

# 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

AURORA  
**News-Register**

1320 K St. • Aurora

## ADVERTISING RATES

\$8<sup>50</sup> per column inch (Regular)

\$11<sup>50</sup> per column inch (Boosted)

## COLOR RATES

Black plus 1.....\$50

Full Color.....\$100

## INSERT RATES—FULL RUN

(Based on broadsheet page)

1 - 3.9 pages non-glossy stock..... \$395<sup>00</sup>

4 - 5.9 pages non-glossy stock..... \$430<sup>00</sup>

6 - 7.9 pages non-glossy stock..... \$465<sup>00</sup>

8+ pages non-glossy stock..... \$480<sup>00</sup>

(For glossy inserts add \$52<sup>00</sup>)

## MECHANICAL MEASUREMENTS

**Standard ROP sizes** (6 column): Size of printed area 11 5/8 inches (wide) x 21 inches (deep).

1 col. .... 1 13/16 " wide

2 cols..... 3 13/16 " wide

3 cols..... 5 3/4" wide

4 cols..... 7 3/4" wide

5 cols..... 9 3/4" wide

6 cols..... 11 3/4" wide

Double truck (two facing pages)

## DEADLINES

Deadlines for all ad approval is noon

Monday. For color ads or ads to be

proofed, large ads or ads with complex composition, deadline is 5 p.m. Friday.

For issues in weeks with a holiday, move deadlines ahead one day.

**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.