 mo.
- 13 Week Special - \$38⁵⁰ each
- Professional Directory - \$9 wk.
- Social Media - \$17⁵⁰/post/platform
- 12th Street Cinema Movie Ad - \$6 wk.
- Highlight Video Sponsorships - \$50 each
- 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

Advertising Rates:

- Newspaper Display - \$8⁵⁰/column inch
- Classified Display - \$11⁰⁰ /column inch
- Help Wanted Line Ads - \$8⁷⁵ (first 25 words)
- Boost Your Display Ad - \$3⁰⁰/column inch (PDF on our website)

**Contact us to plan
your schedule!**

402-694-2131

**Kurt: kjohnson@hamilton.net
Bekah: advertising@hamilton.net
Bev: newspaper@hamilton.net**

1320 K Street
Aurora, Nebraska
AuroraNewsRegister.com

AURORA
News-Register

AURORA News-Register 2026 Promotions Calendar

January 21.....	Prime Time
January 28.....	Seeds Of Growth
February 18.....	College Bound
February 25.....	FFA Week Promotion
March 11.....	Winter Extra Extra Curricular
March 18.....	Spring Car Care
March 25.....	Spring Sports Preview
April 1.....	Topsy Turvy
April 8.....	Spring Home Improvement
April 15.....	Lights and Sirens
April 29.....	Making the Grade
May 13 - Aug. 5.....	Summer Ad Special, 13 Weeks
May 13.....	Splash of Summer
May 20.....	Livestock Producers Tribute
June 10.....	Fair Premium
June 17.....	Father's Day Gift Guide
June 24.....	Business Milestones & A'ROR'N Days
July 8.....	Tale Of The Ages
July 22 & 29.....	Fair Schedule
August 5.....	Safety In Numbers
August 12.....	Fair Results
August 19.....	Back to School Car Care
August 26.....	Fall Sports Preview
September 2 - April 7.....	Weekly Sports Contest
September 16.....	Truck Drivers Appreciation Week
September 23.....	Farm Safety Week
September 30.....	Fall Home Improvement
October 14.....	Hunting Pre-Season Preview
October 21.....	Fall Extra Extra Curricular
October 28.....	Workforce Recognition
November 4.....	Veterans Salute
November 18.....	Holiday Faves and Flops
November 25.....	Stocking Stuffers
December 9.....	Hunting Post-Season Results
December 9.....	Winter Sports Preview
December 16.....	Christmas Edition

SUMMARY OF EACH INSIDE

Jan. 21: Prime Time

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

Jan. 28: Seeds of Growth

- With planting season fast approaching, this expanded Ag Life section features stories focused on the challenges and decisions that go into local crop planting. This is a great place to remind local farmers of the seed companies that are represented locally and the advancements that are being made each year with improved crop seed/performance. No size restrictions.

February 18: College Bound

- Featured stories related to preparing for secondary education, intended to assist our Hamilton County graduating classes. No size restrictions.

Feb. 25: FFA Week

- Sponsor an ad for National FFA Week that includes a photo of local students doing a program-related activity to give them recognition, and give you an opportunity to show your support for the programs. No size restrictions.

March 11: Winter Extra Extra Curricular

- A special section with photos and stories of Fine Arts groups in our local school districts. This is a package buy with the fall EEC. Size restrictions. \$80/run.

March 18: 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.

March 25: 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 is sold as a package buy in the fall. \$80/season. Size restrictions.

April 1: Topsy Turvy

- Have fun with this year's Topsy Turvy edition. This week only, we will be intentionally highlighting our advertisers a little extra as we run their ads on the top of the page. This is not a joke; fun and chaos is encouraged. No size restrictions.

April 8: 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 15: Lights and Sirens

- A special section honoring our local first responders. We will publish the photos and stories of Hamilton County's first responders as a way to thank them for their service. No size restrictions.

April 29: Making the Grade

- This special section honors Hamilton County's top students with a picture and a write-up of their grade point average, class ranking, and future plans. Show your pride by placing a congratulatory or appreciation ad in this special section. Size restrictions.

May 13 – Aug. 5: 13 Week Summer Special

- Get discounted exposure all summer long! For 13 weeks you get a 2 column by 4" ad with FREE SPOT COLOR for only \$38.50/week. Your ad rotates with the other 12 ads as each week one business gets the top 6 column by 6" space. Space is limited and there are size restrictions.

May 13: Splash of Summer

- With so many area summer activities available less than an hour drive away, this tabloid serves as a great resource to fill up the summer calendar! Take this perfect opportunity to advertise what your business/non-profit is planning this summer. Size restrictions.

May 20: Livestock Producers Tribute

- In connection to May being National Beef month, we are expanding our Ag Life section as a tribute to livestock producers of all species; they play an important role in Nebraska's agricultural economy. No size restrictions.

June 10: Fair Premium

- This tabloid informs the public of specifications for competing in the county fair. After the fair, there is a second publication with results including plenty of pictures of participants. This is a package buy with the results tabloid that publishes in August. Size restrictions.

June 11: Father's Day Gift Guide

- This retail inspired page acts as a local resource for the perfect Father's Day gift guide! Space is limited. Free spot color and other discounted perks included. Size restrictions.

June 24: Business Milestones

- This feature runs right before A'ROR'N days telling how many years your company has been in business in Hamilton County. The public really enjoys looking at this history! Your business can be included for \$35. Size restrictions.

July 8: Tale of the Ages

- Stories and information focused on the local storytellers we all know and love! Everyone has a story to tell and it is our duty to tell it. Give honor to the storytellers in your life. This is a great time to feature testimonials of your favorite customers and their appreciation for your business. No size restrictions.

July 22 & 29: Fair Schedule

- The Hamilton County Fair is the longest running county fair in Nebraska. We run the fair schedule two weeks prior to the start of the fair. If you have a booth at the fair, you should definitely be on these pages. Space is limited and there are size restrictions.

Aug. 5: Safety in Numbers

- A full page with safety tips for kids as they head back to school. You can sponsor a number/tip for kids and parents to go over before school starts. \$40/safety tip. Size restrictions.

Aug. 12: Fair Results

- Partner to the Fair Premium that ran June 10. This is a package buy with the Fair Premium. Size restrictions.

Aug. 19: Back to School 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.

Aug. 26: 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 buy as to not show favoritism. Billed \$80/season; equaling \$240 for the school year. Size restrictions.

September 16: National Truck Drivers Appreciation Week

- We reflect upon and appreciate the immense contributions that local truck drivers have on the economy. This section contains stories, photos, and information relevant to trucking. No size restrictions.

Sept. 23: Farm Safety Week

- Time to remind local farmers to play it safe for harvest. Messages often includes safety tips/check lists, well wishes, or self promotional ag service ads. No size restrictions.

Sept. 30: 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. 14: Hunting Pre-Season Preview

- A special section featuring stories and information on the local hunting seasons and dedicated hunters hoping for the perfect shot. In connection to this, only made possible by local sponsors, is the annual Super Shot contest. Contest results announced in December. No size restrictions.

Oct. 21: Fall Extra Extra Curricular

- A special section with photos and stories of Fine Arts groups in our local school districts. This is a package buy with the winter EEC. \$80/run; totaling \$160 for the school year. Size restrictions.

Oct. 28: 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. Size restrictions.

Nov. 4: Veterans Salute

- A special section that 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. Businesses get their name and number or website included. \$28/spot. Size restrictions.

Nov. 18: Holiday Faves and Flops

- Whether you know your way around the kitchen or do your best not to burn it down, we will be running short local submissions of favorite holiday recipes, cooking advice, or kitchen mishaps. Size restrictions.

Nov. 25: Stocking Stuffers

- This retail inspired page acts as a local resource for the perfect stocking stuffer gift guide, while also advertising Black Friday and Small Business Saturday deals! Free spot color and other discounted perks included. Space is limited. Size restrictions.

Dec. 9: Hunting Post-Season Results

- Hunting stories and contest result pictures that were submitted to the Super Shot contest. This is sold as a package with the Hunting Pre-Season Preview that ran in October. No size restrictions.

Dec. 9: 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. \$80/season. Size restrictions.

Dec. 16: 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.