

COUNTY PUBLICATIONS

Publisher of:

The Tecumseh Chieftain

Rate Card Effective January 1, 2020

DEADLINE: Friday at 5:00 P.M.

NATIONAL RATE (COMM.) \$8.10 PER COLUMN INCH
OPEN LOCAL RATE \$7.25 PER COLUMN INCH
 Minimum ad size= 1 column x 1 inch

CLASSIFIED:

\$7.00 for first 25 words, 25¢ per word after first 25 words
 Display Classified per inch \$7.25
 No orders accepted for less than \$7.00
 Blind ads \$1.00 extra
 \$1.50 billing charge

COLOR:

Color charge of \$85 (quarter page minimum)

MECHANICAL:

Broad Column Width 1.80 inches
 Column Depth 21 inches
 Six columns per page
 Full Page = 11 1/2" x 21" inches
 Printed offset; reproduction proofs necessary
 Tab: 5 Columns Width 10 inches
 Column Depth 11 inches

CIRCULATION:

Published weekly on Thursday
 Official Johnson County and City of Tecumseh Newspaper
 County Seat Newspaper - Approximately 90% Market Penetration

MISCELLANEOUS:

All advertising subject to approval!
 Subscriptions: \$45 per year in Nemaha and adjoining counties;
 \$49 out of area in state; \$55 out-of-state

PRE-PRINTED INSERTS - FLAT RATE:

Single Sheet \$195
 4 pg \$220
 8 pg \$230
 12 pg \$240
 16 pg \$260

Circulation approximately 1300.

EARNED RATE

Monthly Basis Only

Inches	Rate per inch
1 - 39	\$7.25
40 - 99	\$6.55
100 - 199	\$6.45
200 - 399	\$6.25
Over 400.....	\$6.15

Contract Rates

We offer a variety of contracts. A contract can offer the advertiser the best advertising value and exposure. Call our offices for more information!

Accounts must be paid by 10th of the month to receive volume, rerun and/or contract discounts!

Pre-Printed Inserts

Single Sheet	\$195
4 pg.....	\$220
8 pg.....	\$230
12 pg.....	\$240
16 pg.....	\$260

These rates are based on tabloid size pages.
 Pre-printed inserts are subject to approval by this newspaper and by the U.S. Post Office.
 Additional charge for extra folding or imprinting.
 Pre-printed inserts will not be added to monthly totals in computing earned or contract rates.



Tecumseh Chieftain

P.O. Box 809 - 117 South 3rd Street
 Tecumseh, Nebraska 68450
 Phone: 402-335-3394

Email: ads@tecumsehchieftain.com
www.tecumsehchieftain.com