

EARNED RATE
Monthly Basis Only

Inches	Rate per inch
1 - 39	\$7.50
40 - 99	\$6.75
100 - 199	\$6.60
200 - 399	\$6.40
Over 400.....	\$6.20

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.

2021 Rates and Information

THE AUBURN
NEWSPAPERS



COUNTY PUBLICATIONS

Publisher of:

The Tecumseh Chieftain

Rate Card Effective February 1, 2021

DEADLINE: Friday at 4:00 P.M.

NATIONAL RATE (COMM.) \$8.25 PER COLUMN INCH

OPEN LOCAL RATE \$7.50 PER COLUMN INCH

Minimum ad size= 1 column x 1 inch

CLASSIFIED:

\$7.50 for first 25 words, 25¢ per word after first 25 words

Display Classified per inch \$7.50

No orders accepted for less than \$7.50

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: \$48 per year in Nemaha and adjoining counties;

\$52 out of area in state; \$57 out-of-state

PRE-PRINTED INSERTS - FLAT RATE:

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12 pg \$240

16 pg \$260

Circulation approximately 1300.

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Tecumseh Chieftain

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