

Tecumseh Herald Advertising Rates • Print Edition

Display Advertising Rates

1 Column Inch (Measures 1.75" h x 1" w)	\$10.30
1 Column x 4" (Measures 1.75" h x 4" w)	\$41.20
Business Card Size (Measures 3.75" w x 2" h)	\$41.20
1/8 Page / 15.75"	\$162.23
1/4 Page / 31.5"	\$324.45
1/2 Page / 63"	\$648.90
Full Page / 123"	\$1,266.90

One Color - \$75 Full Color - \$170
Contract rates available. Ask for details.

Classified Advertising Rates

10 Words \$7.20 - 20¢ each additional word. Run the same classified, no charges in copy, three weeks for the price of two. Classified advertising also appears online.

Advertising Deadline

Display Ads - Mondays, 5 p.m. EST
Classified Ads - Tuesdays, Noon EST

Inserts

\$265 - Full Circulation
\$145 - Subscribers Only (3,000)
\$130 - Newsstands (2,000)

We will print 5,000 inserts for \$289, which includes 8½ x 11 color paper, black ink, typesetting, and insertion into the Tecumseh Herald (without insertion \$200).

Circulation - 5,300

The Tecumseh Herald is printed and delivered to newsstands late Wednesday afternoon, and taken to the Post Office for Thursday mail to subscribers.

Billing

Terms: Net 30 days • 5% discount payable on or by the 10th for advertising of 100 column inches a month, or 12 column inches or more each week, during any month.