

Omaha World-Herald

# Classifieds

2016 Advertising Rates & Data



**Omaha World-Herald**

Omaha.com

A Berkshire Hathaway Company

## Contact Information

**Debbie Cavalier**.....(402) 444-1448  
Homes Sales Manager

**Larry Etienne** ..... (402) 444-1408  
Director of Local Sales Automotive, Jobs, Real Estate  
larry.etienne@owh.com

**Keely Byars** .....(402) 444-1110  
Vice President of Advertising  
keely.byars@owh.com

**Robbie Moffett**.....(402) 444-1417  
Manager of Consumer Classifieds

**Classified Advertising**.....(402) 342-6633  
(800) 694-5455

**Fax**.....(402) 444-1274  
(800) 792-1199

**Digital Ad Transfer Services** .....(402) 444-1222  
Homes@owh.com

**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 anytime, 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. Classified 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 a Classified 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.

**NON-CONTRACT RATES**

4 line minimum • No change in copy permitted.  
 Rates are per line per day, and must be consecutive days for incolumn, and per inch perday for display.

**Incolumn Open Rate:**

- 1 Day** ..... \$6.50 per line
- 3 Days** ..... \$5.50 per line per day
- 7 Days** ..... \$4.50 per line per day
- 14 Days** ..... \$4.00 per line per day

**Display Open Rate:**

- Daily** ..... \$96.70 per column inch
- Sunday** ..... \$122.47 per column inch

**DOLLAR VOLUME CONTRACT PLANS (NON-EMPLOYMENT)**

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.

<b>Contract Level</b>	<b>In-column Daily</b>	<b>In-column Sunday</b>	<b>Display Daily</b>	<b>Display Sunday</b>
\$2,500	\$5.79	\$7.19	\$85.92	\$106.59
\$5,000	\$4.57	\$5.51	\$67.72	\$81.75
\$7,500	\$4.34	\$5.29	\$64.32	\$78.52
\$15,000	\$4.25	\$5.13	\$63.00	\$76.04
\$30,000	\$4.20	\$5.09	\$62.33	\$75.43
\$50,000	\$4.08	\$4.95	\$60.47	\$73.42
\$100,000	\$4.01	\$4.87	\$59.50	\$72.19

**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.

**See the Jobs rate card for Employment rates  
 and the Homes rate card for Real Estate rates.**

## DEATH, IN MEMORIAMS

**Monday through Saturday..... \$4.82/line/day**  
**Sunday rate ..... \$5.71/line**

All obituaries that are printed in the paper are hosted indefinitely on our website at Omaha.com for a flat fee of \$20.00

To access the obituary/in-memoriam submission form, please go to <http://www.omaha.com/obits/> and click the "Submit" button. You may also call 402-444-1286 to speak with a member of the Obituary Staff.

## POLITICAL

**Cash with order, earned rates.**

## FOOD EXPRESS MARKETPLACE

Wednesday nonsubscriber product.

**Each line - \$1.60**

## COLOR RATES

Double truck advertising is 21 columns including the 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. Sunday rates apply on Thanksgiving Day.

## 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

**Re-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.

**Art & Design Services for World-Herald Ads.**

\$10 minimum charge. . . . . **\$45/hour**

**Art & Design Services for Non-World-Herald Products.**

One-hour minimum . . . . . **\$65/hour**

**Box Number . . . . . \$110/each new ad**

Available for advertisers who desire written responses to ads sent to the newspaper and then forwarded to another address. Additional box charge required for renewals, duplicates and multiple ads.

**Electronic Services.**

Every effort will be made to accommodate 3rd party delivery requests, following customer approval.

Digital delivery of a file to 3rd party . . . . . **\$35/destination**

## Classified Features

### Autos

An advertorial section published every Saturday with news of interest to the prospective auto purchaser and auto enthusiast.

### Homes

An advertorial section published every Sunday. Contains real estate news plus real estate and rental advertising.

### Home Guide

An advertorial section published every Friday. Contains real estate news plus real estate and rental advertising.

### OWHJobs.com

An advertorial section published every Sunday containing all recruitment advertising in addition to editorial content.

### Classifieds Online through Omaha.com

Increase your reach and place your ad on the Classifieds online located on omaha.com.

## SIZE SPECIFICATIONS

- Minimum size Classified 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.
- Classified 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.
- Advertising is measured in 1/4 inch increments. Any measurement between quarters is billed to the next quarter inch.

## CLASSIFIEDS MECHANICAL MEASUREMENTS

### Offset Printing Method

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

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

### NOTE:

- Holiday deadlines will be advanced.
- Ads requiring layout, typing and art work by World-Herald personnel must be submitted early enough to accomplish this work prior to deadlines.

## DEADLINES

## Classified Deadlines

Day Ad Is To Run	Proof Ads - W-H Prep					IN-COLUMN ADS	
	Copy In	Proof Out	Corrections In	No Proof Ads & Space Reservation	Electronic Files Ad In	Incolumn Deadlines	
Monday	Thursday, Noon	Friday, 10 am	Friday, Noon	Friday, 10 am	Friday, 10 am	Saturday, 11 am	
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	

**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

**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