

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 2,683 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 \$12.29 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.

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

1 COLUMN (1.75")	Width	Rate
1 x 1"	1.75"	\$12.29
1 x 2"	3.50"	\$24.58
1 x 3"	5.25"	\$36.87
1 x 4"	7.00"	\$49.16
1 x 5"	8.75"	\$61.45
1 x 6"	10.50"	\$73.74
1 x 7"	12.25"	\$86.03
1 x 8"	14.00"	\$98.32
1 x 9"	15.75"	\$110.61
1 x 10"	17.50"	\$122.90

2 COLUMNS (3.75")	Width	Rate
2 x 2"	7.50"	\$49.16
2 x 3"	11.25"	\$73.74
2 x 4"	15.00"	\$98.32
2 x 5"	18.75"	\$122.90
2 x 6"	22.50"	\$147.48
2 x 7"	26.25"	\$172.06
2 x 8"	30.00"	\$196.64
2 x 9"	33.75"	\$221.22
2 x 10"	37.50"	\$245.80

3 COLUMNS (5.75")	Width	Rate
3 x 3"	17.25"	\$110.61
3 x 4"	21.00"	\$147.48
3 x 5"	24.75"	\$184.35
3 x 6"	28.50"	\$221.22
3 x 7"	32.25"	\$258.09
3 x 8"	36.00"	\$294.96
3 x 9"	39.75"	\$331.83
3 x 10"	43.50"	\$368.70

4 COLUMNS (7.75")	Width	Rate
4 x 4"	31.00"	\$196.64
4 x 5"	34.75"	\$245.80
4 x 6"	38.50"	\$294.96
4 x 7"	42.25"	\$344.12
4 x 8"	46.00"	\$393.28
4 x 9"	49.75"	\$442.44
4 x 10"	53.50"	\$491.60

5 COLUMNS (9.75")	Width	Rate
5 x 5"	48.75"	\$307.25
5 x 6"	52.50"	\$368.70
5 x 7"	56.25"	\$430.15
5 x 8"	60.00"	\$491.60
5 x 9"	63.75"	\$553.05
5 x 10"	67.50"	\$614.50

6 COLUMNS (11.5")	Width	Rate
6 x 6"	69.00"	\$442.44
6 x 7"	72.75"	\$516.18
6 x 8"	76.50"	\$589.92
6 x 9"	80.25"	\$663.66
6 x 10"	84.00"	\$737.40

Color is + \$80 for ads 60 column inches or less.

Limited Availability on Full Color Advertising.

ADS SIZES	Width	Rate
Full Page — 123"	123" <small>Free Color</small>	\$1,511.67
Half Page — 63"	63" <small>Free Color</small>	\$774.27
Quarter Page — 31.5"	31.5"	\$387.14
Eighth Page — 15.75"	15.75"	\$193.57

OTHER RATES (No Color Available)		
Church Sponsor	1 Spot	\$13.49
Service Directory	1 Spot	\$14.54

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

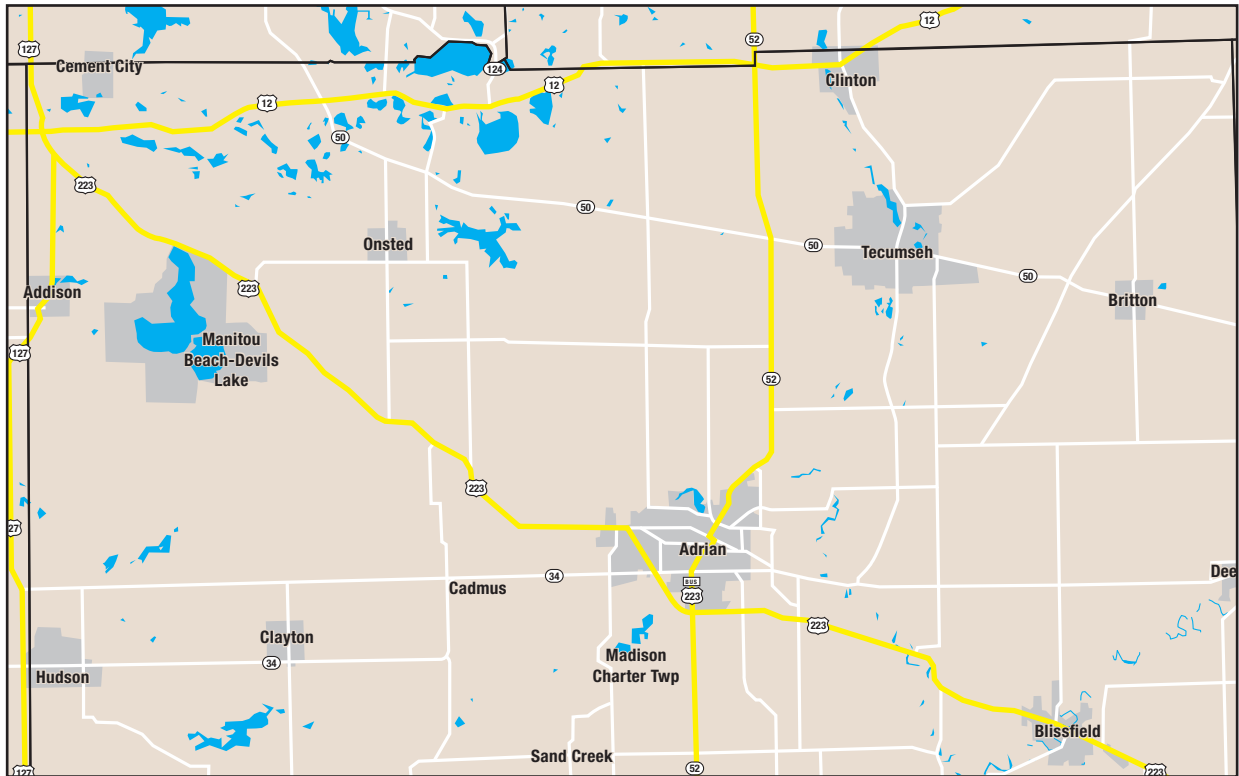
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COL. INCH	AD PRICING
1"	\$12.29
2"	\$24.58
3"	\$36.87
4"	\$49.16
5"	\$61.45
6"	\$73.74
7"	\$86.03
8"	\$98.32
9"	\$110.61
10"	\$122.90
11"	\$135.19
12"	\$147.48
13"	\$159.77
14"	\$172.06
15"	\$184.35
16"	\$196.64
17"	\$208.93
18"	\$221.22
19"	\$233.51
20"	\$245.80
21"	\$258.09
22"	\$270.38
23"	\$282.67
24"	\$294.96
25"	\$307.25
26"	\$319.54
27"	\$331.83
28"	\$344.12
29"	\$356.41
30"	\$368.70

31"	\$380.99
32"	\$393.28
33"	\$405.57
34"	\$417.86
35"	\$430.15
36"	\$442.44
37"	\$454.73
38"	\$467.02
39"	\$479.31
40"	\$491.60
41"	\$503.89
42"	\$516.18
43"	\$528.47
44"	\$540.76
45"	\$553.05
46"	\$565.34
47"	\$577.63
48"	\$589.92
49"	\$602.21
50"	\$614.50
51"	\$626.79
52"	\$639.08
53"	\$651.37
54"	\$663.66
55"	\$675.95
56"	\$688.24
57"	\$700.53
58"	\$712.82
59"	\$725.11
60"	\$737.40
61"	\$749.69

62"	\$761.98
63"	\$774.27
64"	\$786.56
65"	\$798.85
66"	\$811.14
67"	\$823.43
68"	\$835.72
69"	\$848.01
70"	\$860.30
71"	\$872.59
72"	\$884.88
73"	\$897.17
74"	\$909.46
75"	\$921.75
76"	\$934.04
77"	\$946.33
78"	\$958.62
79"	\$970.91
80"	\$983.20
81"	\$995.49
82"	\$1,007.78
83"	\$1,020.07
84"	\$1,032.36
85"	\$1,044.65
86"	\$1,056.94
87"	\$1,069.23
88"	\$1,081.52
89"	\$1,093.81
90"	\$1,106.10
91"	\$1,118.39
92"	\$1,130.68

93"	\$1,142.97
94"	\$1,155.26
95"	\$1,167.55
96"	\$1,179.84
97"	\$1,192.13
98"	\$1,204.42
99"	\$1,216.71
100"	\$1,229.00
101"	\$1,241.29
102"	\$1,253.58
103"	\$1,265.87
104"	\$1,278.16
105"	\$1,290.45
106"	\$1,302.74
107"	\$1,315.03
108"	\$1,327.32
109"	\$1,339.61
110"	\$1,351.90
111"	\$1,364.19
112"	\$1,376.48
113"	\$1,388.77
114"	\$1,401.06
115"	\$1,413.35
116"	\$1,425.64
117"	\$1,437.93
118"	\$1,450.22
119"	\$1,462.51
120"	\$1,474.80
121"	\$1,487.09
122"	\$1,499.38
123"	\$1,511.67



CITY	ZIP	DELIVERY	NEWSSTAND	TOTAL
Adrian	49221	140	0	140
Britton	49229	121	15	136
Clinton	49236	128	75	203
Onsted	49265	21	15	36
Tecumseh	49286	1,198	585	1,783
Tipton	49287	27	0	27
Brooklyn	49230	22	0	22
3-Digit	435 - 496	301		301
3-Digit	327 - 347	35		35
Physical		1,993	690	2,683
Online		534		534
Grand Total*		2,527	690	3,217

Contact The Tecumseh Herald Advertising Department with any questions.

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HOMEFRONT

TABLOID SUPPLEMENT

SPECIAL AD GROUP

SPECIAL PUBLICATION

	DATE	SUPPLEMENT	DEADLINE
JANUARY	01-06-22		
	01-13-22	Ice Sculpture Festival	Jan. 10
	01-20-22		
	01-27-22	Manitou Beach Guide	Dec.22
FEBRUARY	02-03-22		
	02-10-22	Valentines Day	Feb. 4
	02-17-22		
	02-24-22	Tecumseh Community Guide	Feb. 4
MARCH	03-03-22		
	03-10-22	Spring Homefront	Feb. 11
	03-17-22	Home & Garden	Mar. 3
	03-24-22		
	03-31-22		
APRIL	04-07-22		
	04-14-22	*Spring Sports	April 1
	04-21-22		
	04-28-22	† City Wide Mailing	April 14
MAY	05-05-22	Mother's Day	April 29
	05-12-22		
	05-19-22		
	05-26-22	Memorial Day	May 20
JUNE	06-02-22		
	06-09-22	Graduation Summer Homefront	May 27 May 13
	06-16-22		
	06-23-22		
	06-30-22		

	DATE	SUPPLEMENT	DEADLINE
JULY	07-07-22		
	07-14-22		
	07-21-22		
AUGUST	07-28-22	Healthy Living	July 11
	08-04-22		
	08-11-22	4H - Champions	July 29
	08-18-22		
SEPTEMBER	08-25-22		
	09-01-22	Fall Home Projects	Oct. 7
	09-08-22	Fall Homefront	Aug. 12
	09-15-22	*Fall Sports	Aug. 26
	09-22-22		
OCTOBER	09-29-22		
	10-06-22	† Appleumpkin	Sept. 23
	10-13-22		
	10-20-22		
NOVEMBER	10-27-22		
	11-03-22		
	11-10-22		
	11-17-22	Veterans Day Holiday Happenings	Nov. 4 Oct. 28
	11-24-22		
DECEMBER	12-01-22	*Winter Sports	Nov. 11
	12-08-22	Winter Homefront	Nov. 11
	12-15-22	Letters to Santa	Nov. 25
	12-22-22		
	12-29-22		

Please check with The Tecumseh Herald Advertising Department to confirm dates.

NOTE: In Quarter 2 and Quarter 4, we plan on sending one edition of the Tecumseh Herald to every home in Tecumseh. Please check with your advertising rep to learn more about this opportunity. Supplement date and advertising deadlines subject to change without notice. * Tentative date depending on event happening. † Planned Bonus Distribution publications.