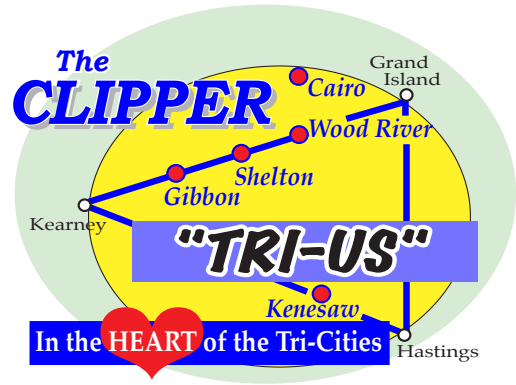


MEDIA KIT



CLIPPER

Serving — Our Towns . . . Our People

Weekly newspaper published each Thursday in print and delivered! As it has been for over 140 years!

eCLIPPER

The same as the printed edition only more colorful!! This online version is free to all paid print subscribers. Subscribers can register on our website to receive the eClipper only for just \$40.00 per year. It is available every Wednesday afternoon and can be emailed directly to you.



Visit Us At: www.clipperpubco.com

email: info@clipperpubco.com

And on Facebook 

126 C St., P.O. Box 640

Shelton, NE 68876

Phone 308-647-5158

Toll Free at 1-888-966-6870





CLIPPER

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

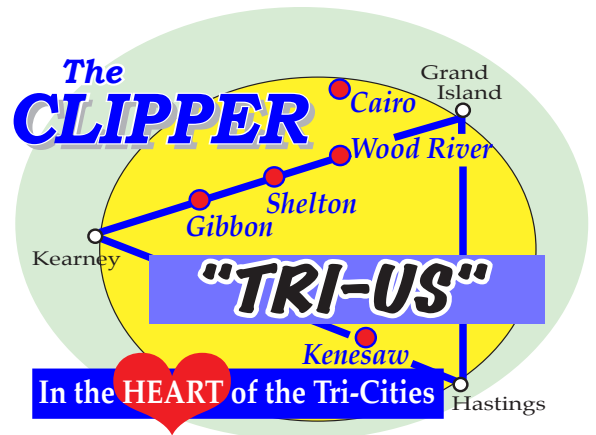
eCLIPPER

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.

The Clipper also has a very active website and Facebook page that is updated almost daily. Check out our website at 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!



The CLIPPER

Visit Us At: www.clipperpubco.com

email: info@clipperpubco.com

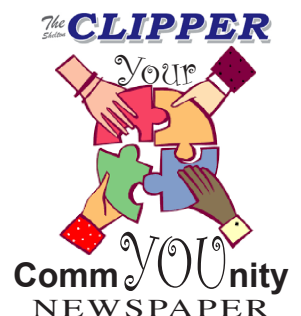
And on Facebook 

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Toll Free at 1-888-966-6870



The CLIPPER

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

eCLIPPER

*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 950 PAID subscribers homes*

Advertising Rate — Starting at \$12.00 per column inch,
as low as \$3.50 per column inch with **Frequent Advertising Discounts.**

• Full Color Rate - \$150 • Inserts - Starting at \$115 (Single 8.5" x 11" Sheet)

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

Visit Us At: 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!***

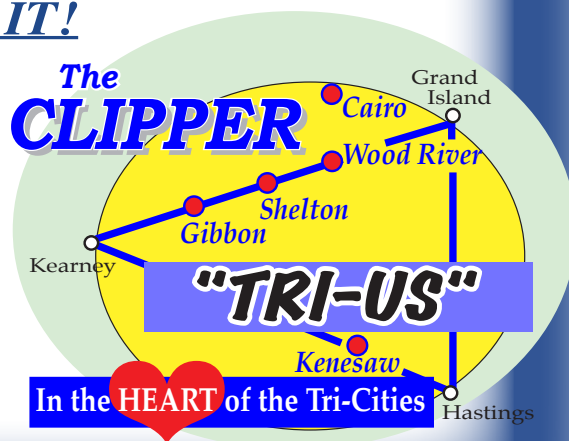
The CLIPPER
eCLIPPER

126 C St., P.O. Box 640, Shelton, Nebraska 68876
Phone 647-5158

Visit our Website at

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

2024-25 Seasonal School Advertising Packages



Shelton Bulldogs



In an effort to make your advertising support of our high school activities more timely, economical and hassle free, we are offering a variety of advertising packages for you to choose from. Each package is designed to save you time by letting us know the seasonal promotions you want to participate in with one answer.

By choosing now, before our first promotion (fall sports), you can save time, and many phone calls.

Please fill out the form below and send it in with payment **by Wednesday, June 26, 2024.**

The "X" on your form indicates the options you chose during the 2023-24 school year. Feel free to add or subtract (cross out) to your selections for the upcoming 2024-25 school year. If you want the same selections, just let me know with a "Same as Last Year" reply! You can reply to this by email to sglenn@clipperpubco.com, or mail this completed form in to the Clipper office, or give me a call to let me know what options you want for the 2024-25 school year.

Let's keep our school spirit strong by showing support for our students activities.

Please check box next to the **School Package** of your choice.

Business Information (Please Fill Out If Information Has Changed Since Last Year)

Business Name _____

Contact Person _____ Phone # _____

Fax # _____ email: _____

- #1 - Preseason Package** - Preseason feature promotions for all 3 seasons for All Four Schools - Gibbon, Shelton, Wood River and Centura = **\$320.00**
- #2 - Preseason Package** - Preseason feature promotions for all 3 seasons for the **Gibbon** school teams = **\$95.00**
- #3 - Preseason Package** - Preseason feature promotions for all 3 seasons for the **Wood River** school teams = **\$95.00**
- #4 - Preseason Package** - Preseason feature promotions for all 3 seasons for the **Shelton** school teams = **\$95.00**
- #5 - Preseason Package** - Preseason feature promotions for all 3 seasons for the **Centura** school teams = **\$95.00**
- Gibbon Athletic Poster = **\$90.00**
- Wood River Athletic Poster = **\$90.00**

Game Programs

Gibbon Buffaloes

Shelton Bulldogs

Wood River Eagles

Sponsor the game programs that are made available for **Fall and Winter Season** home events.

• • • **Sponsorships** • • •

- One school** (Circle One) — Gibbon Shelton Wood River **\$140**
- Two schools** (Circle Two) — Gibbon Shelton Wood River **\$235**
- All Three schools** **\$300**

State Qualifiers pages.

Gibbon

For teams and/or individuals that qualify for state competition, we will run a page congratulating them.

Wood River

Shelton

If you would like to be a sponsor, and not be called, please check the box(es).

Centura

\$35 per paper, per activity.

* Do not send payment for the State Qualifiers pages now. We will bill you after congratulatory page is published.

Total for full year of sponsorships for THIS 2024-25 School Year

School Package	# _____	\$ _____
School Poster	Circle One or both WR G	\$ _____
Game Program	Circle Ones that apply or all WR G S	\$ _____
Total Enclosed		\$ _____

Send coupon with payment to :



CLIPPER

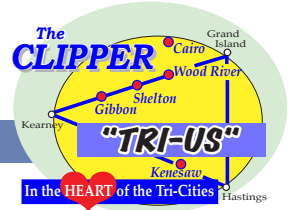
• Or email your reply to:
sglenn@clipperpubco.com

P. O. Box 640, Shelton, NE 68876 • 647-5158 • 1-888-966-6870



The CLIPPER

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



Serving — Our Towns . . . Our People

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 nearly 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,

See our Annual Advertising Promotions by month on the other side.

We have noted with a **X** your participation in 2023.

If you want to participate in the same in 2024 just return this form or email or call us.

You can also mark other boxes to participate in other 2024 promotions.

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, or request a copy and we will send one to you!

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

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

Web Site: www.clipperpubco.com • Email us at: info@clipperpubco.com



2024 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 pages)

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 \$55.00

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 \$55.00.

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) \$40 • Gibbon \$60 • Wood River \$60 • Shelton \$60
- Sponsor any two schools \$95 (Circle Choices Above) • Any three \$115 (Circle Choices Above)
- All four schools \$135

Memorial Day (Sponsor page)

The cost of the sponsorship is \$40.00.

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 \$55.00 for one of the communities, and \$85.00 to sponsor both communities celebrations.

- Gibbon Section \$55
- Shelton Section \$55
- Both Section \$95

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 = \$35 — Any two = \$60 — All three = \$85

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

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 \$55.00.

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 \$60.

Wood River FUNFEST Celebration

A special full page highlighting the schedule of Wood River's annual celebration. Sponsorship for this full page schedule is \$55.

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 \$40.00.

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 \$55.00.

November

Veterans Day (Sponsor page)

The cost of the sponsorship is \$40.00.

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.

WEEKLY & MONTHLY SPECIALS

Weekly Eats n Treats Feature

WEEKLY Advertising Piece Featuring *Great Places to Eat and Socialize!*

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

Weekly Business Card Page

WEEKLY Advertising Piece Featuring *Who You Are & What You Do!*

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

We also offer a Monthly

Farmer's Market Auto Guide

Advertising pages that run once a month for just **\$45** each

Ask about our Online options at a fraction of the printed costs that cover Our Towns and Our People in the Heart of the Tri-Cities!

Miscellaneous Charges



Display Advertising — \$12.00 per column inch up to 9 inches of space.
\$11.00 per column inch for 10 to 19 inches of space.
\$8.50 per column inch for 20 to 39 inches of space.
\$5.50 per column inch for 40 to 69 inches of space.
\$3.50 per column inch for 70 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 from the above rates.
- Ads that run until further notice qualify for substantial discounts.
- * See **Repeat Advertising Discounts Sheets**

Classified Advertising — \$12.00 per column inch for a line ad on the classified page.

Classified Display Advertising — \$12.00 per column inch.

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

Weekly and Monthly Special Pages — Business Card, Eats & Treats, Auto Guide, Farmers - From \$50 to \$90 per month.

Website Advertising Rate — Advertisements placed on our website are charged at variable rates according to the size and number of days published online. See the rate sheet in our Media Kit.

Press Release Rate — Press releases sent to The Clipper will be subject to the discretion of the Clipper staff. Press releases must be of local interest and informative to our readers, not used as advertising information. If press releases are requested to be published as is, appropriate advertising rates will be charged.

Obituary Rate — Obituaries of local interest to our publication area will be charged at \$5.00 per column inch of space. Pictures included.

Church Page Listing/Sponsor Rate — Church schedules published each week in a box on our social page will be charged \$20.00 per month. Church schedule sponsorships from churches, businesses, or individuals are also available at \$50 per month.

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 = \$58.00 • 3x6 = \$68.00

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 1 1/2” size will be charged \$150.00 for a black and white ad. • Full color will cost \$240.00.

Color Advertising Rates — Ads that run in color will cost **an additional** \$40 for one color and **an additional** \$150 for full process color.

Insertion Charges — Approximate circulation is 950 subscribers.

Inserts up to 4 pages = \$115.00.

Inserts from more than 4 pages and up to 8 pages = \$160.00.

Inserts up to 12 pages = \$216.00.

Inserts over 12 pages, contact the Clipper.

All prices above are a flat rate for full circulation, based on a single 8.5” by 11” sheet.

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

See the advertising cost for submitted press releases.

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 950 paid subscribers, covering the activities of Gibbon, Wood River, Alda, Cairo/Centura, Shelton and the surrounding area.

A subscription to the Clipper is \$78.00 annually for subscribers living in Buffalo, Hall, Adams, Kearney and Howard Counties. For all other subscribers, the annual cost is \$98.00.

The electronic version of the Clipper is available online. The cost of an eClipper is \$40.00 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 on our website/Facebook page. We usually have many 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 • Ten-\$36 • 20 • \$50

If more newspapers are requested, contact Steve.

Visit Us At: www.clipperpubco.com



And of Facebook!



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