

2015

The Andrews Journal

SERVING ANDREWS • TOPTON • NANTAHALA • MARBLE COMMUNITIES

Andrews, N.C.
Publication day: Thursday
Circulation: 1,600
www.cninewspapers.com

P.O. Box 792, Athens, GA 30603
 Phone: (800) 226-0692 • Fax: (706) 548-0808
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ROP RATES

Open Rate: \$11.00

Annual Volume Contract Rates

Inches	Rate
75-149	\$7.25
150-374	\$7.10
375-749	\$6.90
750-1499	\$6.75
1500-2249	\$6.65
2250-2999	\$6.50
3000-3749	\$6.10
3750-5249	\$6.00
5250-7499	\$5.85
7500+	\$5.65

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

Weeks:	6	13	26	52
3"	7.30	7.20	7.05	6.80
6"	7.20	7.05	6.85	6.70
10"	7.05	6.95	6.75	6.60
15"	6.95	6.80	6.60	6.45
30"	6.85	6.65	6.45	6.25
63"	6.65	6.50	6.20	6.10
129"	6.55	6.30	6.10	5.60

Color rates

1 Color	\$95
Full Color	\$195

ROP Deadlines

ROP deadline is Tuesday @ noon.

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

Ad email: advertising@thecherokeescout.com
 Adsend Code: NCMCS

Website: www.myandrewsjournal.com

Rates effective January 1, 2015

INSERT RATES

price per thousand

Frequency:	<13	13-25	26-49	50+
1 page	\$47.00	\$45.00	\$44.00	\$42.50
up to 8 pg tab	\$53.50	\$51.00	\$50.00	\$48.00
10 - 12 pg tab	\$55.00	\$52.50	\$51.00	\$49.50
14 - 16 pg tab	\$56.50	\$54.00	\$52.50	\$51.00
18 - 20 pg tab	\$59.00	\$56.00	\$55.00	\$53.00

- Add \$2.50 for each additional four-page tab after 20.
- Full run only.
- Maximum size insert is 11 1/2" x 11 1/2". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract

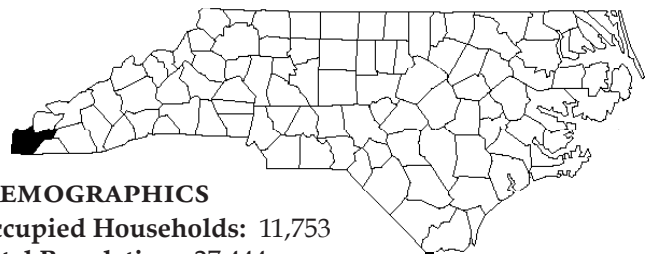
Shipping Information

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

The Andrews Journal
 c/o *The Cherokee Scout*
 110 S. Church Street
 Murphy, NC 28906

Call 800-226-0692 for Internet advertising rates

MARKET FACTS for Cherokee County



DEMOGRAPHICS

Occupied Households: 11,753
 Total Population: 27,444
 Median Family Income: \$44,454
 Total Retail Sales: \$311,356,000
 Retail Sales per Average Household: \$12,595/yr

Source: 2010 US Census estimates

ADVERTISING BENEFITS

- ♦ reaches 7 of every 10 households in town of Andrews
- ♦ nine major industries in and around Andrews
- ♦ combined with Murphy newspaper, reaches 90% of Cherokee County

DMA: Chattanooga, TN
 Market Penetration: 41%