



2005 – 2006 Posting Space Rates* & Allotments

BULLETIN SIZES:

8' x 20'
10' x 24'
12' x 24'

CONTINUITY DISCOUNT PROGRAM:

Available on published poster showings only.

3-11 consecutive months in the same market – 10%

Unearned discount is due if cancelled prior to the 3 month's contract completion.

* Rates do not include production costs.
* Rates effective 9/01/04.

Tri-State Outdoor Advertising, LLC

200 Haymarket Square
808 P Street
Lincoln, Nebraska 68508

Phone: 866-822-3226
402-477-0505
Fax: 402-477-1399

Shipping: Odegard Crane Co.
3333 Roanoke Road
Kansas City, MO 64111

112 West 16th Street
Falls City, Nebraska 68355

POSTER PANEL RATES

N.W. Missouri Market ▼ D.M.A. St. Joseph

| Market | Population | GRP/ | | Allotment | Space Rate |
|------------------------|------------|----------|-------------------|-----------|------------|
| | | Showing | Non-Illum. Illum. | | |
| Atchison County | | | | | |
| Rock Port..... | 1,500 ... | 100..... | 2..... | | 620 |
| | | 50..... | 1..... | | 310 |
| Tarkio..... | 1,900 ... | 100..... | 2..... | | 620 |
| | | 50..... | 1..... | | 310 |
| Holt County | | | | | |
| Mound City | 1,200 ... | 100..... | 1..... | | 310 |
| Oregon..... | 900 ... | 100..... | 1..... | | 310 |

N.E. Kansas Market ▼ D.M.A. Topeka

| Market | Population | GRP/ | | Allotment | Space Rate |
|--------------------------|------------|----------|-------------------|-----------|------------|
| | | Showing | Non-Illum. Illum. | | |
| Atchison County | | | | | |
| Effingham | 600 ... | 100..... | 1..... | | 350 |
| Brown County | | | | | |
| Hiawatha..... | 3,400 ... | 100..... | 2..... | 1..... | 1,050 |
| | | 50..... | 2..... | | 700 |
| | | 25..... | 1..... | | 350 |
| Horton..... | 2,000 ... | 100..... | 2..... | | 700 |
| | | 50..... | 1..... | | 350 |
| Sabetha | 2,600 ... | 100..... | 2..... | | 700 |
| | | 50..... | 1..... | | 350 |
| Marshall County | | | | | |
| Blue Rapids | 1,100 ... | 100..... | 1..... | | 350 |
| Marysville..... | 3,300 ... | 100..... | 2..... | 1..... | 1,050 |
| | | 50..... | 2..... | | 700 |
| | | 25..... | 1..... | | 350 |
| Nemaha County | | | | | |
| Seneca | 2,100 ... | 100..... | 2..... | | 700 |
| | | 50..... | 1..... | | 350 |
| Republic County | | | | | |
| Belleville | 2,200 ... | 100..... | 2..... | | 700 |
| | | 50..... | 1..... | | 350 |
| Washington County | | | | | |
| Washington..... | 1,200 ... | 100..... | 1..... | | 350 |



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 Falls City, Nebraska 68355

POSTER PANEL RATES

S.E. Nebraska Market ▼ D.M.A. Omaha, Lincoln

| Market | Population | GRP/ Allotment | | Space Rate Monthly |
|--------------------------|-------------|----------------|-------------------|--------------------|
| | | Showing | Non-Illum. Illum. | |
| Cass County | | | | |
| Plattsmouth..... | 6,900..... | 100..... | 3..... | 1,080 |
| | | 50..... | 2..... | 720 |
| | | 25..... | 1..... | 360 |
| Gage County | | | | |
| Beatrice..... | 12,500..... | 100..... | 3..... 2..... | 1,800 |
| | | 50..... | 2..... 1..... | 1,080 |
| | | 25..... | 2..... | 720 |
| | | | Single Panel..... | 380 |
| Beatrice Metro..... | 63,700..... | 100..... | 6..... 2..... | 2,710 |
| [Gage-Saline-Johnson | | 50..... | 4..... 2..... | 2,030 |
| Jefferson-Marshall (KS)] | | 25..... | 3..... 1..... | 1,355 |
| Filley..... | 170..... | 100..... | 1..... | 340 |
| Wymore..... | 1,700..... | 100..... | 1..... | 340 |
| Jefferson County | | | | |
| Fairbury..... | 4,300..... | 100..... | 2..... | 680 |
| | | 50..... | 1..... | 340 |
| Johnson County | | | | |
| Tecumseh..... | 1,700..... | 100..... | 1..... | 340 |
| Nemaha County | | | | |
| Auburn..... | 3,400..... | 100..... | 2..... | 680 |
| | | 50..... | 1..... | 340 |
| Otoe County | | | | |
| Nebraska City..... | 7,500..... | 100..... | 3..... 1..... | 1,440 |
| | | 50..... | 2..... 1..... | 1,080 |
| | | 25..... | 2..... | 720 |
| | | | Single Panel..... | 360 |
| Palmyra..... | 550..... | 100..... | 1..... | 330 |
| Syracuse..... | 1,800..... | 100..... | 1..... | 330 |
| Richardson County | | | | |
| Falls City..... | 4,700..... | 100..... | 3..... | 985 |
| | | 50..... | 2..... | 660 |
| | | 25..... | 1..... | 330 |
| Humboldt..... | 940..... | 100..... | 1..... | 330 |
| Saline County | | | | |
| Crete..... | 5,500..... | 100..... | 2..... | 660 |
| | | 50..... | 1..... | 330 |
| Wilber..... | 1,800..... | 100..... | 1..... | 330 |
| Thayer County | | | | |
| Hebron..... | 1,600..... | 100..... | 1..... | 330 |
| IOWA MARKET | | | | |
| Fremont County | | | | |
| Hamburg..... | 1,200..... | 100..... | 1..... | 330 |