

2011 Black & White Advertising Rates for the *Rural Electric Nebraskan*, published by the Nebraska Rural Electric Association (NREA) and distributed monthly to 68,000 rural households across Nebraska. Sample copies of the magazine are available at the NREA office, 1244 K Street, Lincoln, NE 68508.

<i>Frequency:</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>12x</i>
Full-page (7 $\frac{1}{2}$ x 9 $\frac{3}{4}$ )	\$1,067	\$1,024	\$989	\$940
Half-page (4 $\frac{7}{8}$ x 7 $\frac{1}{2}$ ) or (7 $\frac{1}{2}$ x 4 $\frac{3}{4}$ )	\$606	\$582	\$562	\$534
One-third page (4 $\frac{7}{8}$ x 4 $\frac{3}{4}$ ) or (2 $\frac{5}{16}$ x 9 $\frac{3}{4}$ )	\$449	\$431	\$416	\$395
One-fourth page (4 $\frac{7}{8}$ x 3 $\frac{3}{4}$ )	\$364	\$349	\$337	\$320
One-sixth page (2 $\frac{5}{16}$ x 4 $\frac{7}{8}$ )	\$263	\$252	\$243	\$231
Column inch (2 $\frac{5}{16}$ x 1)	\$56	\$54	\$52	\$50
<i>Cost for spot color --</i>	<i>\$175</i>			
<i>Cost for 4 colors -</i>	<i>1/6 page</i>	<i>\$250</i>		
	<i>1/4 page</i>	<i>\$300</i>		
	<i>1/3 page</i>	<i>\$350</i>		
	<i>1/2 page</i>	<i>\$400</i>		
	<i>full page</i>	<i>\$500</i>		

Deadlines: Insertion orders are due by the 25<sup>th</sup> day of the second month prior to publication. Ad copy is due by the 10<sup>th</sup> of the month prior to publication. See guidelines for electronic files.

For more information: contact Wayne Price, Editor, *Rural Electric Nebraskan*, P.O. Box 82048, Lincoln, NE 68501  
 Phone: (402) 475-4988; Fax (402) 475-0835; [wprice@nrea.org](mailto:wprice@nrea.org)

## **Electronic Files**

**Software:** Macintosh or PC platform. QuarkXPress, Photoshop, FreeHand and Illustrator files on 3-1/2" floppy, CD-ROM, Iomega Zip 100, 250 or compatible. [PC users (IBM platform): please send "EPS placeable" files with fonts embedded (made into paths).]

**E-mailed files:** Must conform to resolutions, etc., described below. Correct sizing and "stuffing" will minimize size of attachments. When stuffing, under File/Preferences, select "bin hex encoding." Please provide a proof.

**Fonts:** PostScript Type 1 or TrueType fonts. Include both screen and printer fonts.

**Background:** White or colored (not "none") so that *Rural Electric Nebraskan* special backgrounds do not show through.

**Color:** Submit files as CMYK only — no RGB or spot color.

**Resolution & file types:** Save color files as CMYK 300 dpi, EPS. Save grayscale with special effects such as clipping paths as 300 dpi, EPS. Save grayscale without special effects as 300 dpi, TIF. Save line art as TIF or BMP, 1000-1200 dpi. Do not use LZW compression.

**Linked files:** Include all linked images, including nested and embedded files. Place in Quark no larger than 125% or smaller than 75% of linked file. To meet these limits, linked file may need to be resized before placing in Quark.

**Production charges:** PC (IBM platform) unless built as described above, other non-compatible formats, film, and laser prints **will incur charges**. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having *Rural Electric Nebraskan* make the necessary alterations, which will be billed at cost.