

# Jobs

2016 Advertising Rates & Data



Omaha World-Herald

Omaha.com

A Berkshire Hathaway Company

Effective July 1, 2016

### Contact Information

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Employment Sales Manager
- Keely Byars** ..... (402) 444-1110  
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- Robbie Moffett** ..... (402) 444-1417  
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- Larry Etienne** ..... (402) 444-1408  
Director of Local Sales Automotive, Jobs, Real Estate
- Lisa Hagstrom** ..... (402) 444-1490  
Homes Account Executive
- Classified Advertising** ..... (402) 342-6633  
(800) 694-5455
- Fax** ..... (402) 444-1299  
(800) 792-1199
- Customer Service** ..... (402) 342-6633
- Online Customer Service** ..... (402) 444-1555
- Digital Ad Transfer Services** ..... (402) 444-1222

**Mailing address:** **Omaha World-Herald**  
1314 Douglas Street Suite 600  
Omaha, NE 68102-1811

**Omaha.com**

### Commissions & Credits

- A. Commissions**  
For national advertising agency rate only, 15% commission to recognized advertising agencies.
- B. Credit**  
All advertising is payable in advance, unless credit has been established with the Credit Department. It is agreed that where monthly credit is granted, all charges shall be due and payable the 15th day of the month following publication.

### General Information

#### Contract & Copy Regulation

- A. Publisher's Liability for Error.** The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

- B. Indemnification.** The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- C. Sequential Liability.** Any advertising agency establishing credit and placing advertising with the Omaha World-Herald shall be liable for payment of all media invoices. Any other written or verbal agreement or statement policy pertaining to "sequential liability" contained on insertion orders from the agency shall be subject to conditions stated under the Omaha World-Herald Credit Policy, which will be provided upon request. The terms of this Agreement may not be supplemented or revised by insertion order or other documents submitted by Agency or Advertiser to order or request advertising, it being expressly agreed that this Agreement shall govern the terms, rates, conditions and liabilities of and for all advertising hereunder.
- D.** The Publisher reserves the right to reject or cancel at any time, edit, revise and properly classify all copy. Ads will be set to conform, as closely as possible, with specific instruction provided, using available type sizes, styles and headings.
- E. Authorized abbreviations only.** The publisher cannot be held responsible for any errors that occur as result of illegibility or the necessity of interpretation.
- F.** Check your ad. Ad users should check their advertisement in the first issue and report any error at once. No allowance can be made after the first issue nor will any adjustment exceed the amount paid for the space actually occupied by that portion of the advertisement in which an error occurred. Claims for adjustment must be recorded within 10 days from the date of insertion.
- G.** When canceling an ad, be sure to get a "cancellation number". This is your record, and it is important that you have it in the event of a misunderstanding or adjustment.
- H. Box Numbers.** The advertiser may conceal identity by using a confidential box reply address. A charge of \$110.00 is added for this service
- I.** Should any Government body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.
- J.** Failure to receive checking copies is not recognized as a valid reason for withholding payment.
- K. Copy and indemnification.** Advertiser shall indemnify and save The World-Herald harmless from any loss or expense resulting from claims or suits based on the contents of the copy submitted to The World-Herald. The World-Herald owns all right, title and interest (including copyright) to any article, content or creative work (including advertising or marketing materials) prepared or created by The World-Herald, its employees, contractors or representatives (collectively, the "Work Product"), The Work Product may not be used or published in any manner without The World-Herald's prior written permission other than in a publication owned by The World-Herald.



### RECRUITMENT MULTIPLE INSERTION PLANS (NON-CONTRACT) (NET)

4 lines minimum. Ads must run within a 14 day period to qualify for the 3-6 time price breaks. In order to receive multiple insertion price breaks, ad must be scheduled for that price break at the time of placement. Ads may be cancelled early and will then be re-rated to the multiple insertion rate earned. Rates are per line per day.

#### Line Rates

Per line per day.	Daily	w/Bold	Sunday	w/Bold
1-2 times	\$7.22	\$7.92	\$8.89	\$9.59
3-6 times	\$6.47	\$7.17	\$7.62	\$8.32

#### Display Rates Per inch per day.

	Daily	Sunday
1-2 times	\$107.23	\$131.84
3-6 times	\$95.89	\$113.05

### YEARLY RECRUITMENT DOLLAR VOLUME CONTRACT PLANS

These contracts may be fulfilled by classified in-column line ads, classified display ads, color and online. Dollar Volume contracts begin the first of the month during which contract is signed. Advertiser has 12 months to fulfill Dollar Volume obligation subsequent to contract start date.

#### Incolumn Rates Per line per day.

	Daily	Sunday
\$2,500 or more per year	\$6.88	\$8.22
\$5,000 or more per year	\$5.50	\$6.76
\$10,000 or more per year	\$5.37	\$6.61
\$15,000 or more per year	\$5.17	\$6.34
\$25,000 or more per year	\$5.08	\$6.16
\$50,000 or more per year	\$4.86	\$5.93
\$100,000 or more per year	\$4.74	\$5.75
\$400,000 or more per year	\$3.96	\$4.82
\$500,000 or more per year	\$3.81	\$4.65

### YEARLY RECRUITMENT DOLLAR VOLUME CONTRACT PLANS (CONTINUED)

#### Display Rates Per inch per day.

	Daily	Sunday
\$2,500 or more per year	\$102.04	\$121.95
\$5,000 or more per year	\$81.63	\$100.26
\$10,000 or more per year	\$79.68	\$97.99
\$15,000 or more per year	\$76.61	\$94.10
\$25,000 or more per year	\$75.32	\$91.35
\$50,000 or more per year	\$72.07	\$87.95
\$100,000 or more per year	\$70.29	\$85.35
\$400,000 or more per year	\$58.79	\$71.43
\$500,000 or more per year	\$56.52	\$68.99

### IN-COLUMN ADS IN BOLD

In-column ads in bold are charged **70¢ additional per line** above regular line rate for all lines in advertisement.

### NATIONAL RATES (COMMISSIONABLE)

15% commission to recognized advertising agencies. To earn multiple insertion rates, ad must run within a 14 day period.

#### Line Rates Per line per day.

	Daily	Sunday
1 time	\$12.87	\$17.23
2 times	\$12.09	\$14.68
3-6 times	\$10.73	\$13.13
7+ times	\$10.25	\$12.44

#### Display Rates Per inch per day.

	Daily	Sunday
1 time	\$190.95	\$255.58
2 times	\$179.30	\$217.68
3-6 times	\$159.21	\$194.68
7-30 times	\$151.92	\$184.49

### DISPLAY AD WEEKDAY PICK-UP

For special pricing on picking up Sunday display ads into the daily Jobs section, please call your Account Executive at (402) 342-6633.

## COLOR RATES

Double truck advertising is 21 columns including gutter. Color rates apply to standard cyan, magenta and yellow colors. Additional charges may be made when special colors are requested. Production charges and separation costs are in addition to color rates. A color contract is required to earn frequency discounts. Color premium is not commissionable.

## WORLD-HERALD CLASSIFIEDS

Annual Frequency	Daily Spot color	Daily 4-color	Sunday Spot color	Sunday 4-color
1-9 ads	\$1,120	\$1,770	\$1,375	\$2,090
10-29 ads	\$1,080	\$1,715	\$1,315	\$2,030
30-59 ads	\$1,055	\$1,675	\$1,275	\$1,990
60-99 ads	\$1,020	\$1,645	\$1,245	\$1,945
100-149 ads	\$990	\$1,580	\$1,180	\$1,890
150+ ads	\$930	\$1,500	\$1,120	\$1,790

For double trucks, double above rates.

## Special Services

**Plate Correction Charge. . . . . \$90/page**

This charge is applied when a correction must be made on a page after the page has already gone to platemaking and the reason for the change is not the fault of the newspaper.

**Artwork Services for World-Herald Ads. . . . . \$45/hour**  
\$10 minimum charge.

**Confidential Box Service . . . \$110/each new ad**  
Available for advertisers who desire responses to ads sent to the newspaper and then forwarded to another address. E-mail, mail, and pick-up confidential services available. Additional box charge required for renewals, duplicates and multiple ads.

**Electronic Services.**  
Digital delivery of a file to 3rd party . . . . . **\$35/destination**  
Providing scans on disk:\*  
Black & White . . . . . **\$35 each**  
4-color . . . . . **\$65 each**

\*Additional delivery charges may apply.

## Recruitment Products

### Jobs Express

Wednesday nonsubscriber product.  
**\$1.90 per line with bold.**

### LiveWell

Publishes 12 times a year. Ideal for reaching Health Care job seekers.

### Jobs on Omaha.com

The Omaha World-Herald **Jobs** is an innovative online employment opportunity designed to bring employers and job seekers together. Your World-Herald Recruitment ad can also go to Jobs on Omaha.com. Jobs on Omaha.com offers your company:

- An interactive company profile that can link to your website.
- Banner ad availability.
- Exposure to 80,000 to 100,000 visitors per day.
- 24/7 availability.

To place a banner ad, please contact your Account Executive at (402) 342-6633.

To place a print ad in Jobs online on Omaha.com:

Local Incolumn 7 Day Charge..... **\$79**  
Display 7 Day Charge..... **\$109**

For special Online opportunities in Jobs on Omaha.com, please call your Account Executive or call (402) 342-6633.

### SIZE SPECIFICATIONS

- Minimum size display ad is 4 inches Example:  
1 column x 4 inches deep, 2 column x 2 inches deep.
- Full page size is 10 columns wide and 20 3/4 inches deep billed at 207.5 inches.
- Display ads exceeding 18 inches in depth are charged full depth of 20 3/4 inches.
- Gutter on a double truck is charged a full column width.
- Display advertising is measured in 1/4 inch increments. Any measurement between quarters is billed to the next quarter inch.

### Classified Deadlines

Day Ad Is To Run	Display Ads					IN-COLUMN ADS
	Proof Ads - W-H Prep			No Proof Ads & Space Reservation	Electronic Files	Incolumn Deadlines
	Copy In	Proof Out	Corrections In		Ad In	
Monday	Thursday, Noon	Friday, 10 am	Friday, Noon	Friday, 10 am	Friday, 10 am	Saturday, Noon
Tuesday	Thursday, 5 pm	Friday, 5 pm	Monday, Noon	Friday, 10 am	Monday, 10 am	Monday, 5 pm
Wednesday <i>Food Express</i>	Tuesday, 5 pm (8 days prior)	Wednesday, 5 pm (7 days prior)	Thursday, Noon (6 days prior)	Wednesday, 5 pm (7 days prior)	Thursday, 4 pm (6 days prior)	Thursday, 4 pm (6 days prior)
Wednesday	Monday, 5 pm	Tuesday, Noon	Tuesday, 4 pm	Monday, 5 pm	Tuesday, 3 pm	Tuesday, 5 pm
Thursday	Tuesday, 5 pm	Wednesday, Noon	Wednesday, 4 pm	Tuesday, 5 pm	Wednesday, 3 pm	Wednesday, 5 pm
Friday	Wednesday, 5 pm	Thursday, Noon	Thursday, 4 pm	Wednesday, 5 pm	Thursday, 3 pm	Thursday, 5 pm
Home Guide <i>(Publishes Friday)</i>	Tuesday, 5 pm	Wednesday, 5 pm	Thursday, Noon	Tuesday, 5 pm	Thursday, 10 am	Thursday, Noon
Saturday	Thursday, 5 pm	Friday, Noon	Friday, 4 pm	Thursday, 5 pm	Friday, 3 pm	Friday, 5 pm
Saturday <i>Autos</i>	Wednesday, 5 pm	Thursday, 4 pm	Friday, Noon	Thursday, 10 am	Friday, 10 am	Friday, 5 pm
Sunday <i>Homes</i>	Wednesday, 5 pm	Thursday, 5 pm	Friday, 2 pm	Friday, 10 am	Friday, 10 am	Friday, 5 pm
Sunday <i>Jobs</i>	Thursday, 4 pm	Friday, 10 am	Friday, 2 pm	Friday, 2:30 pm	Friday, 2:30 pm	Friday, 5 pm
Sunday Classified	Thursday Noon	Thursday, 5 pm	Friday, Noon	Thursday, Noon	Friday, Noon	Saturday 11 am
Sunday <i>Pets-N-More</i>	NO PROOFS	NO PROOFS	NO PROOFS	Thursday, Noon	Friday, Noon	Saturday, 11 am
Sunday Auction and Farm Ads	Thursday, 1 pm	Thursday, 5 pm	Friday, Noon	Friday, 11 am	Friday, 10 am	Saturday, 11 am

### MECHANICAL MEASUREMENTS

#### Offset Printing Method

Jobs ads for The World-Herald should be prepared to the following dimensions:

Columns	(Double Truck = 24 1/16 X 20 3/4)									
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Inches	1 1/16	2 3/16	3 3/8	4 9/16	5 11/16	6 7/8	8	9 3/16	10 5/16	11 1/2

**ELECTRONIC AD CONSTRUCTION**

**Preferred File Format:  
Adobe Acrobat PDF**

**File Formats:****Adobe Acrobat PDF**

PDFs must meet the minimum specifications:

- Created using "press optimized" setting
- Embedding all fonts
- Converting colors to CMYK (process color)

**Non-digital ad materials (hard copies) will be scanned**, which may result in a loss of quality. The best reproduction is achieved by sending files created in one of the programs listed above.

**ELECTRONIC AD DELIVERY OPTIONS**

**Internet FTP** requires a password and user ID. Contact us using the phone numbers on this page.

**Email** (2MB or less): [dat@owh.com](mailto:dat@owh.com)

**AP AdSEND:** If you are not currently an AP AdSEND subscriber, contact them at 800-223-7363.

**Other third-party software (Ad Transit, FastChannel):** Please call to verify that we support the third-party software, and coordinate the transfer with your World-Herald Account Executive.

- CD/DVD
- USB Memory Drives

**Always send/include hard copy for verification.**

**ELECTRONIC AD TRANSFER DEADLINES**

**See Advertising Deadlines.** First-time users, please contact DAT for compatible file format and delivery method before the deadline.

**PRINT SPECIFICATIONS****Color Settings:**

- CMYK
- SWOP Newsprint
- 240-280% Total Ink Density
- GCR - Heavy Black Generation
- 7-15% Dot Gain
- 3% highlights, 98% shadows
- Please avoid using Rich Black (4 color black)

**Gray Bar:**

Our standard gray bar is:

- 26% Cyan • 20% Magenta • 15% Yellow

**Halftone Art:**

Photographs or halftones with high contrast and a wide tonal range reproduce best. Subjects should contrast with adjacent areas by 25%: shadows should be 98% and highlights 3%.

**Line Art**

- Lines (and the space between lines) should be at least .6 point.
- A photocopier can be used to check questionable areas.

**Line Screen:** 120 lpi (lines per inch).

**Printing Method:** Offset web press.

**Reverse Type:** Reverse type should be at least 7 pt. (bold) or 9 pt. (regular).

**Scanning:**

- 240-300 dpi (dots per inch)
- Images should be scanned as close to final reproduction size as possible. Restrict scaling to no more than 20%.

**Size of ad:** The quality of reproduction may be diminished if resizing is required. Please verify column widths.

**Digital Ad Transfer (DAT) Group:**

**(402) 444-3137**

**(402) 444-3134**

Hours: M-F 8 a.m. - 6 p.m. CST