

2017 Times Courier

Ellijay, GA
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 www.cninewspapers.com

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ROP RATES

Open Rate: \$8.05

Church/Non-Profit Rate: \$6.00

Annual Volume Contract Rate

Inches	Rate
75-149	\$6.20
150-374	\$6.05
375-749	\$5.50
750-1499	\$5.20
1500-2249	\$5.05
2250-2999	\$4.80
3000-3749	\$4.60
3750+	\$4.50

Multiple Paper

Discounts

This applies to all newspapers in the Franklin region and the Murphy region. Buy any 2 papers, 7% discount on both; Buy any 3 papers, 10% discount on each; Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to Insert rates.

Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$6.30	\$6.20	\$6.10	\$6.00
6"	\$6.10	\$6.00	\$5.85	\$5.70
10"	\$5.90	\$5.80	\$5.65	\$5.50
15"	\$5.70	\$5.60	\$5.45	\$5.30
30"	\$5.50	\$5.15	\$5.10	\$5.00
63"	\$5.30	\$4.95	\$4.80	\$4.65
129"+	\$5.05	\$4.70	\$4.45	\$4.30

—Color rates:—

Available Color	\$60
One Specific Color	\$95
Two Colors	\$150
Process Color	\$195

Mechanicals

Column	Inches
1 column	1.667
2 column	3.458
3 column	5.250
4 column	7.042
5 column	8.833
6 column	10.625
DT	21.375

ROP deadline is Monday, 4:00 p.m.

Ad email: adrep@timescourier.com
 www.timescourier.com

Rates effective April 1, 2017

INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.50	\$45.00	\$44.00	\$43.00
4 pg tab	\$55.50	\$53.00	\$52.00	\$50.00
6 - 8 pg tab	\$55.50	\$53.00	\$52.00	\$50.00
10 - 12 pg tab	\$57.00	\$54.00	\$53.00	\$51.00
14 - 16 pg tab	\$58.00	\$55.00	\$54.00	\$52.00
18 - 20 pg tab	\$58.50	\$55.50	\$54.50	\$52.50
22 - 24 pg tab	\$60.50	\$57.50	\$56.00	\$55.00
26 - 28 pg tab	\$65.50	\$62.50	\$61.00	\$60.00
30 - 32 pg tab	\$70.50	\$67.50	\$66.00	\$65.00
34 - 36 pg tab	\$75.50	\$72.50	\$71.00	\$70.00

- Add \$5.00 for each additional four-page tab after 36.
- Full run quantity required
- Maximum size insert is 11 x 11. All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract

Shipping Information

Inserts should be received
 one week prior to insertion.
 Ship 1/2 fold, in boxes to:

Times-Courier
 c/o Cherokee Scout
 110 S. Church St.
 Murphy, NC 28906

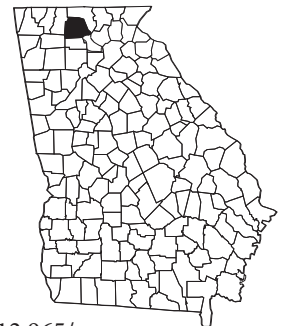
Call for digital advertising rates!

MARKET FACTS for Gilmer County

DEMOGRAPHICS

Occupied Households: 11,314
 Total Population: 28,292
 Median Family Income: \$39,140
 Total Retail Sales: \$370,523,000
 Retail Sales per Average Household: \$12,965/yr

Source: 2010 US Census estimates



ADVERTISING BENEFITS

- Hwy 515 direct link to Atlanta
- 45% household penetration in-county
- equidistant between Atlanta and Chattanooga

DMA: Atlanta, GA
 Market Penetration: 45%