

MEDIA INFORMATION • 2012

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THE TECUMSEH HERALD



LENAWEE COUNTY'S OLDEST NEWSPAPER • SINCE 1850

110 E. Logan Street, P.O. Box 218 • Tecumseh, MI 49286-0218

Frequency and Circulation

The Tecumseh Herald publishes twice weekly on Monday and Thursday with a circulation of 4,500 delivered in the mail on those days, as well as 27 newsstand sites in Tecumseh, Britton, Adrian and the Irish Hills.

Paper Size and Format

The Monday edition is a tabloid format measuring 11" x 17" (print area 10.25" x 15.5") with five and four column pages. The Thursday edition is a broadsheet format measuring 12.5" x 23" (print area 11.62" x 20.5") with six columns per page.

Advertising Rates and Discounts

Display advertising rate is \$11.15 per column inch. Design is included free of charge. A discount rate of 50% off the full price is offered on any ad that is picked up for a second run in a consecutive edition (i.e., Monday–Thursday or Thursday–Monday).

Display Advertising and Deadlines

The deadline for the Monday edition is Wednesday at 5 p.m. The deadline for the Thursday edition is Monday at 5 p.m. Attempts to accommodate late advertising past deadlines will be made but cannot be guaranteed.

Classified Rates and Deadlines

10 words for \$8.25 — additional words are 25¢ each. The same classified with no changes in copy can run for three weeks for the price of two weeks. Classified prices include publication in both the Monday and Thursday editions. Deadline is Thursday at noon for the Monday edition and Tuesday at noon for the Thursday edition.

Inserts and Deadlines

Insert rates are \$285 - full circulation; \$170 - subscribers only; and \$140 - newsstand only. Deadlines are Thursday at noon for the Monday edition and Tuesdays at noon for the Thursday edition.

Billing

Terms: Net 30 days
VISA, MasterCard, Discover and American Express accepted.

Proofs will be provided to advertisers who require them. It is the advertiser's responsibility to review ad proofs immediately for accuracy. The Tecumseh Herald is not responsible for errors not caught by an advertiser. All advertising corrections or changes must be reported to the Herald by 9 a.m. on Wednesday or Friday. Advertisers who submit copy after the space reservation deadline risk not seeing a proof. Changes, other than corrections of typographical errors, will be made only if publication schedule allows. The Tecumseh Herald will not be liable for failure to publish an ad as requested for more than one incorrect insertion. In the event of an error, the advertiser must notify the Herald by the following Tuesday or Thursday by 2 p.m. The Herald's liability will be limited to an adjustment for the cost of the space occupied with a maximum liability being cancellation of the cost of the first incorrect advertisement or republication of the corrected advertisement. Under no circumstances is The Tecumseh Herald liable for consequential damages of any kind.