

2025 MEDIA KIT

# WE DON'T COAST.

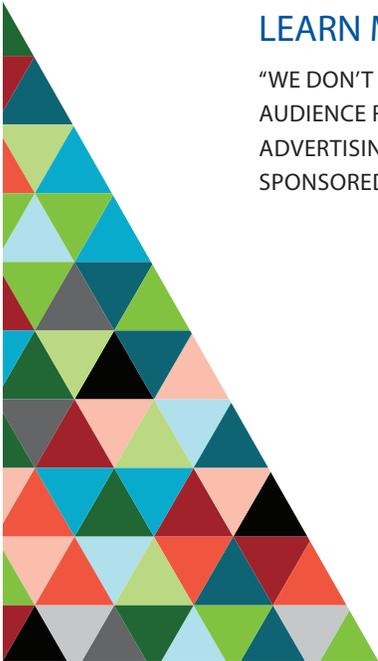
*Find everything to love about Omaha  
in this annual special publication.*

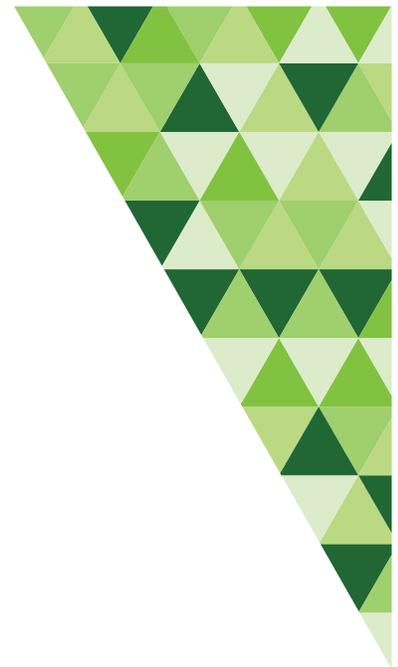
The Greater Omaha Chamber will publish the 2025 edition of "Omaha: We Don't Coast" in September 2024, in partnership with the Omaha World-Herald, providing editorial, photography and design services.

Readers and advertisers are delighted with the professional look, feel and usefulness of We Don't Coast magazine. Success is driven by spectacular photography and smart, concise storytelling.

## LEARN MORE

"WE DON'T COAST" OVERVIEW	p. 2
AUDIENCE REACH	p. 3
ADVERTISING RATES	p. 4
SPONSORED CONTENT	p. 5





WHAT IS WE DON'T COAST?

# DESIGNED FOR MAJOR IMPACT.

*Showcasing what Omaha has to offer  
in a high-capacity magazine.*

**W**e Don't Coast enjoys portability and visibility while designed to impress readers. Engagement is maximized in the new high-capacity, standard magazine format. The standard size ensures readability without overwhelming the reader. High-quality printing is given for this publication distributed throughout the metro and through out of town visitors and inquiries all year long. A digital version will also be shared on Omaha.com, one of Nebraska's largest websites.

*The magazine is divided into 3 primary focuses:*

**WE LIVE** - Education, medicine, day in the life, communities, parks and more.

**WE VIBE** - Sports, entertainment, events, culture, dining and more.

**WE THRIVE** - Economic, development, business start-ups, community improvements and more.



## TAKE A LOOK

*Click the cover to review the 2023 edition  
or to request a physical copy.*

**COVER** - 80.0 lb Gloss Cover UV Coated

**STOCK** - 70 lb. Gloss Text

**FINISHED SIZE** - 8.375" x 10.875", 148 Pages

## CONTACT US

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#### **Andrew Gassman**

*Vice President, Sales/Advertising*

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*Regional Marketing & Events Director*

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### **OMAHA CHAMBER INQUIRIES:**

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AUDIENCE REACH

# POWERFUL MARKETING.

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

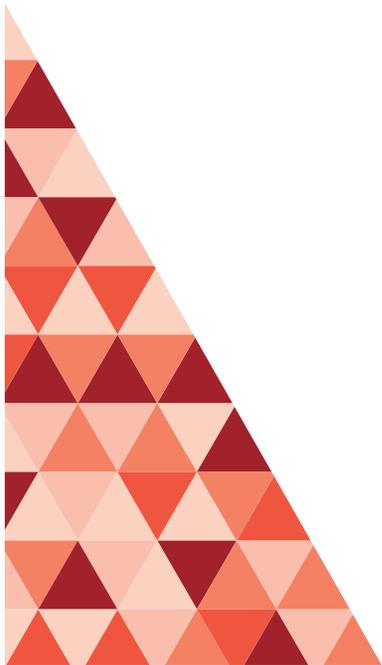
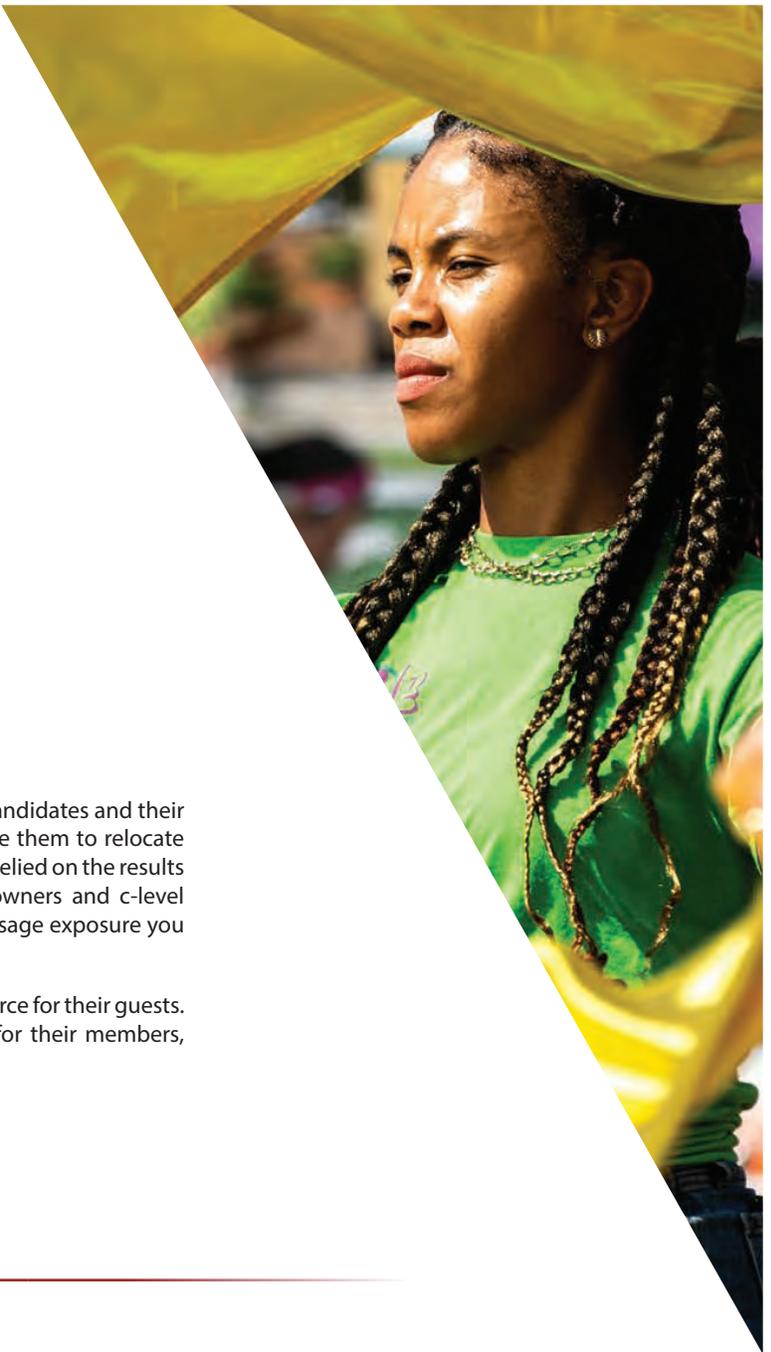
Recruiters rely on We Don't Coast to introduce potential job candidates and their families to our extraordinary community, as well as motivate them to relocate here. Local business-to-business service providers have long relied on the results this publication delivers. The publication is sent directly 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 highlights the wonderful people, places and spaces of Omaha. It is an invitation to discover and rediscover why I love to call Omaha my home."*

**CARMEN TAPIO, PRESIDENT AND CEO**

North End Teleservices, LLC



ADVERTISING OPPORTUNITIES

# BE A PART OF WE DON'T COAST.

## PREMIUM POSITIONS

*All premium positions are full page ads.*

POSITION	RATE
Back Cover	<b>\$10,995</b>
Inside Front Cover	<b>\$9,895</b>
Inside Back Cover	<b>\$8,795</b>
Premium Placement (by request)	<b>\$6,595</b>

## INSIDE POSITIONS

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

## AD SIZES

### Full Page (with Bleed)

Full Bleed Size - 8.625" x 11.125"

Final Trim - 8.375" x 10.875"

*1/8 inch (0.125") will be trimmed off on all four sides.*

**Half Page (H):** 7.375" x 4.875"

**Half Page (V):** 3.625" x 9.875"

**Quarter Page:** 3.625" x 4.875"

## PRODUCTION DATES

**Space/Materials:** Friday, August 16

**Ad Approval/DAT:** Friday, August 23

**Publish:** September 2024

## EARLY BIRD SPECIAL

Agree to advertise in **We Don't Coast** on or before Friday, July 26, 2024 and receive the same size ad **FREE** in the Omaha World-Herald.

*(OWH ad must publish on or before Friday, Dec. 27, 2024)*

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.*

**OmahaChamber.org**

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**



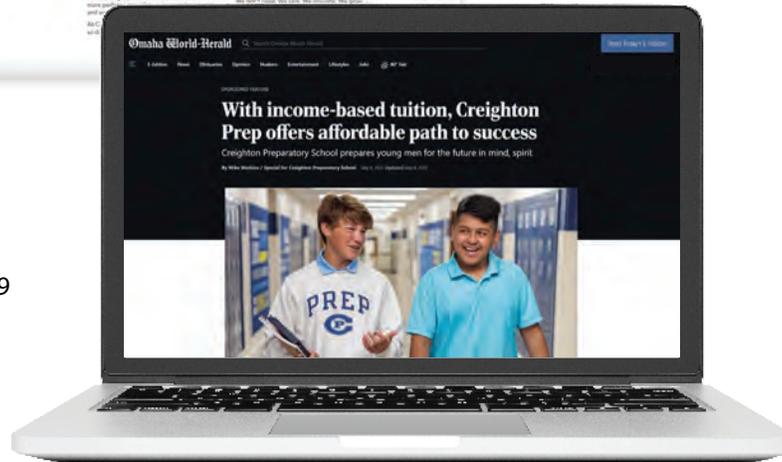
## DEADLINES

### OWH-produced content:

Creative brief due Friday, Aug. 9

### Submitted content:

Assets due Friday, Aug. 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**