

Tecumseh Chieftain

Official Publication of Johnson County, Nebraska

– 2016 Rates –

Display Advertising

Charged per column inch

Minimum ad size - 2 column inches

Local Rate: \$7.00

In combination with Pawnee Republican\$13.25

National Non-Commissionable Rate: \$7.00

In combination with Pawnee Republican\$12.95

Classified Display

Per Column Inch.....\$7.00

In combination with Pawnee Republican\$13.50

Minimum 2 inches

Classified Advertising

1st Insertion per word\$0.35

Additional Insertions per word\$0.30

Minimum of \$7.00 per week

In combination with Pawnee Republican.....\$0.60

Additional Insertions per word\$0.55

Minimum of \$13.50 per week

Inserts

Single sheet (up to 2 page standard) \$70.00/thousand

Four page Standard \$100.00/ thousand

Six page Standard \$150.00/ thousand

(Standard page is one newspaper page, one side)

Quantity Required:

Within Johnson County 1050

Total Circulation 1625

Miscellaneous

Card Showers, Cards of Thanks,
Poems and Memorials

Per word.....\$0.20

Minimum of \$7.00

Happy Ads

4-inch ad with picture\$28.00

Reunion Lists

Per name (after 25 names)\$0.05

Individuals, such as children, are one name; Mr. & Mrs. count as one name.

Newspapers Mailed

Single issue.....\$3.50

Each add'l 3 issues\$1.50

(includes price of newspaper & postage)

Mechanical Requirements

6 columns

Depth 21"

1 col 2 1/16"

4 col 8 5/8"

2 col 4 1/4"

5 col 10 13/16"

3 col 6 7/16"

6 col 13"

Policies

Deadline: 5 p.m. Friday. For advertising of one half page or larger the deadline is Thursday prior to publication. Hometown Advantage Ads deadline is Thursday prior to publication. NE Press 2x4/2x4 ads two weeks before publication

Proofs: If you would like to proof your ad prior to publication please make arrangements to have your copy to us by the Thursday before publication. Proofs will be delivered via fax email. Ads are also available for proofing in our office.

Cancellations: Ads cancelled after they have been typeset will be billed at 50% column inch rate.

Position: Can be requested, we will accommodate any reasonable request if possible. There is an additional 10% charge for 1/4 page or larger: 25% for small ads (over 4 inches). Front page advertising is available. Please call for information.

Advertising Services

Consultation: Included in our rates is personal attention to your advertising needs. Advertising is an investment in your business. We want to help you get the best possible return on your investment. Our staff keeps abreast of new advertising strategies and ideas through formal educational opportunities and trade publications.

Production: We have state of the art production facilities which include image and negative scanning, digital photography, and high speed internet capabilities.

Clip Art: Graphics are an important part of your ad layout. We have an excellent selection of clip art either hard copy camera ready, on CD or through the internet. Our clients are welcome to select their own graphics.

Other Services

Photo reproduction & repair

Because of the special nature of some reproductions please contact us for pricing and services.

Commercial Printing

The Tecumseh Chieftain has an in-house printing plant which includes a web press, on which the newspaper is printed, letter press for more specialized printing needs and **full-process color copies**

Published Thursdays

241 Clay Street • P.O. Box 809

Tecumseh, NE 68450

(402) 335-3394

Advertising Manager: Elaine Karel

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Editor: Beverly Puhalla

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Readers: 4,100 (October 2015)

In Combination with Pawnee Republican: 7,100



A publication of
Sunrise Publications, Inc.

Ask us about all the advertising
opportunities available through

The Tecumseh Chieftain

HOMETOWN ADVANTAGE

Advertising Network

THE BEST ADVERTISING BUY IN SOUTHEAST NEBRASKA

Tecumseh Chieftain • Pawnee Republican • Humboldt Standard
Nemaha County Herald (Auburn) • Falls City Journal

You've Got Nebraska Covered With a Statewide 2x2/2x4!

Nebraska 2x2/2x4 Display Ads

A great way to expand your markets and increase your sales.

◆ Over 170 Nebraska Newspapers!

◆ Over 390,000 Households!

◆ Over 900,000 Potential Customers

..Or place a regional ad

There are four regions for you to choose from:
Southeast, Western, Northeast and Central, Nebraska

NCAN

Nebraska Classified Advertising Network

Advertising in over 180 Nebraska newspapers
is as simple as advertising in one!