



# CLIPPER

**eCLIPPER**

Serving the Communities of Gibbon, Shelton, Wood River, Alda & Cairo

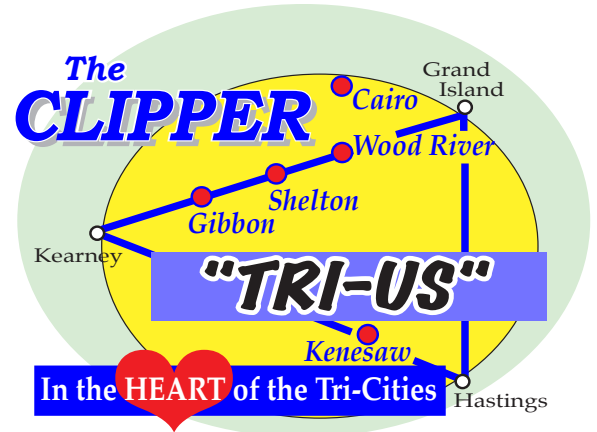
**WEEKENDER**  
Your Platte Valley Voice • Our Towns . . . Our People

*Serving — Our Towns . . . Our People — In Print & Online*

For over 140 years Clipper Publishing has been serving the communities of Shelton, Gibbon, Wood River, Alda and Cairo and the surrounding area. **The Clipper** covers school activities, city council meetings, school board meetings, with feature stories of local people and events, and all other activities important to the communities. Our subscribers pay to have their newspaper delivered to their home. That is nearly 1,000 area homes.

The Clipper is also offered in an electronic version only. The **eClipper** is the emailed version of the printed edition, with full color pictures and graphics. All paid subscribers get the eClipper free just by registering for it. Another bonus to our registered subscribers is the weekly **WEEKeNDER** filled with upcoming weekend events in our area.

The Clipper also has a very active website and Facebook page that is updated almost daily. Check out our website at [www.clipperpubco.com](http://www.clipperpubco.com), or simply Google 'The Shelton Clipper.' Our Facebook page has 1,681 followers and over 1,500 Likes. We also average over 3,300 post engagements a month.



**If you want your service or product noticed in the  
Heart of the Tri-Cities . . . *Let Us Help You!***

*To get people in your door, your advertisement must get in your customers' doors!*

**To really get your advertisement to your customer . . .**

**Advertise in what they BUY . . .**

***Their Hometown Community Newspaper!***

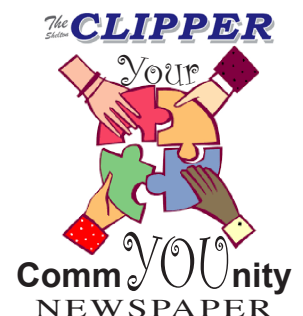


126 C St., P.O. Box 640

Shelton, NE 68876

Phone 308-647-5158

Toll Free at 1-888-966-6870



# The **CLIPPER**

**eCLIPPER** Serving the Communities of Gibbon, Shelton, Wood River, Alda & Cairo **WEEKENDER**  
Your Platte Valley Voice - Our Towns . . . Our People

*Serving — Our Towns . . . Our People  
In Print & Online*

*The Hometown Newspaper covering the communities  
and schools of Shelton, Gibbon, Wood River and Cairo  
in the Heart of the Tri-Cities with a total circulation of  
approximately 1,000 PAID subscribers homes*

**Advertising Rate —** Starting at \$11.00 per column inch,  
as low as \$4.50 per column inch with **Frequent Advertising Discounts.**

• Full Color Rate - \$250 • Inserts - \$115 (per thousand)

*Phone 308-647-5158 or*  
**TOLL FREE at 1-888-966-6870**

**Visit Us At: [www.clipperpubco.com](http://www.clipperpubco.com)**

*Community Newspapers are the heart of their community. Circulation numbers  
reflect the people who pay for their newspaper, contribute to its content . . .*

***and READ IT!***

**The CLIPPER**

126 C St., P.O. Box 640, Shelton, Nebraska 68876

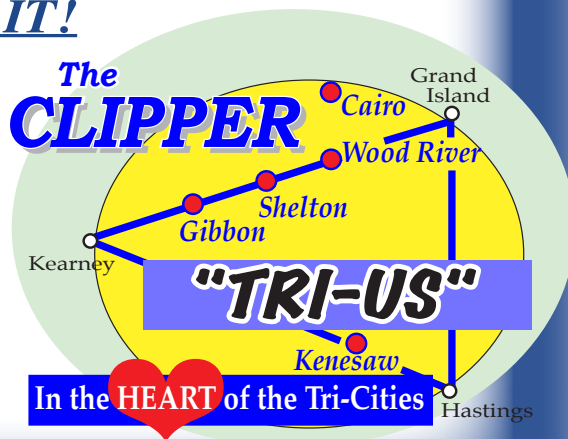
Phone 647-5158

**eCLIPPER** **WEEKENDER**  
Your Platte Valley Voice - Our Towns . . . Our People

Visit our Website at

**[www.clipperpubco.com](http://www.clipperpubco.com)**

or Like and Share our Facebook Page!





# Web Advertising

## *The* **CLIPPER**

Nearly 500 "VISITS" Each Week!

*One Click On YOUR Web Ad Opens To YOUR Website!*

- **One Day = \$4.00**  
(Web Ads for One Day Only Require PrePayment)
- **One Week = \$25.00**  
(Web Ads for Seven Days Only Require PrePayment)
- **One Month = \$90.00** (\$22.50 week)  
(Monthly (30 Days) Web Ads copy should not change. More than one change during the month and the web ad will be charged the weekly rate.  
Prepayment required from first time advertising customers)
- **Three Months = \$220.00** (\$18.33 week)
- **Six Months = \$400.00** (\$16.66 week)
- **Annual = \$700.00** (\$13.46 week)  
(Annual Web Ads can have up to four changes throughout the advertised year)

For weekly events, monthly specials or annual advertising needs, we can offer you space on our popular site. With frequent updates of local news and faces, your advertising space will be seen by your customers EVERY DAY!!!

When someone clicks on your web advertisement, they automatically go to your website, where you can offer them all of the information for your products and services!

Contact Steve at 308-647-5158 or toll free at 1-888-966-6870  
or email to [info@clipperpubco.com](mailto:info@clipperpubco.com)



# CLIPPER

**eCLIPPER**

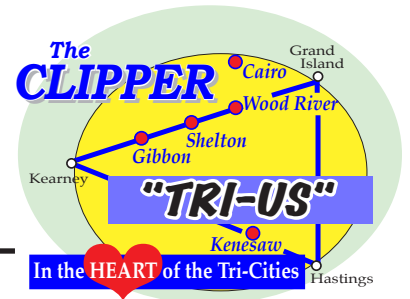
Serving the Communities of Gibbon, Shelton, Wood River, Alda & Cairo

**WEEKENDER**  
Your Platte Valley Voice - Our Towns . . . Our People

*Serving — Our Towns . . . Our People — In Print & Online*

## **Let Us Help You Plan Your Advertising NOW!**

We would like to help you sell your services and products throughout our region again this year. With coverage of the Gibbon, Shelton, Wood River and Cairo area, we can pin point your advertisement in over 1,000 homes in the heart of the tri-cities. Take advantage of these timely advertising promotions to help you sell anything from cars, mufflers and garden seeds, to household items, school supplies, and Christmas gifts. You can also participate on sponsorship pages, promoting the area volunteers, youth and local events. *Our subscribers pay to receive their newspapers, so you know they will read it too!*



### **Information for Clipper Publishing Use Only!**

Business Name \_\_\_\_\_ Contact Persons Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

**Don't hesitate to call Steve Glenn at 647-5158**

**Or call toll-free 1-888-966-6870 for more details and set up your advertising.**

**See our complete "Media Kit" with advertising information on our**

**Website at: [www.clipperpubco.com](http://www.clipperpubco.com), or request a copy and we will send one to you!**

**With a Combined Circulation of nearly 1,000 PAID Subscribers in Central Nebraska**

**PAID Subscribers READ the newspaper and keep it longer than a free publication that is stuffed in their Post Office Box, thrown on their lawn or expected to be picked up at a convenience store.**

***To get people in your door . . . Your advertisement must get in your customers' doors!***

**Advertise in what they BUY . . . Their Hometown Community Newspaper!**



**Clipper Publishing, Inc. 126 C Street, Shelton, NE 68876**

Web Site: [www.clipperpubco.com](http://www.clipperpubco.com) • Email us at: [info@clipperpubco.com](mailto:info@clipperpubco.com)



# 2023 Annual Advertising Promotions

The **Clipper** publishes additional special sections and sponsorship pages throughout the year. We have included them here for you to select the ones that interest you. For your convenience we have explanations about the promotion to help you.

**Simply put an **X** in the box next to the promotion that you would like to advertise in.**



## February

### ☐ Corn Producers Tab

Our prize winning (Nebraska Press Association/Nebraska Corn Board) special section about the unlimited uses for corn. Priced according to adv. size.

## March

### ☐ Spring & Summer Home & Auto Feature

Featured pages for those eager to turn the dirt outside, take care of those indoor/outdoor house projects, or wash the *Winter Blahs* from your vehicle. This feature is filled with helpful tips. Priced according to adv. size.

### ☐ Ag Week (Sponsorship page)

These pages coincide with the National Ag Week dates each year. Content includes information about Ag Week. This feature is a two page spread. Sponsorship for this page is \$50.00

## April

### ☐ Administrative Professionals Week Adv.

This page is full of "Thank You" messages from businesses to their "Administrative Assistants," or as we all know, "the ones that get it done!" The cost of the sponsorship is \$50.00.

## May

### ☐ Graduation Pages (Sponsor pages)

These Popular Pages Highlights Our Area Graduates from Shelton, Gibbon, Wood River, and Centura. The two page feature includes graduation information for each school.

Sponsorships:

- ☐ Centura (one page) \$35 • ☐ Gibbon \$55 • ☐ Wood River \$55 • ☐ Shelton \$55
- ☐ Sponsor any two schools \$85 (Circle Choices Above) • ☐ Any three \$100 (Circle Choices Above)
- ☐ All four schools \$115

### ☐ Memorial Day (Sponsor page)

The cost of the sponsorship is \$30.00.

## June

### ☐ Seasonal School Advertising

The Clipper promotes school activities throughout the school year with a **promotional sheet sent out in June**. We preview the Gibbon, Wood River, Shelton and Centura sports teams in the fall, winter and spring, and congratulate them when they qualify for state competitions. **Check this box and we will send you a Seasonal School Advertising Packet in June!**

## July

### ☐ July 4th Feature

These sponsorship pages feature a large variety of photos taken during the Fourth of July activities in Gibbon and Shelton. Sponsorship of these pages is \$50.00 for one of the communities, and \$85.00 to sponsor both communities celebrations.

- ☐ Gibbon Section \$50 ☐ Shelton Section \$50 ☐ Both Section \$85

### ☐ County Fair Schedule Sponsor

The Clipper will publish the County Fair Schedules for the Buffalo, Hall and Howard Counties a week prior to their start.

Sponsorships: One = \$30 — Any two = \$55 — All three = \$75

- ☐ Buffalo County Fair
- ☐ Hall County Fair
- ☐ Howard County Fair

**Don't hesitate to call Steve Glenn at 647-5158  
Or call toll-free 1-888-966-6870 for more details.**

### ☐ Gibbon VFD BBQ Cookoff & Street Dance (Sponsor page)

This feature page highlights the day long activities scheduled for downtown main street in Gibbon. The cost is \$50.00.

## August

### ☐ Wood River City Wide Garage Sales

A special section with all of the publicized City-Wide Garage Sales offered in Wood River. Sponsorship is \$50.

### ☐ Wood River FUNFEST Celebration

A special full page highlighting the schedule of Wood River's annual celebration. Sponsorship for this full page schedule is \$50.

## September

### ☐ Fall & Winter Home & Auto

Get your castle and wheels ready for the next Nebraska Winter! Prepare for the winter with the help of the many advertisers in this feature. Priced according to adv. size.

### ☐ Farm Safety Page (Sponsor page)

This full page is a great reminder, prior to harvest time, to think safety during the hustle and bustle of harvest. Sponsorship of this page is \$36.00.

## October

### ☐ National Fire Prevention Week (Two Page Feature)

These two pages feature our area volunteer fire and rescue crews from our area. A list of the current members of each department, and a photo of them all together (if possible) or a photo of the officers or the equipment and fire prevention tips fill these pages. Sponsorship of these pages is \$50.00.

## November

### ☐ Veterans Day (Sponsor page)

The cost of the sponsorship is \$30.00.

### ☐ Thanksgiving Greetings pages

A special feature full of Thanksgiving Wishes from area businesses.

## December

### ☐ Annual Christmas Special Section

Heartwarming "Letters to Santa" from our area children and holiday messages from area businesses.

## ONLINE Advertising Starting at \$4

### Eats n Treats Feature

Advertising Featuring Great Places to Eat and Socialize!

This weekly advertising feature is only **\$90** for the Month

### We also offer a monthly

- ☐ Business Card ☐ Farmer's Market ☐ Auto Guide

Advertising pages that run on  
alternating weeks each month for just **\$45** each

## Miscellaneous Charges

**Display Advertising** — \$11.00 per column inch up to 19 inches of space.  
\$10.00 per column inch for 20 to 29 inches of space.  
\$8.50 per column inch for 30 to 59 inches of space.  
\$6.00 per column inch for 60 to 89 inches of space.  
\$4.50 per column inch for 90 inches to Full Page of space.



**Repeat Advertising** (Discounts start with a minimum of 10 inch advertisement)

- Ads that run a second week with no copy changes are reduced \$1.00 per column inch.  
\$10.00 per column inch for 10 to 19 inches of space. \*With Repeat Adv. Discounts and minimal copy changes.  
\$9.00 per column inch for 20 to 29 inches of space. \*With Repeat Adv. Discounts and minimal copy changes.  
\$7.50 per column inch for 30 to 59 inches of space. \*With Repeat Adv. Discounts and minimal copy changes.  
\$5.00 per column inch for 60 to 89 inches of space. \*With Repeat Adv. Discounts and minimal copy changes.  
\$3.75 per column inch for 90 inches to Full Page of space. \*With Repeat Adv. Discounts and minimal copy changes.
  - Ads that run until further notice qualify for substantial discounts.
- \* See Repeat Advertising Discounts Sheets

**Classified Advertising** — \$11.00 per column inch for a line ad on the classified page.

**Classified Display Advertising** — \$11.00 per column inch.

With the Same size and repeat advertising discounts as the Display Advertising rates.

**Special Occasion Rate** — For “Not for Profit” clubs and church events. Individual Birthdays, Anniversaries, and Open House advertisements.

1x4 or 2x2 ads = \$22.00 • 2x3 = \$30.00 • 2x4 = \$38.00 • 2x5 = \$45.00 • 3x4 = \$55.00.

*We do not charge for lost and found advertisements.*

**Cards of Thanks and In Memory Items** — \$15.00 for up to three inches in length. \$25.00 for longer items.

**Front Page Banner Advertising** — Ads that run on the bottom of the front page as a 6 column by 1½” size will be charged \$150.00, for a black and white ad. Black and white and one color will cost \$250.00. Full color will cost \$325.00.

**Color Advertising Rates** — Ads that run in color will cost **an additional** \$90 for one color and **an additional** \$200 for full process color.

**Insertion Charges** — Approximate circulation is 1,000.

Inserts up to 4 pages = \$115.00 per thousand (\$115.00).

Inserts from more than 4 pages and up to 8 pages = \$160.00 per thousand (\$160.00).

Inserts up to 12 pages = \$216.00 per thousand (\$216.00)

Inserts over 12 pages, contact the Clipper.

Maximum size/dimensions of insert not to exceed 10” by 11”.

Folding charges begin at \$45.

(Contact Clipper Publishing for Specialty Inserts not included in above.)

### News Items

We do not charge for Weddings, Engagements, Anniversaries and Special Occasion articles.

Items are news for up to two issues, any longer and it qualifies for an advertisement and is charged accordingly.

Photos will be run one time for free, an additional time is based on space availability.

We Reserve the Right to Edit All News Items.

### Advertising Items

Advertising and news is separated in the paper. We want to help promote community activities, but we don't allow advertising in our news stories. Although we regularly run stories about what events are upcoming in the area, we do not include information such as where tickets are being sold and how much they cost, that's advertising. Contact our office at 647-5158 or 1-888-966-6870 for advertising assistance.

Common phrases in the publication industry to assist in understanding the difference between news and advertising include: "If you charge, we charge" and "It is advertising before the event, news after the event"

### Circulation and Subscriptions

The circulation (paid subscribers) is approximately 1,000 paid subscribers, covering the activities of Gibbon, Wood River, Alda, Cairo/Centura, Shelton and the surrounding area.

A subscription to the Clipper is \$68.00 annually for subscribers living in Buffalo, Hall, Adams, Kearney and Howard Counties. For all other subscribers, the annual cost is \$88.00.

The electronic version of the Clipper is available online. The cost of an eClipper is \$35.00 annually. eClippers are emailed to our subscribers every Wednesday afternoon for immediate delivery.

Paid PRINT subscribers receive a free eClipper and WEEKENDER issue by signing up (registering) online.

### Photo Charges

Photos can be viewed and downloaded free of charge from our website/Facebook page. We usually have 100 or more photos available weekly from the events that we attend. Selected photos submitted to our newspapers are also available. If a picture print is requested to be reproduced by our staff, there will be a minimum charge of \$15.00 plus materials and postage.

### Photo Copies

8.5 x 11 = .20¢ per black & white copy • 8.5 x 11 = .40¢ per color copy

11 x 17 = .40¢ per black & white copy • 11 x 17 = \$1.00 per color copy

Limit 30 copies

### Research and sending back issues

A minimum charge of \$15.00 to research back issues for items and \$10.00 per hour past one hour of research time.

To mail papers: One paper \$6.00 • Two-\$9.00 • Three-\$12.00 • Four-\$16.00 • Five-\$20.00 • Six-\$26.00.

If more newspapers are requested, contact Steve.

**Visit Us At: [www.clipperpubco.com](http://www.clipperpubco.com)**

**And of Facebook!**



**WEEKENDER** *More Platte Valley Voice • Our Towns . . . Our People* **eCLIPPER**