

# 2017

# WHITE COUNTY NEWS

White County Marketplace

Cleveland, GA  
**Publication day:** Thursday  
**Circulation:** 5,500  
 www.cninewspapers.com

P.O. Box 792, Athens, GA 30603  
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## ROP RATES

**Open Rate: \$14.20**

Charitable/Non-profit Rate: \$10.65 • Obit Rate: \$8.75 (min. \$61.25)

### Annual Volume Contract Rates\*

Inches	Rate
75-149	\$11.20
150-374	\$10.90
375-749	\$10.50
750+	\$10.05

### Multiple Paper Discounts

Applies to all newspapers. Buy any 2 papers, 10% discount on both; Buy any 3 papers, 15% discount on each; Buy 4 or more papers, 20% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not the Insert rates.

### Consecutive Advertising Contract Rates\*

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$9.40	\$9.15	\$8.80	\$8.40
6"	\$9.05	\$8.70	\$8.35	\$7.95
10"	\$8.75	\$8.25	\$7.85	\$7.55
15"	\$8.25	\$7.80	\$7.50	\$7.10
31.5"	\$7.60	\$7.25	\$6.80	\$6.55
63"	\$7.30	\$6.90	\$6.40	\$6.10
127.5"	\$7.00	\$6.45	\$6.05	\$5.60

\*Advertising agreement required.  
 (All rates are Net)

### Color rates

On-Press Color (1 color)	\$60
One Specific Color (red, blue, green, yellow)	\$80
Full Color 15-31.5" ad	\$90
Full Color 32-64" ad	\$125
Full Color 65-127.5" ad	\$165

### 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	22.0

**ROP deadline is Monday, 5:00 p.m.**

**Ad email:** graphics@whitecountynews.net  
 Adsend Code: GACNG

www.whitecountynews.net

**Rates effective January 1, 2017**

## INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
6 - 8 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
10 - 12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
14 - 16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
18 - 20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
22 - 24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00
26 - 28 pg tab	\$63.50	\$60.50	\$59.50	\$57.50
30 - 32 pg tab	\$66.00	\$63.00	\$62.00	\$60.00
34 - 36 pg tab	\$68.50	\$65.50	\$64.50	\$62.50

- Add \$2.50 for each additional four-page tab after 36.
- 4000 minimum quantity
- Maximum size insert is 11<sup>1/2</sup>" x 11<sup>1/2</sup>". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires advertising agreement.

### Shipping Information

Inserts should be received one week prior to insertion.  
 Ship 1/2 fold to:  
**White County News**  
 c/o The Northeast Georgian  
 2440 Old Athens Highway  
 Cornelia, GA 30531

Call for digital advertising rates!

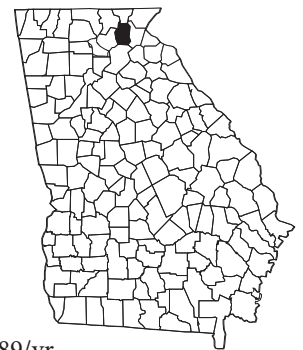
## MARKET FACTS

for White County

### DEMOGRAPHICS

Occupied Households: 10,646  
 Total Population: 27,144  
 Median Family Income: \$50,697  
 Total Retail Sales: \$194,185,000  
 Retail Sales per Average Household: \$8,789/yr

Source: 2010 US Census estimates



### ADVERTISING BENEFITS

- Home of Alpine Helen, well-known tourist destination in NE Georgia
- Part of the rapid NE Georgia growth market
- Paid circulation - delivery by USPS