

MEDIA INFORMATION

Please Contact:

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THE TECUMSEH HERALD

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

Frequency and Circulation

The Tecumseh Herald publishes weekly on Thursday with a total print circulation of 4,123 delivered in the mail as well as newsstands in Tecumseh, Britton, Clinton, Adrian and the Irish Hills area.

Paper Size and Format

The Thursday newspaper 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 \$11.71 per column inch. Design is included free of charge. Frequency and quantity contract discounts are available.

Display Advertising and Deadlines

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

Classified Rates and Deadlines

Priced by the number of words. The same classified ad with no changes in copy can run for three weeks for the price of two weeks. Classified prices include publication in Thursday newspaper as well as online. Deadline is Tuesday at noon.

Inserts and Deadlines

Insert rates are \$0.08 each and are to be placed in the full circulation of The Tecumseh Herald. Deadlines are Fridays at 5 p.m. *Cannot be broken down by Subscriber or Newsstands.*

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. 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 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.

1 COLUMN ADS	1 x 1	\$11.71
	1 x 2	\$23.42
	1 x 3	\$35.13
	1 x 4	\$46.84
	1 x 5	\$58.55
	1 x 6	\$70.26
	1 x 7	\$81.97
	1 x 8	\$93.68
	1 x 9	\$105.39
	1 x 10	\$117.10

2 COLUMN ADS	2 x 2	\$46.84
	2 x 3	\$70.26
	2 x 4	\$93.68
	2 x 5	\$117.10
	2 x 6	\$140.52
	2 x 7	\$163.94
	2 x 8	\$187.36
	2 x 9	\$210.78
	2 x 10	\$234.20

3 COLUMN ADS	3 x 3	\$105.39
	3 x 4	\$140.52
	3 x 5	\$175.65
	3 x 6	\$210.78
	3 x 7	\$245.91
	3 x 8	\$281.04
	3 x 9	\$316.17
	3 x 10	\$351.30

4 COLUMN ADS	4 x 4	\$187.36
	4 x 5	\$234.20
	4 x 6	\$281.04
	4 x 7	\$327.88
	4 x 8	\$374.72
	4 x 9	\$421.56
	4 x 10	\$468.40

5 COLUMN ADS	5 x 5	\$292.75
	5 x 6	\$351.30
	5 x 7	\$409.85
	5 x 8	\$468.40
	5 x 9	\$526.95
	5 x 10	\$585.50

6 COLUMN ADS	6 x 6	\$421.56
	6 x 7	\$491.82
	6 x 8	\$562.08
	6 x 9	\$632.34
	6 x 10	\$702.60

ADS SIZES	Full Page — 123"	6 x 20.5	\$1,440.33
	Half Page — 63"	6 x 10.5	\$737.73
	Quarter Page — 31.5"	3 x 10.5	\$368.87
	Eighth Page — 15.75"	3 x 5.25	\$184.43

COLUMN WIDTH	1 Column	1.75" Wide
	2 Columns	3.75" Wide
	3 Columns	5.75" Wide
	4 Columns	7.75" Wide
	5 Columns	9.75" Wide
	6 Columns	11.5" Wide

Color is + \$80 for ads 60 column inches or less.
Individual ads of 61 column inches or greater
RECEIVE FREE COLOR.

Limited Availability on Full Color Advertising.

OTHER RATES (No Color Available)

Church Sponsor	1 Spot	\$12.85
Service Directory	1 Spot	\$13.85

Contact The Tecumseh Herald Advertising Department with any questions or to place an ad.

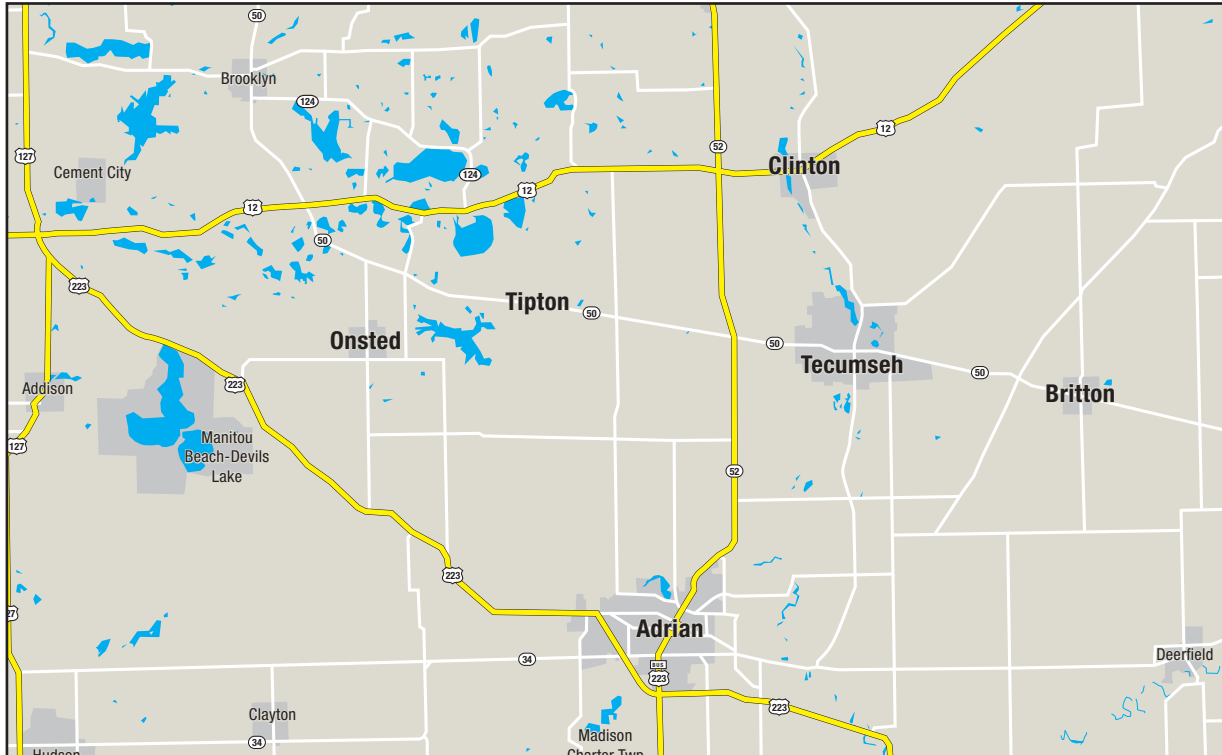
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COL. INCH	AD PRICING
1"	\$11.71
2"	\$23.42
3"	\$35.13
4"	\$46.84
5"	\$58.55
6"	\$70.26
7"	\$81.97
8"	\$93.68
9"	\$105.39
10"	\$117.10
11"	\$128.81
12"	\$140.52
13"	\$152.23
14"	\$163.94
15"	\$175.65
16"	\$187.36
17"	\$199.07
18"	\$210.78
19"	\$222.49
20"	\$234.20
21"	\$245.91
22"	\$257.62
23"	\$269.33
24"	\$281.04
25"	\$292.75
26"	\$304.46
27"	\$316.17
28"	\$327.88
29"	\$339.59
30"	\$351.30

31"	\$363.01
32"	\$374.72
33"	\$386.43
34"	\$398.14
35"	\$409.85
36"	\$421.56
37"	\$433.27
38"	\$444.98
39"	\$456.69
40"	\$468.40
41"	\$480.11
42"	\$491.82
43"	\$503.53
44"	\$515.24
45"	\$526.95
46"	\$538.66
47"	\$550.37
48"	\$562.08
49"	\$573.79
50"	\$585.50
51"	\$597.21
52"	\$608.92
53"	\$620.63
54"	\$632.34
55"	\$644.05
56"	\$655.76
57"	\$667.47
58"	\$679.18
59"	\$690.89
60"	\$702.60
61"	\$714.31

62"	\$726.02
63"	\$737.73
64"	\$749.44
65"	\$761.15
66"	\$772.86
67"	\$784.57
68"	\$796.28
69"	\$807.99
70"	\$819.70
71"	\$831.41
72"	\$843.12
73"	\$854.83
74"	\$866.54
75"	\$878.25
76"	\$889.96
77"	\$901.67
78"	\$913.38
79"	\$925.09
80"	\$936.80
81"	\$948.51
82"	\$960.22
83"	\$971.93
84"	\$983.64
85"	\$995.35
86"	\$1,007.06
87"	\$1,018.77
88"	\$1,030.48
89"	\$1,042.19
90"	\$1,053.90
91"	\$1,065.61
92"	\$1,077.32

93"	\$1,089.03
94"	\$1,100.74
95"	\$1,112.45
96"	\$1,124.16
97"	\$1,135.87
98"	\$1,147.58
99"	\$1,159.29
100"	\$1,171.00
101"	\$1,182.71
102"	\$1,194.42
103"	\$1,206.13
104"	\$1,217.84
105"	\$1,229.55
106"	\$1,241.26
107"	\$1,252.97
108"	\$1,264.68
109"	\$1,276.39
110"	\$1,288.10
111"	\$1,299.81
112"	\$1,311.52
113"	\$1,323.23
114"	\$1,334.94
115"	\$1,346.65
116"	\$1,358.36
117"	\$1,370.07
118"	\$1,381.78
119"	\$1,393.49
120"	\$1,405.20
121"	\$1,416.91
122"	\$1,428.62
123"	\$1,440.33



CITY	ZIP	DELIVERY	NEWSSTAND	TOTAL
Adrian	49221	128	61	189
Britton	49229	157	40	197
Clinton	49236	117	144	261
Onsted	49265	12	43	55
Tecumseh	49286	2,178	1,017	3,195
Tipton	49287	21		21
3-Digit	480 - 488	144		144
3-Digit	327 - 347	61		61
Total*		2,818	1,305	4,123
Online*		334		334
Grand Total*		3,152	1,305	4,457

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