

KEYA PAHA COUNTY, NEBRASKA Springview Herald



About us

The Springview Herald is a rural community newspaper located in the heart of Keya Paha County, nestled in Springview, Nebraska. It is our mission to provide thorough, credible, and up-to-date information that local and area residents want to know. It is our goal to publish stories that interest our local and out of area customers in the North Central Nebraska and South Central South Dakota area. The Springview Herald has proudly been publishing the news since 1886, providing us years of committed readers and followers.

Advertising your business in the Springview Herald continues to be an economical, effective means of reaching potential customers and keeping their business in the local area. We are always grateful for the opportunity to meet new customers and for the working relationships we have with so many of our faithful clients. Our goal is to promote and attract OUR readers to YOUR business. We circulate nearly 700 papers each week and consider our "local trade area" to be Springview and the surrounding communities of Long Pine, Valentine, Ainsworth, Bassett, Winner, Burke, and Gregory.

We are proud members of the Springview community, and are long-standing members of the Nebraska Press Association and the National Newspaper Association. Our editor currently serves as a member of the Nebraska Press Association State Board and also serves on multiple sub-committees.

The Springview Herald would appreciate your readership and your business, and as an added bonus we will offer advertisers a 5% discount on ads you run every other week with a year commitment, or 10% discount if you run your ad each week for a year (discount available on 2x4 or larger ads). Contact us today for a quote!

Contact us

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SUBSCRIPTIONS:

Local (including Keya Paha & adjoining counties) ... \$30/year
Out of Area.....\$35/year
Student (school year).....\$23/year
E-Edition (on-line)\$30/year

DEADLINE:

Monday at 12:00 Noon

PUBLICATION SPECIFICATIONS:

Published weekly on Wednesday
Mechanical, tabloid 5 columns x 13 in. long

Our rates

Display Ad	\$5.25 per column inch	
Classified Line Ad.....	\$0.25/word with a \$5 min.	
Signature Ad.....	\$9.00	
School Directory (school months).....	\$8.50	
Business Directory.....	\$5.25 per column inch	
Church Directory.....	\$4.00	
Rack Sales	\$0.75	
Inserts.....	650 Circulation / Price x 650	
1-2 page	\$100 minimum 8 pages	\$0.64
4 pages.....	\$0.32 10 pages	\$0.80
6 pages.....	\$0.48 12 pages	\$0.96

Maximum insert size is 7x11 inches

Folding charge applied if inserts exceed these limits

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Display ad rates & sizes

Rates

1 COLUMN WIDTH

1X2.....	10.50	1x2 - \$10.50
1X2.5.....	13.13	
1X3.....	15.75	1x2.5 - \$13.13
1X3.5.....	18.38	
1X4.....	21.00	
1X4.5.....	23.63	1x3 - \$15.75
1X5.....	26.25	
1X5.5.....	28.88	
1X6.....	31.50	
4 COLUMN WIDTH		1x4 - \$21.00
4X2.....	42.00	
4X2.5.....	52.50	
4X3.....	63.00	
4X3.5.....	73.50	
4X4.....	84.00	
4X4.5.....	94.50	1x5 - \$26.25
4X5.....	105.00	
5 COLUMN WIDTH		
5X2.....	52.50	
5X2.5.....	65.63	
5X3.....	78.75	
5X3.5.....	91.88	
5X4.....	105.00	
5X4.5.....	118.13	
5X5.....	131.25	1x6 - \$31.50

2 COLUMN WIDTH

2x2.....	\$21.00	2x2 - \$21.00
2x2.5.....	\$26.25	
2x3.....	\$31.50	2x2.5 - \$26.25
2x3.5.....	\$36.75	
2x4.....	\$42.00	
2x4.5.....	\$47.25	2x3 - \$31.50
2x5.....	\$52.50	
2x5.5.....	\$57.75	
2x6.....	\$63.00	
2 COLUMN WIDTH		2x4 - \$42.00
2X2.....	21.00	
2X2.5.....	26.25	
2X3.....	31.50	
2X3.5.....	36.75	
2X4.....	42.00	
2X4.5.....	47.25	2x5 - \$52.50
2X5.....	52.50	
2X5.5.....	57.75	
2X6.....	63.00	
		2x6 - \$63.00

3 COLUMN WIDTH

3X2.....	31.50	
3X2.5.....	39.38	
3X3.....	47.25	
3X3.5.....	55.13	
3X4.....	63.00	
3X4.5.....	70.88	
3X5.....	78.75	
		3x2 - \$31.50

OTHER SIZES
 1/4 page (2x6.5) 68.25
 1/2 page (5x6.5) 150.00
 Full page (5x12.5)..... 290.00
 (Discounted price for half & full page)