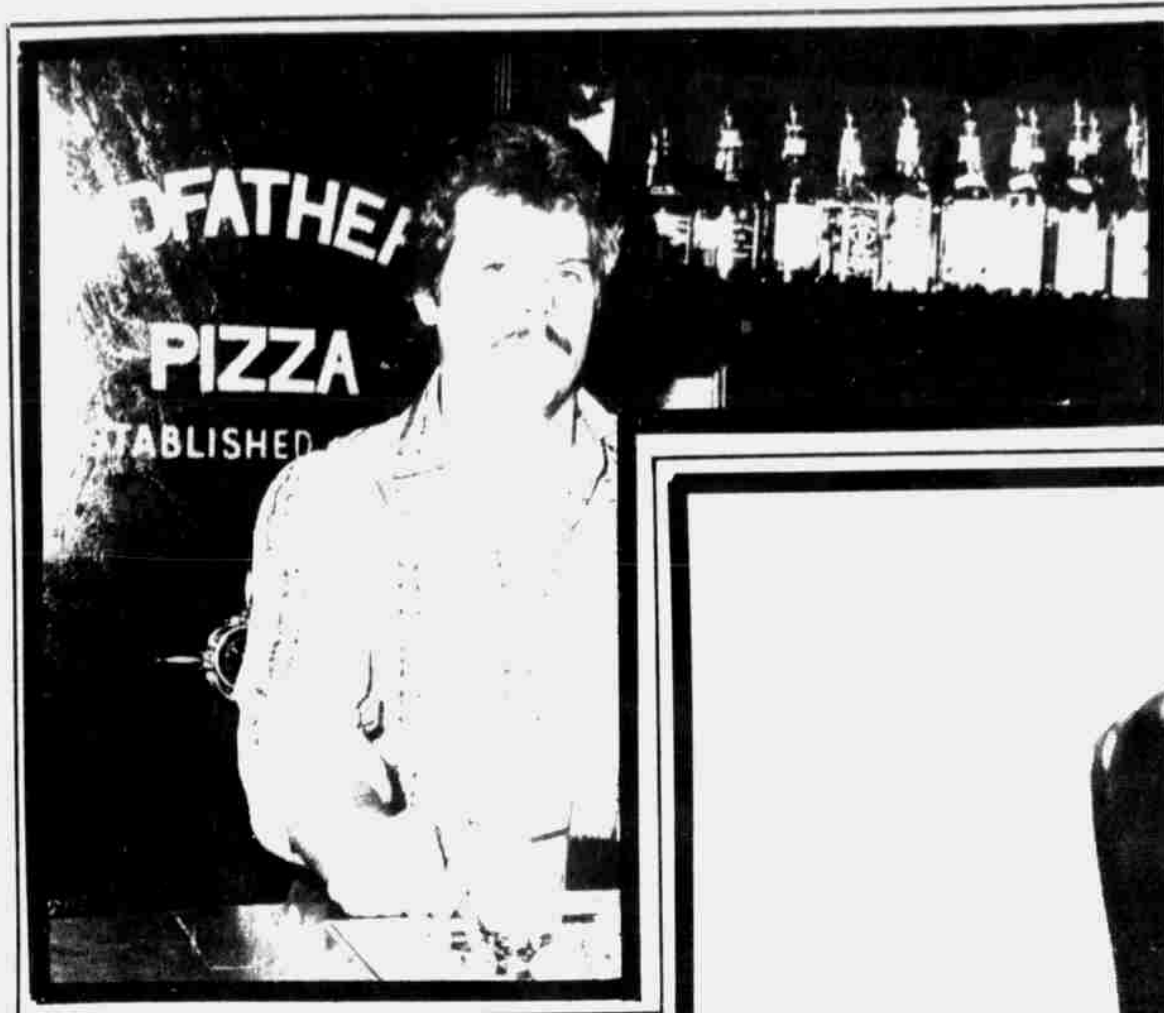


Lincoln professionals are quickly discovering the Daily Nebraskan as "the best advertising buy in town."

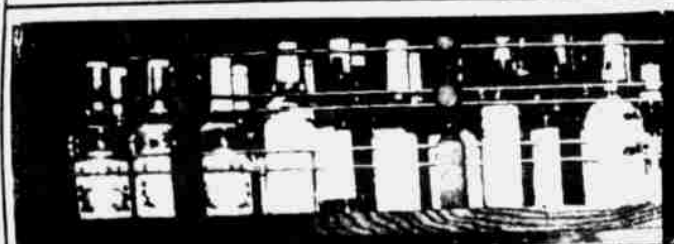
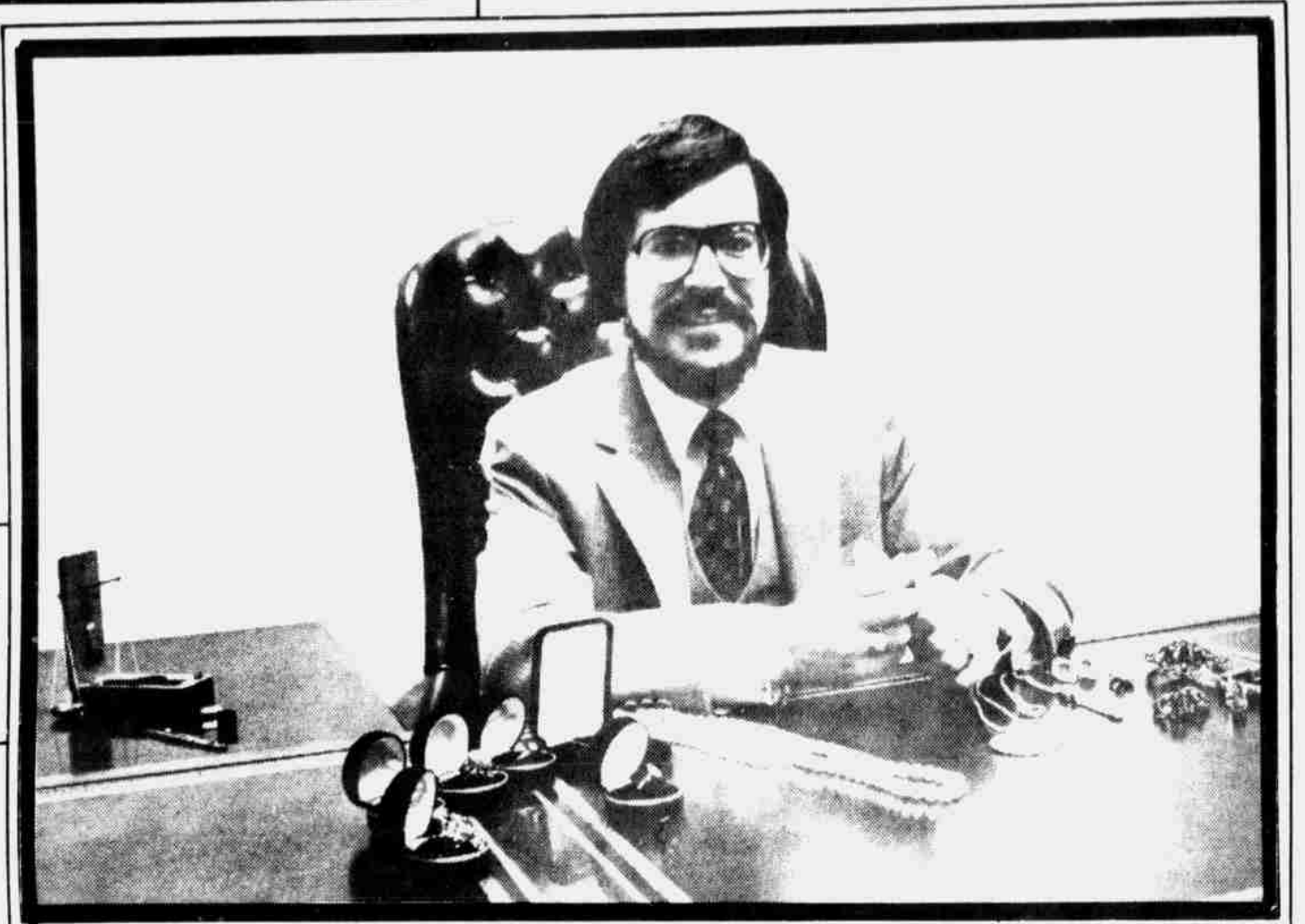


"We've advertised in the Yellow Pages, and we've done some billboard advertising, but we have a limited budget and we get the best response with the Daily Nebraskan." -John Tavlin, Nebraska Diamond

"The Daily Nebraskan is an effective way to reach an affluent market with a disposable income." -Jerry Loos, Nebraska Bookstore

"The money I spend on advertising is spent better with the Daily Nebraskan than with any other paper."

-Sandi Wight, Atrium Merle Norman



"I can run the same ad on the same day in the same size in both the Daily Nebraskan and in the Lincoln Journal and I consistently get 50 to 75 percent more response with the Daily Nebraskan."

-Sandi Wight, Atrium Merle Norman

"The circulation that the Daily Nebraskan has really helps create an awareness that we're here." -Jan Long, Chesterfield's

"The ads I get with the Daily Nebraskan staff are much more creative than the Lincoln Journal. As a matter of fact, I've been using ads that come out of the Daily Nebraskan in York and in the Journal Star."

-Sandi Wight, Atrium Merle Norman

"Our cost per thousand is much better with the Daily Nebraskan than in the Lincoln Journal."

-Mike Jellison, Godfather's



daily nebraskan

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