



2026 NORFOLK AREA SHOPPER advertising rates

“A Five Generation
Publication.”

ARE YOU HEARING YOUR BEST?

- DO YOU FREQUENTLY ASK PEOPLE TO REPEAT THEMSELVES?
- DO YOU HAVE DIFFICULTY HEARING THE TELEVISION OR ON THE PHONE?
- DO YOU HEAR RINGING IN YOUR EARS?
- HAS IT BEEN MORE THAN 12 MONTHS SINCE YOUR LAST HEARING TEST?

If you're checked two or more boxes, you may be one of millions of Americans who suffer from mild to moderate hearing loss. Let us determine if it's hearing loss or just earwax that is causing your difficulty!

**APPOINTMENTS ARE LIMITED - DON'T WAIT!
September 15th - September 19th**

CALL 1-888-387-3068 TODAY!

NORFOLK
Meadows Plaza
2108 Taylor Avenue, Suite 300
meoffer.me/norfolk

OMAHA
Maple Creek Plaza
16236 Evars Plaza
meoffer.me/omaha

Special Event Only Offers

\$20 GIFT CARD FREE: \$20 After your FREE Hearing Test

MESELECT* ONLY \$595
Save on a Custom Hearing Aid!

Miracle-Ear
Flexible Financing Available
Most Insurance Plans Accepted

CODE: MBS82061

AMERICAN LEGACY LAND CO.
AmericanLegacyLandCo.com

Some legacies are built on land. Let's grow yours!

Ben Fritsch Sales Agent 402-649-7030	Chet Ziemba Sales Agent 308-548-8845	Hunter Fritsch Sales Agent 402-649-9097	Adam Spitz Sales Agent 402-276-6416	Robbie Fritsch Sales Agent 402-741-2964
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If you're thinking of buying, selling, or auctioning a farm, ranch, hunting or recreational ground, we have the network, knowledge and resources to find the perfect property or attract the ideal buyer.

WHAT WE OFFER:

- Traditional listings
- Expansive market distribution
- Top tier professional video/photography
- Auctions
- A team of committed, knowledgeable agents
- Consultants to assist with property improvements

COMMITTED. DETERMINED. TRUSTED

Norfolk Area Shopper

Albion ADvisor

The Norfolk Area SHOPPER

www.norfolkareashopper.com

READERSHIP

95.4% of the respondents in the Norfolk Area Shopper delivery zones receive the publication regularly.

67.2% of the papers received are read regularly.

With an average of 1,825 readers per paper, that means over 49,364 adults regularly read their Norfolk Area Shopper.

BUYING POWER

HOUSEHOLD INCOME	THE MARKET	NAS READERS
\$25,000 - \$49,999	27%	25%
\$50,000 - \$74,999	20%	19%
\$75,000 - \$99,999	14%	22%
Over \$100,000	15%	28%

BUYING AGE

GROUP	THE MARKET	NAS READERS
18 - 24	14%	1%
25 - 34	15%	7%
35 - 44	13%	12%
45 - 54	19%	23%
55 & Over	39%	58%

NAS READERS ARE BIG SPENDERS

In The Next 12 Months, Norfolk Area Shopper Readers....

- 24% Plan to purchase an Automobile (new & preowned)
- 38% Plan to purchase Furniture, Home Furnishings, Flooring
- 24% Plan to purchase / Upgrade Cellular Phones
- 12% Plan to purchase Carpet or Flooring
- 61% Plan to purchase Women's Apparel
- 10% Plan to purchase Art & Craft Supplies
- 40% Plan to purchase Lawn & Garden Supplies
- 32% Plan to purchase Auto Accessories
- 82% Plan to Dine Out / Use Entertainment Services

The Norfolk Area Shopper Mission - To apply the highest standards of excellence to the selling, producing, and delivery of our advertising for our advertisers. Develop enthusiastically satisfied customers all of the time. Contribute positively to our communities and our environment. Recognize that profitability is essential to our future success.

EDUCATED

HIGHEST LEVEL OF EDUCATION	THE MARKET	NAS READERS
Graduated High School	35%	35%
Some College	31%	35%
Graduated College	24%	15%
Completed Post Graduate	6%	10%

BUYING DECISIONS

63.7% of the readers frequently purchase products or services from ads seen in their Norfolk Area Shopper.

39% of Norfolk Area Shoppers are kept 3 or more days before discarding.

CIRCULATION

26,704 Norfolk Area Shoppers are delivered on Wednesday EVERY week.

7,416 bagged and home delivered each week.
19,288 mailed to homes each week.

615 delivered to racks in stores, convenience stores & hotels.

NAS READERS USE YOUR SERVICES

In The Next 12 Months, Norfolk Area Shopper Readers....

- 36% Plan to use a Pharmacist / Prescription Service
- 17% Plan to use Legal Gambling Entertainment
- 9% Plan to use A/C - Heating Services
- 30% Plan to use Cleaning Services
- 19% Plan to use Lawn Care Services
- 23% Plan to use a Financial Advisor / Planner
- 19% Plan to use a Health Club

This information was provided through an audit/readership studies performed by the Circulation Verification Council (CVC), independent of The Norfolk Area Shopper. The audit was performed 10/01/23 through 3/31/24. Interviews with residents in the primary market area provide a accuracy level of +/- 4%



The Norfolk Area **SHOPPER**

406 West Norfolk Avenue • Norfolk, NE 68701

P.O. Box 1266 • Norfolk, NE 68702-1266

E-Mail: ads@norfolkareashopper.com • Website: www.norfolkareashopper.com

79% Direct Mail

Published weekly every Wednesday. Distributed to 34 communities in a 10-county area.

(402)379-4100

Fax: (402)379-1289

2026

DISPLAY AD RATES

RATE	COLOR CHARGE	ANNUAL CONTRACT RATES
\$12.97 per column inch	One Color..... \$125 Over 52 Weeks..... \$70* Two Colors..... \$175 Process Color..... \$225 <small>*Excludes front and back page color price.</small>	0-250 \$13.17 pci 251-600 \$12.97 pci 601-1500 \$12.86 pci 1501-2000 \$12.45 pci 2001-3500 \$11.28 pci 3501-5000 \$10.81 pci <small>*Any discounted or special promotions do not apply to yearly contracts. Additional contracts available for larger bulk commitments.</small>

• **Open Rate \$13.63** per column inch

• **Non-Profit Rate \$9.00** per column inch (must show non-profit I.D.)

FRONT PAGE	BACK PAGE	BUSINESS BUILDERS
\$1725 <small>(includes process color)</small>	\$1045 <small>(includes process color)</small>	6 Time Insertion \$10.76 per column inch* 13 Time Insertion \$10.61 per column inch* 26 Time Insertion \$9.99 per column inch* 52 Time Insertion \$9.23 per column inch* <small>*Ad will run with no copy changes and will run consecutively</small>

CLASSIFIED AD RATES

CLASSIFIED RATE	COMBO - REACH OVER 43,500 HOMES!	
\$13.50 <small>Reach Over 26,000 Homes</small> Up to 20 Words <small>*75¢ per word thereafter. Prepayment required. Includes charge to appear on www.norfolkareashopper.com and www.mw-ads.com</small>	Norfolk Area Shopper Norfolk, NE Over 26,204 Circulation The Advisor Albion & O'Neill, NE Over 17,353 Circulation	Up to 20 Words \$20⁰⁰ For each additional word.....\$1.35 Bold Type.....\$1.00 Additional

INSERT RATES - Per 1000 (2000 Minimum Quantity)

Ask Your Sales Consultant For A Quote.

GENERAL INFORMATION - NORFOLK

DEADLINES	MECHANICAL SPECIFICATIONS	AGENCY COMMISSION																												
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Display Friday 5 pm</td> <td style="width: 33%;">Display w/Color Friday Noon</td> <td style="width: 33%;">Classified Monday 3 pm</td> <td style="width: 33%;">Inserts Thursday Noon</td> </tr> </table>	Display Friday 5 pm	Display w/Color Friday Noon	Classified Monday 3 pm	Inserts Thursday Noon	<p style="text-align: center;">There are 7 columns per page • Full page depth is 16"</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 12.5%;">Col.</td> <td style="width: 12.5%;">1</td> <td style="width: 12.5%;">2</td> <td style="width: 12.5%;">3</td> <td style="width: 12.5%;">4</td> <td style="width: 12.5%;">5</td> <td style="width: 12.5%;">6</td> <td style="width: 12.5%;">7</td> </tr> <tr> <td>Picas</td> <td>8</td> <td>17</td> <td>26</td> <td>35</td> <td>44</td> <td>53</td> <td>62</td> </tr> <tr> <td>In.</td> <td>1.33</td> <td>2.83</td> <td>4.33</td> <td>5.83</td> <td>7.33</td> <td>8.83</td> <td>10.33</td> </tr> </table>	Col.	1	2	3	4	5	6	7	Picas	8	17	26	35	44	53	62	In.	1.33	2.83	4.33	5.83	7.33	8.83	10.33	Ad agencies and print brokerage services are not eligible for commission discounts, as all rates are quoted net to The Norfolk Area Shopper.
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In.	1.33	2.83	4.33	5.83	7.33	8.83	10.33																							

CREDIT POLICY AND TERMS	It is the policy of this company to require pre-payment on all advertising. After sufficient credit has been established, a credit limit will be issued. This policy is strictly enforced and extends to all customers. Accounts are due and payable by the 15th of the month. Accounts not paid within 30 days from the date of statement are considered in arrears and will be charged 1.5% per month. Accounts over 90 days will be on a cash basis.
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A mandatory charge to appear on the Norfolk Area Shopper's website will be added to all of the above rates. For display ads 56" and larger, the charge is \$5.00. For display ads less than 56", the charge is \$3.65.

NORFOLK AREA SHOPPER 2026 INSERT ADVERTISING RATES

PREPRINTED INSERTS

- All rates listed are cost per thousand.
- Zoning of inserted material available.
- All inserts must be received six days prior to publication date.
- All materials must be delivered in uniform bundles, boxes or skids.
- Maximum sizing: 8 1/2" x 11 1/2".
Larger inserts must be quarter folded.

Insert Size	Rate per 1000
2 Tab/Card	\$72.47
4 Tab/ 2 Std.	\$76.88
8 Tab/ 4 Std.	\$82.35
12 Tab/ 6 Std.	\$96.63
16 Tab/ 8 Std.	\$98.82

Frequency Discounts Available
*Mail may be Extra

DELIVERY ADDRESS: 525 Norfolk Avenue, Norfolk, NE 68701

CUSTOM INSERTS

Let the professional staff of the Norfolk Area Shopper design, print and distribute your print advertising. The convenience and affordability of partnering with one company will allow you to enjoy the full benefit of print advertising.

- All pricing custom quoted. ~Single ~ Tri-Folds ~ Stickers ~ Post Cards ~ Multi Page ~ Magazines ~ Direct Mail
- Frequency discounts available.
- Zoning of inserted material available. Full routes required.
- Quotes include design, printing & insertion.
- Copy Deadline: 16 days prior to the publication.
- Paper: 70 lb. white offset or variable weight gloss.
- Colors: 1 or 2 spot, process.
- Sides: 1 or 2.



Call: 402-379-4100 • Fax: 402-379-1289

Email: ads@norfolkareashopper.com • Website: www.norfolkareashopper.com

NORFOLK AREA SHOPPER SPECIALTY PUBLICATIONS

Norfolk Area Shopper offers a broad selection of themed publications and promotions throughout the year that help you target specific advertising markets. Your marketing representative will provide you with the special rates and deadline requirements for each event.

Specialty Publications

- Bridal Guide
- Spring Home & Garden Guide
- Summer Fun
- College Guide
- Watering Hole / Sip, Shop & Dine
- Medical Guide
- Agricultural Guide
- Agricultural Coloring Book
- Hunting & Fishing Guide
- Christmas Coloring Book
- Holiday Song Book
- And Many More



SPECIALTY PAGES
A VARIETY
THROUGHOUT
THE YEAR

Call: 402-379-4100 • Fax: 402-379-1289
 Email: ads@norfolkareashopper.com • Website: www.norfolkareashopper.com

THE ADvisor

Albion, NE 68620

Published & Mailed Every Tuesday

www.albiononeilladvisor.com • 402-379-4100

2026

DISPLAY AD RATES

RATE	COLOR CHARGE	ANNUAL CONTRACT RATES
\$12.65 per column inch	One Color..... \$125	0-250 \$12.97 pci
	Two Colors..... \$175	251-600 \$12.65 pci
	Process Color..... \$225	601-1500 \$12.30 pci
	<small>*Excludes front and back page color price.</small>	1501-2000 \$12.04 pci
		2001-3500 \$11.84 pci
		3501-5000 \$11.22 pci
		<small>*Any discounted or special promotions do not apply to yearly contracts. Additional contracts available for larger bulk commitments.</small>

• Open Rate \$12.97 per column inch

• Non-Profit Rate \$9.00 per column inch (must show non-profit I.D.)

FRONT PAGE	BACK PAGE	BUSINESS BUILDERS
\$1165 (includes process color)	\$900 (includes process color)	6 Time Insertion \$10.66 per column inch* 13 Time Insertion \$10.35 per column inch* 26 Time Insertion \$9.33 per column inch* 52 Time Insertion \$9.17 per column inch* <small>*Ad will run with no copy changes and will run consecutively</small>

CLASSIFIED RATE COMBO - REACH OVER 43,500 HOMES!

\$975
Up to 35 Words
35¢ per word thereafter
All ads must be pre-paid.

Includes charge to appear on
advisorne.com
and www.mw-ads.com

Norfolk Area Shopper
Norfolk, NE
Over 26,204 Circulation
The Advisor
Albion & O'Neill, NE
Over 17,353 Circulation

Up to 20 Words
\$20⁰⁰
For each additional word.....\$1.35
Bold Type.....\$1.00 Additional

INSERT RATES - Per 1000 (2000 Minimum Quantity)

Ask Your Sales Consultant for a Quote.

GENERAL INFORMATION - ALBION

DEADLINES

Display Thursday 5 pm	Classified Thursday 3 pm	Inserts Thursday 12 Noon
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MECHANICAL SPECIFICATIONS

There are 7 columns per page • Full page depth is 16"

Col.	1	2	3	4	5	6	7
Picas	8	17	26	35	44	53	62
In.	1.33	2.83	4.33	5.83	7.33	8.83	10.33

AGENCY COMMISSION

Ad agencies and print brokerage services are not eligible for commission discounts, as all rates are quoted net to The ADvisor.

CREDIT POLICY AND TERMS

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SOCIAL MEDIA VS. PRINT

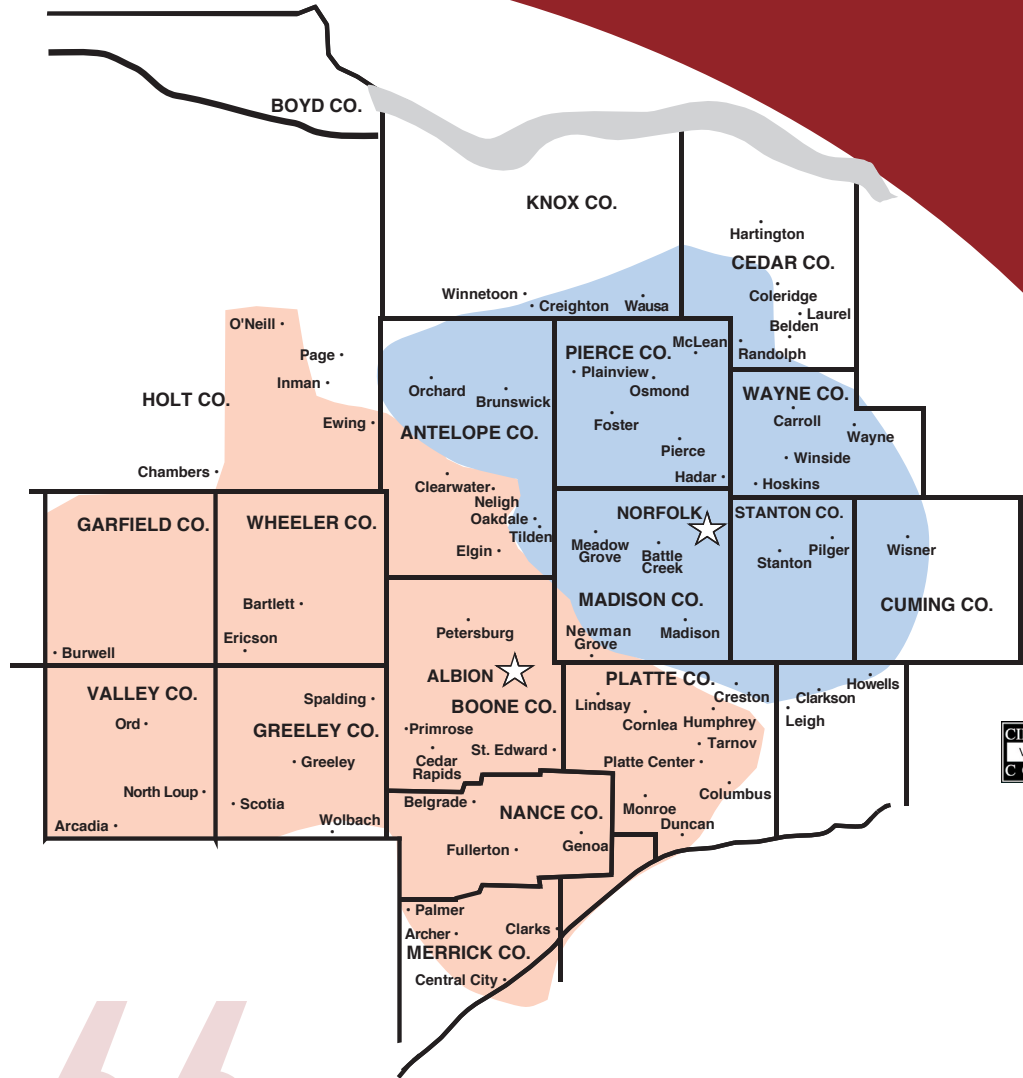
- Almost 50% of the population does not participate in social media.
- People use social media as a mini escape from the stress and tedium of ordinary life. Most people access it to stay in touch with friends and relatives.
- Digital Marketing Research found that 57% of businesses that have Facebook to promote their business report that, “they don’t think or don’t know if their posts made a difference in their sales volume.”
- Even the top brands on Facebook are reaching only 2% of their fans and that only .07% actually interact with each post.
- A local paper reaches both their current customers, reinforcing that relationship, and new prospects, introducing them to the business.
- The obvious advantage of a community paper, both in print and in an online format, is that it reaches a larger market and is the best use of your advertising budget while not be limited to only reaching current customers of your business.
- While the use of social media will continue to grow, it is not permanent. Local print stays in the home for an average of seven days where readers can refer back to and will continue to be an advertiser’s best means to attract customers to their business.

Reach A Combined Circulation Of Over 43,500 Homes



402-379-4100
Email: ads@norfolkareashopper.com

Battle Creek	68715	683
Beemer	68716	50
Belden	68717	86
Brunswick	68720	155
Carroll	68723	235
Clarkson	68629	581
Clearwater	68726	35
Coleridge	68727	350
Creighton	68729	836
Elgin	68636	25
Ewing	68735	25
Hadar	68738	27
Hartington	68739	25
Hoskins	68740	343
Howells	68641	488
Humphrey	68642	25
Leigh	68643	25
Madison	68748	1,165
Meadow Grove	68752	341
Neligh	68756	50
Newman Grove	68758	25
Norfolk	68701	12,497
Oakdale	68761	187
Orchard	68764	359
Osmond	68765	664
Petersburg	68652	25
Pierce	68767	1,449
Pilger	68768	253
Plainview	68769	834
Randolph	68771	670
Stanton	68779	1,007
Tilden	68781	674
Wausa	68786	472
Wayne	68787	2,040
Winside	68790	312
Wisner	68791	870



402-379-4100

Email: albionadvisor@norfolkareashopper.com

Albion	68620	1,317
Arcadia	68815	281
Bartlett	68622	170
Belgrade	68623	132
Burwell	68823	1,047
Cedar Rapids	68627	314
Central City	68826	1,771
Clarks	68628	401
Clearwater	68726	341
Elgin	68636	595
Ericson	68637	177
Ewing	68735	397
Fullerton	68638	820
Genoa	68640	669
Greeley	68842	289
Humphrey	68642	759
Lindsay	68644	325
Monroe	68647	279
Neligh	68756	577
Newman Grove	68758	510
North Loup	68859	250
O'Neill	68763	2,352
Ord	68862	1,479
Palmer	68864	519
Petersburg	68652	338
Primrose	68655	74
Saint Edward	68660	472
Scotia	68875	251
Silver Creek	68663	313
Spalding	68665	387

“That Represents Over
112,500
Potential Readers!

NOW 79% Direct Mail!