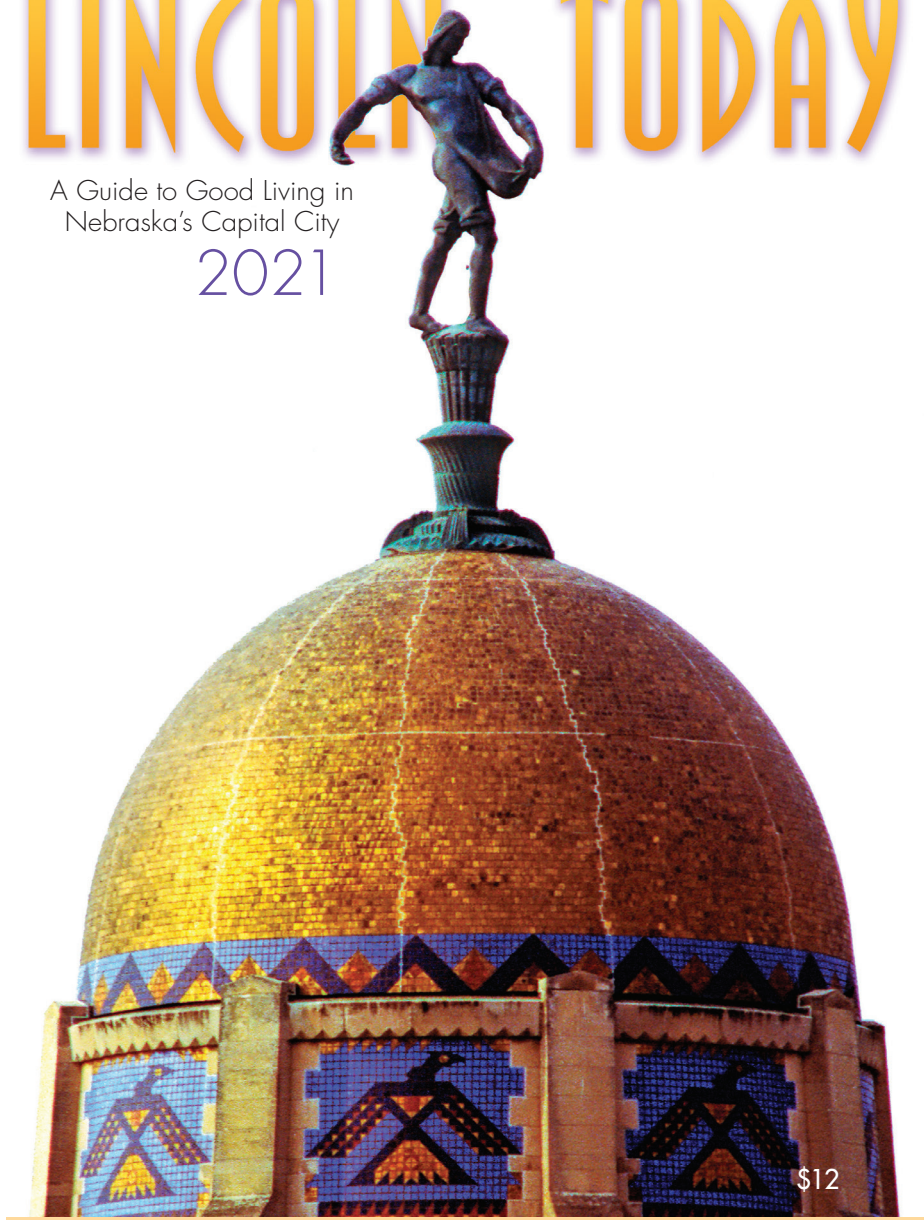


# LINCOLN TODAY

A Guide to Good Living in  
Nebraska's Capital City

2021



Advertising Rate Card **2022**  
[lincolntodaymagazine.com](http://lincolntodaymagazine.com)

*Lincoln Today* is the most prominent, comprehensive, and artfully designed publication dedicated to a positive, up-beat image of the city of Lincoln. While promoting high visibility for many of Lincoln's businesses, the publication features a host of general interest articles with lively color photographs that include the arts, sports, festivals, recreational activities, family activities, attractions, real estate, educational opportunities, the business climate, and historic attractions.

The basic theme of the publication, which has been in circulation for nearly **30 years**, includes what's happening around Lincoln—where to go and what to do. Classy personalized advertisements will be tastefully placed throughout the publication.

## The Reader Audience

---

Lincoln Today is distributed through book stores, gift shops, hotels, motels, hospitals, the Downtown Lincoln Association, Lincoln businesses, Lincoln realtors, Lincoln Convention and Visitors Bureau, and other relevant agencies. Established Lincolniters, visitors, and newcomers to the city will all find the guide book full of valuable information, while portraying Lincoln as a positive and stimulating place.

Though the print run of the magazine is 14,000 copies, over 500,000 people have access to the magazine every year.

If the publication sells out, a reprint will be made so that the book will be available through all outlets for a period of at least one year.

## Advertising Rates

---

Effective for Edition No. 29

Minimum size insertion for advertisers is  $\frac{1}{6}$  page.

All rates are per single insertion.

Page	$\frac{2}{3}$	$\frac{1}{2}$	$\frac{1}{3}$	$\frac{1}{6}$
\$2500	\$2000	\$1650	\$1250	\$900



## Specials

---

Inside Front Cover . . . . . \$3850

Inside Back Cover . . . . . \$3850

Back Cover . . . . . \$4950

## Rate Discounts

---

■ Qualified nonprofit organizations are eligible for a 20% discount on noncommissionable space.

■ Recognized advertising agencies are eligible for a 15% discount.

■ There is a 5% discount for prepayment.

Retail cost of magazine is \$12.00. Bulk discounts are available.

## Deadlines & Closing Rates

---

Space closing is October 15, 2021. Complete camera ready artwork is due by October 20, 2021.

## Artwork

---

All insertion rates are based on "camera-ready" ads.

**High resolution pdfs are preferred. All ads must be supplied in a digital format.**

**These ads *must***

■ be accompanied by a hard copy **and**

If the ad is **not a pdf**

■ include all fonts (TT or OTF fonts—no Postscript fonts)

■ include all placed graphics (such as photos and logos)

InDesign, Acrobat (pdf), or Photoshop (eps, jpeg, tif) files only. We cannot accept files created in Word, PageMaker or Publisher. **If the pdf file, Photoshop file, or the placed graphic in the above applications is not a high resolution, press-quality CMYK file, Lincoln Today is not responsible for the print quality.**

**Please Note!** *Lincoln Today is perfect bound. That means that any type placed closer than .625" to the center gutter edge may be lost in the fold and not be readable.*

Ads should be emailed to raynacollins@gmail.com or provided on disk or flash drive.

Additional charges will be billed separately for any corrections, make-up or changes.

Please contact Rayna Collins at 402-438-2111 or raynacollins@gmail.com if you have any questions.

## Business Office

---

All correspondence including payment of invoices should be sent to:

Lincoln Today ■ P.O. Box 6473 ■ Lincoln, Nebraska 68506-6473

Phone 531-510-1154

# Mechanical Requirements

---

Trimmed page size is 8.375" X 10.875". Live area is 7.25" x 9.75".

Lincoln Today is perfect bound—copy placed too close to the center gutter may be difficult or impossible to read.

Please allow 1/8" (.125") bleed on ads that bleed.

A resolution of at least 300 pixels per inch is required.

	Wide X High		Wide X High
		1/3 page (horizontal)	4.75" X 4.8"
Full page (no bleed)	7.25" X 9.75"	1/3 page (vertical)	2.3" X 9.75"
Full page plus 1/8" bleed	8.625" x 11.125"	1/6 page (vertical)	2.3" X 4.8"
2/3 page (vertical)	4.75" X 9.75"	1/6 page (horizontal)	4.75" X 2.375"
1/2 page (horizontal)	7.25" X 4.75"		
1/2 page (vertical)	4.75" X 7.25"		

Lincoln Today is printed on coated stock.

All copy, proofs and artwork should be mailed by October 15, 2020 to:

Lincoln Today ■ P.O. Box 6473 ■ Lincoln, Nebraska 68506  
or emailed to raynacollins@gmail.com

# Commissions & Terms

---

No commission on production charges by publisher, for copy changes or preset materials. Full payment for advertising is due after the publication is published and within 30 days after the final invoice is received. A 5% discount will be available for those who pay 100% advance at the time of signing the contract. Commissions to agencies will be disallowed on balances beyond thirty days. All balances beyond are subject to interest. All checks should be payable to *Lincoln Today*.

One free copy of *Lincoln Today* will be given to all advertisers. Extra copies can be bought at a discounted rate for quantities over ten.

# Copy & Contract Stipulations

---

All advertising submitted to *Lincoln Today* will only be published in accordance with provisions of the current rate card and the contract form.

Contracts not fulfilled due to cancellation or default shall be subject to forfeit of discount. No provisions or conditions in conflict with the statements and policies established by the current Rate Card and/or publisher's contract form shall be binding upon publisher in acceptance and publication of advertising in *Lincoln Today*. Publisher reserves the right to refuse, cancel and/or exclude any advertising for any reason deemed sufficient by publisher. The publisher shall not be liable for damages because of failure to publish an advertisement for any reason. Advertisements are accepted and published by publisher upon representation that the agency and/or advertiser indemnify and save publisher harmless from and against any loss or expense resulting from claims or suits for libel, violation of privacy, plagiarism and/or copyright infringement, without limitation, based on the content or subject of such advertisements. Contracts, insertion orders and copy changes accepted only by written confirmation. The final art work that is received by publisher cannot be changed after October 20, 2021.