

# The Old Market



## Old Market Directory 2018 Rates

- Old Market Directory is a pocket guide available to Omaha tourists, who now number over 11 million each year.
- The Directory is a great value, offering a press run of 100,000 copies.
- It is distributed free at hotels by the Omaha Convention & Visitors Bureau to tour groups and visitors, and at area stores and businesses.

Size	Rate	Dimensions	
Back Cover	\$3,050	Trim = 3.75" x 8.375" Bleed = .125" offset from trim Safe area = .25" inset from trim Full Page, No Bleed = 3.25" x 7.875"	
Inside Covers	\$2,810		
Full Page, Color	\$2,340	3.25" x 3.8438" (sq)      1.5" x 7.875" (vert)	
Full Page, B&W	\$1,990		
1/2 Page, Color	\$1,580	3.25" x 1.8281" (hrz)      1.5" x 3.8438" (vert)	
1/2 Page, B&W	\$1,350		
1/4 Page, Color	\$900	1.5" x 1.8281" (sq)      —n/a—	
1/4 Page, B&W	\$770		
1/8 Page, Color	\$480		
1/8 Page, B&W	\$410		

### Deadlines

Ad Space:	19-Feb-2018
Camera Ready Art:	28-Feb-2018
5% Prepay Discount, paid in full by:	28-Feb-2018
10% Late Payment Penalty after:	9-Apr-2018

### Hits the streets April 25th, in time for Berkshire Hathaway Stockholders Meeting and NCAA Men's College World Series

#### Payment

- Prepay Full Amount of \$\_\_\_\_\_ (5% discount if prepaid in full by 28-Feb-2017)
- Invoice three (3) payments of \$\_\_\_\_\_ (1/4 payment due upon contract)

Advertiser \_\_\_\_\_

Agency \_\_\_\_\_

Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**CONTRACT AGREEMENT:** By signing the authorization below, you agree to the terms and conditions of the contract.

**ALL ADVERTISING RATES ARE NET.**

**ORDER ERRORS:** Oral agreements will not be binding on the publisher. Agreements must be outlined and approved on contract. Orders containing incorrect rates will be considered clerical error only, and will be inserted and charged in compliance with rates and conditions shown on the rate card.

**PAYMENT LIABILITY:** Contract is binding and non-cancelable. Publisher may hold advertiser and its agency jointly and severally liable for all the sums due and payable to the publisher. All credit sales are due prior to publications going to press. Late payment penalty fees will be added to invoice if payment is not paid prior.

**PUBLISHER LIABILITY:** The liability of the publisher for any error or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by such an individual advertisement.

**ADVERTISEMENTS:** All ads produced by the publisher shall be and remain the property of the publisher. Advertiser authorizes publisher to utilize, modify and reproduce non publisher owned ads as submitted and directed by advertiser or its agency. Publisher reserves all rights on original materials printed in its publications.

**SPECIFICATIONS:** The Old Market Directory is produced computer-to-plate. All ad materials not produced by this publication must be submitted electronically: Pre-press Optimized .PDF (Preferred). For more details on artwork specs, please reference the Ad Spec section of the Omaha Magazine ad size PDF.