

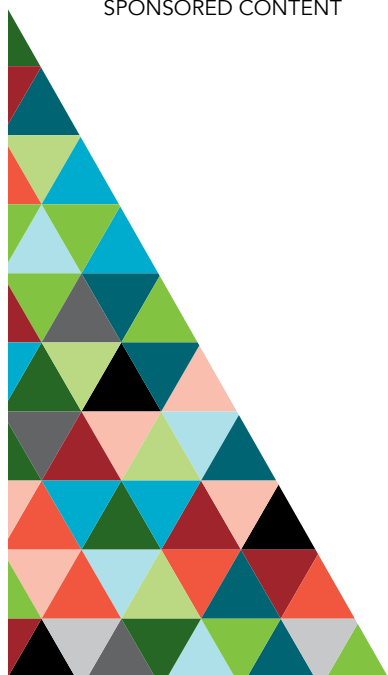
2022 MEDIA KIT

# WE DON'T COAST.

*A special publication of  
the Greater Omaha Chamber  
and the Omaha World-Herald.*

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WHAT IS WE DON'T COAST?

# PERFECTLY SIZED FOR MAJOR IMPACT.

*Showcasing what Omaha has to offer  
in one sleek, modern publication.*

The Greater Omaha Chamber will publish the 2023 edition of "Omaha: We Don't Coast" in December 2022. The Omaha World-Herald is a partner in this endeavor, providing editorial, photography, design and advertising services. Readers and advertisers are delighted with the look and feel and usefulness of the magazine. The sleek, modern 9" x 9" format is driven by spectacular photography and smart, concise storytelling.

This unique publication enjoys portability and visibility on magazine stacks. Reader engagement also is enhanced in this user-friendly size. High-quality paper and printing are given for the 10,000 copies that will be produced. The book will also be showcased on Omaha.com, Nebraska's largest website.



## TAKE A LOOK

Click the cover to read the 2022 edition, or to request a physical copy.

### MAGAZINE:

136 lb. gloss varnish  
**Stock:** 70 lb. glossy  
**Finished Size:** 9" x 9"

### PULLOUT GUIDE:

**Stock:** 70 lb. glossy  
**Finished Size:** 32" x 9",  
accordion fold (4" x 9")  
**Detail:** Inserted into front  
cover with E-Z Glue, 16  
panels total, front and back

## CONTACT US

### ADVERTISING/EDITORIAL:

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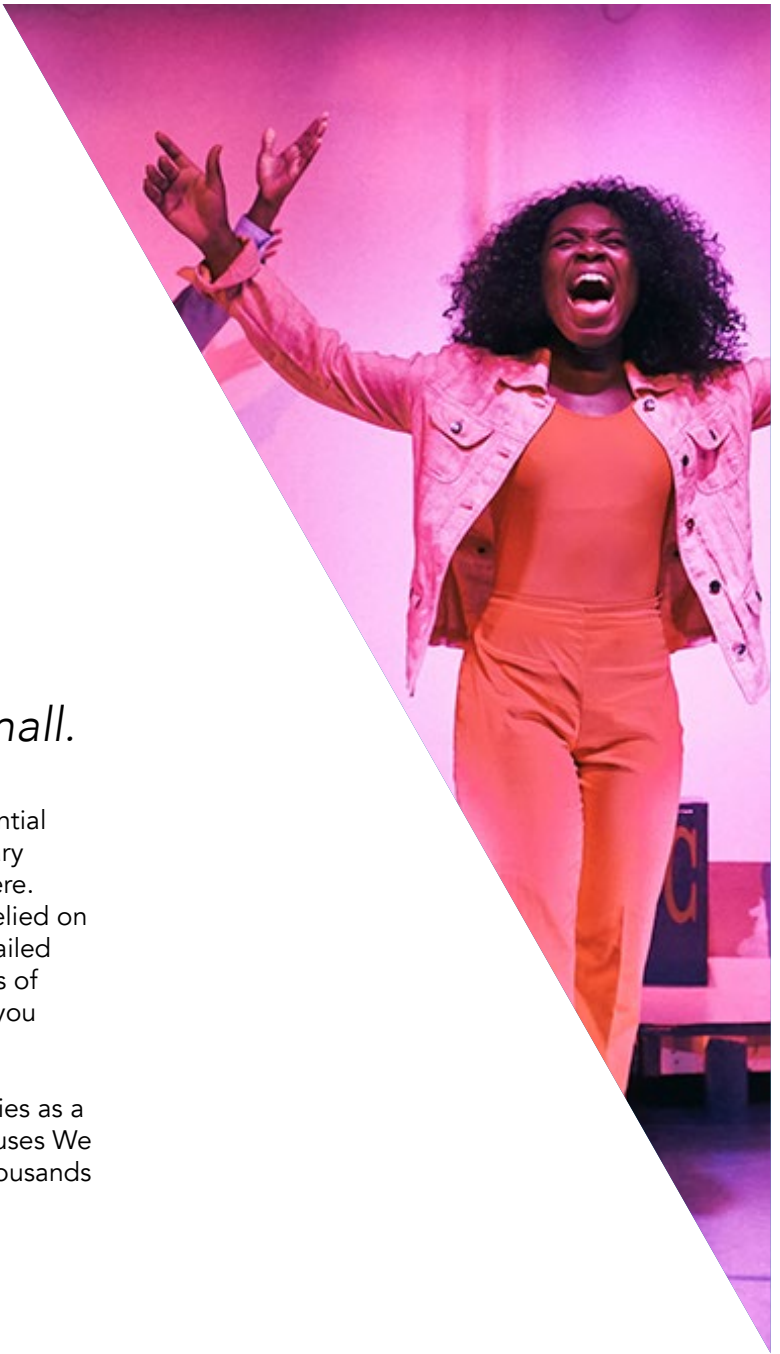
AUDIENCE REACH

# POWERFUL MARKETING.

*We Don't Coast magazine is a valuable recruitment tool for Omaha businesses large and small.*

**R**ecruiters rely on We Don't Coast to introduce potential job candidates and their families to our extraordinary community, as well as motivate them to relocate here. Local business-to-business service providers have long relied on the results this publication delivers. The publication is mailed directly to the owners and c-level managers of thousands of Omaha area businesses, giving your message exposure you can't get with any other local magazine.

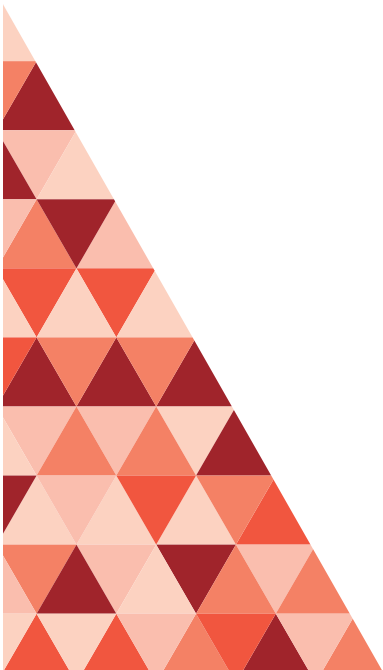
Many area hotels see the value in providing in-room copies as a resource for their guests. The Greater Omaha Chamber uses We Don't Coast as a resource for their members, sending thousands of copies to corporate recruiters every year.



*"We Don't Coast provides a strong insight about what Omaha has to offer, providing a deeper sense of the culture and the people, rather than just a regular visitor perspective."*

**DAVID SCOTT, DIRECTOR OF SALES**

Embassy Suites & Courtyard by Marriott, Omaha – La Vista





ADVERTISING OPPORTUNITIES

# BE A PART OF WE DON'T COAST.

Not a member of the Greater Omaha Chamber? An additional **\$450** fee will be invoiced.  
Join the Chamber now and get the benefit of the discounted rates.

## PREMIUM POSITIONS

All premium ads are full page (9.25" x 9.25").

POSITION	RATE
Back Cover*	<b>\$10,995</b>
Inside Front Cover*	<b>\$9,895</b>
Inside Back Cover*	<b>\$8,795</b>
P1, P2, P3, P4, P5, P6, P7*	<b>\$6,595</b>
Section Front*	<b>\$5,495</b>

## PRODUCTION DATES

**Space/materials:** Friday, Sept. 9

**Approval/DAT:** Friday, Sept. 30

**Publish:** December 2022

## INSIDE POSITIONS

AD SIZE	RATE	DIMENSIONS
2-Page Spread*	<b>\$6,595</b>	9.25" x 9.25"
Full Page*	<b>\$4,395</b>	9.25" x 9.25"
Half Page	<b>\$2,745</b>	8" x 4"
Quarter Page	<b>\$1,645</b>	4" x 4"

## PULLOUT GUIDE

This handy reference spotlights entertainment, dining and nightlife venues in greater Omaha. This year, 2,500 extra copies of the Pullout Guide will be distributed outside the magazine by the Chamber's membership team to local bars, restaurants, retail spaces and more.

### Pullout Guide sponsor, \$5,495

9.25" x 9.25"

*Includes logo placement on cover, 2-panel center spread*

### Panel ad, \$3,295

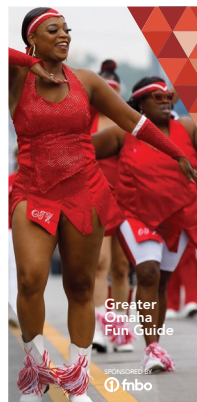
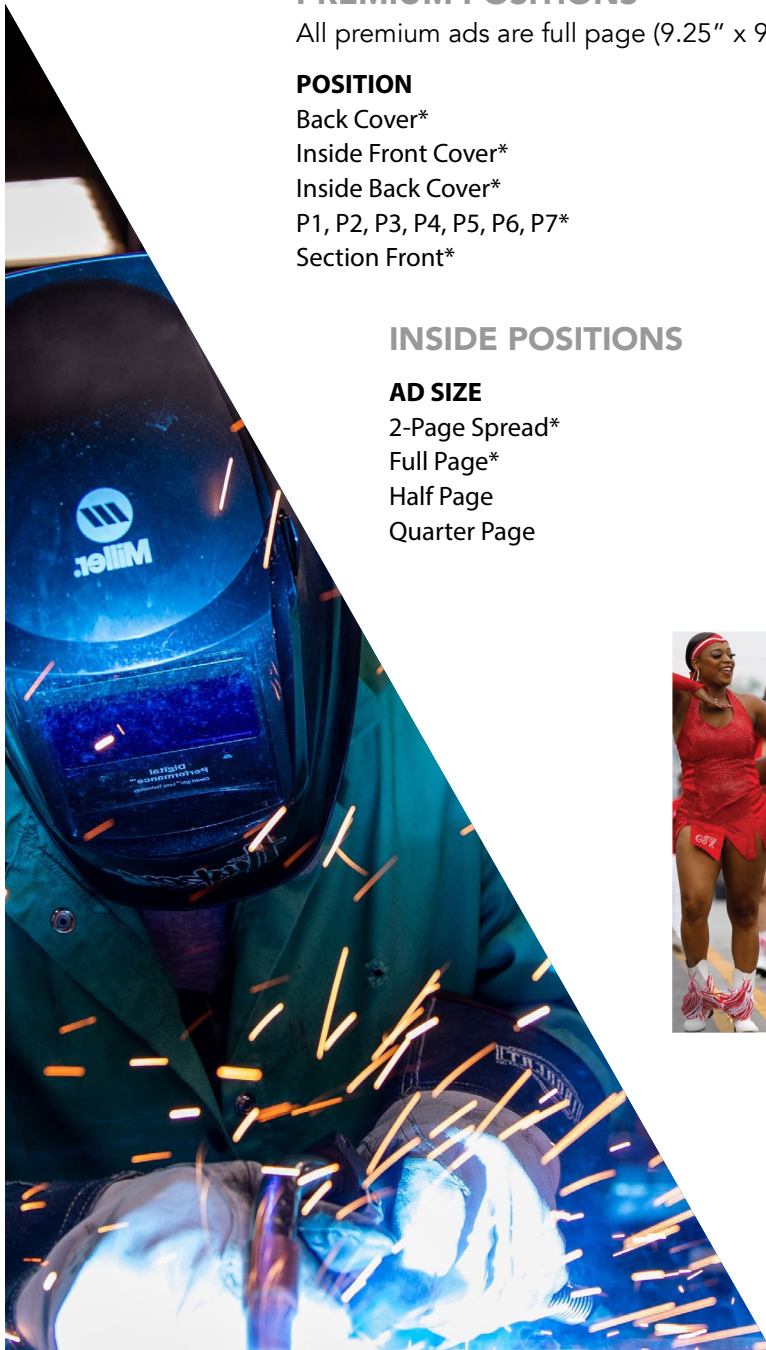
3.79" x 9.25"

*Only two positions available*

### Back cover, \$3,845

4" x 9.25"

*\*Full Page sizes include bleed. Trim size is 9"x 9".  
Allow an additional .125" on each side for margin.*



SPONSORED CONTENT

# IN YOUR OWN WORDS.

Share your story — either by submitting your own copy and photos or having one of our project writers develop the content for you. Our format calls for a 300-word article, plus 1 to 3 photos, depending on the space you reserve.

2-page Spread: **\$6,595**



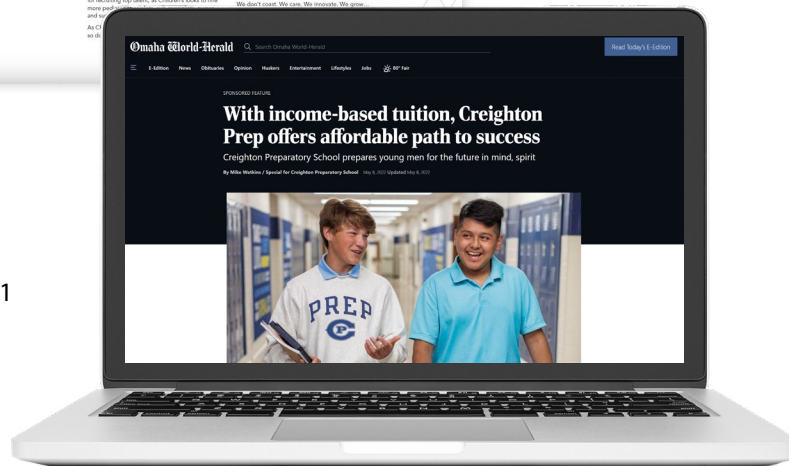
## DEADLINES

### OWH-produced content:

Creative brief due Friday, Sept. 1

### Submitted content:

Assets due Friday, Sept. 16



## 'TELL YOUR STORY' PACKAGE

Purchase any ad size in We Don't Coast and get this exclusive advertising opportunity.

Package includes:

Sponsored article about your business on Omaha.com.

- 100,000 native impressions
- Daily Headlines e-newsletter
- Social media shares (+ targeted Facebook boost)

**RATE: \$2,500**