

Local Accounts—Local advertising rates apply only to advertisers who meet one of the following requirements:

1. An advertiser in Nebraska.
2. An advertiser with a local outlet which pays for the advertising space.
3. An advertiser which has an outlet in Lincoln.

Agency Discount—All recognized advertising agencies are eligible for a 15% discount on rates contingent upon camera ready art. Contract rates are non-commissionable — NO 2% DISCOUNT IS ALLOWED.

20% Discount—A 20% discount is offered to any advertiser that repeats an ad that appears on a Wednesday, Thursday or Friday and runs it on the following Monday or Tuesday. This discount does not apply to those receiving special rates. Recognized advertising agencies will receive a 20% discount off of the open rate.

DEADLINES

Proofs are supplied when requested only on ads 15 column inches or larger.

Double truck notices must be received 48 hours before the above deadlines.

Cancellations—All cancellations must be in writing and received before regular advertising insertion deadlines. All cancelled advertising will be subject to compositional charges incurred prior to cancellation.