

2026 ALBION ADVISOR advertising rates

A Five Generation Publication.

CARRIERS NEEDED! Check Out Our **RECRUITING BONUS TODAY!**

Shopper The Norfolk Area

400 West Norfolk Avenue, Norfolk, NE 68701 • 1-800-645-6100 • www.shoppermag.com • Wednesday, September 3, 2025 • Volume 14 • 35

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've 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 difficulties!

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 Events Only Offers

\$20 GIFT CARD After your FREE Hearing Test

FREE \$20 Gift Card 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

ALBION ADVISOR O'NEILL

www.albionadvisor.com

400 West Norfolk Avenue, Norfolk, NE 68701 • 1-800-645-6100 • www.albionadvisor.com • Tuesday, September 23, 2025 • Vol 3 No 38

AMERICAN LEGACY LAND CO.
AmericanLegacyLandCo.com

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

Ben Frisch Land Agent 402-649-7030	Chet Ziemba Land Agent 308-548-8845	Hunter Frisch Land Agent 402-649-9097	Adam Spitz Land Agent 402-276-6416	Robbie Frisch Land 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

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
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\$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*

*Ad will run with no copy changes and will run consecutively

CLASSIFIED RATE	COMBO - REACH OVER 43,500 HOMES!
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\$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			MECHANICAL SPECIFICATIONS							AGENCY COMMISSION	
Display Thursday 5 pm	Classified Thursday 3 pm	Inserts Thursday 12 Noon	There are 7 columns per page • Full page depth is 16"							Ad agencies and print brokerage services are not eligible for commission discounts, as all rates are quoted net to The ADvisor.	
			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

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.

A mandatory charge to appear on the Norfolk Area Shopper's and the Advisor's website will be added to all of the above rates. For display ads 56" and larger, the charge is \$3.10. For display ads less than 56", the charge is \$2.55.

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.

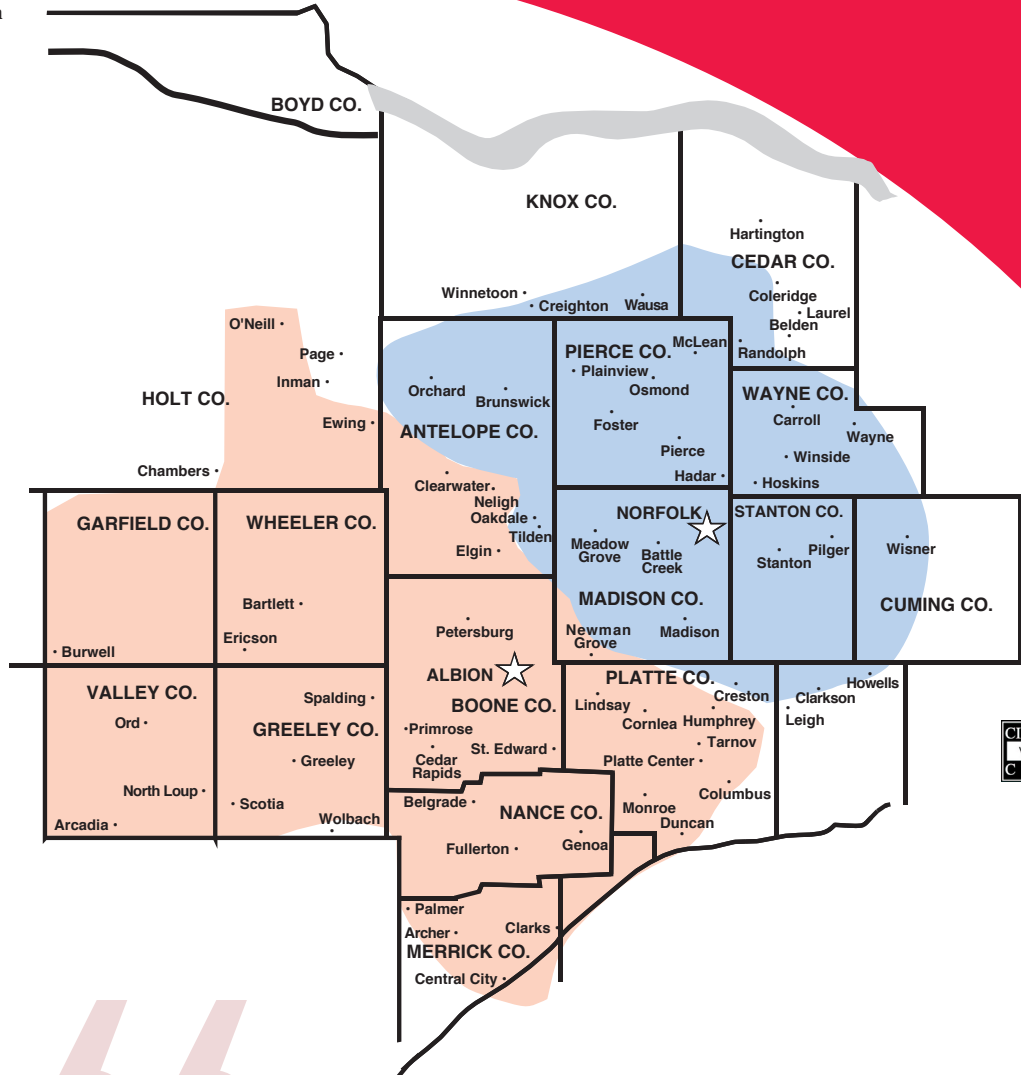
Reach A Combined Circulation Of Over 43,500 Homes



402-379-4100

Email: 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



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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



That Represents Over
112,500
Potential Readers!

NOW 79% Direct Mail!