

# 2017

# SMOKY MOUNTAIN TIMES

*Serving Swain County since 1883*



Bryson City, NC  
**Publication day:** Thursday  
**Circulation:** 3,500  
 www.cninewspapers.com

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

**Open Rate: \$13.00**

Legal and Nonprofit Rates: \$9.20

### Annual Volume Contract Rates

Inches	Rate
75-149	\$9.20
150-374	\$8.50
375-749	\$8.20
750-1499	\$7.90
1500-2249	\$7.70
2250-2999	\$7.55
3000-3749	\$7.35
3750-5249	\$7.20
5250-7499	\$7.00
7500+	\$6.80

### Multiple Paper Discounts

Available to advertisers placing ads in two or more papers in our region. 7% discount for two papers; 10% discount for 3 or more papers. No discounts apply to nonprofit rates.

### Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
4"	\$8.65	\$8.30	\$8.15	\$7.40
8"	\$8.40	\$8.05	\$7.90	\$7.10
10"	\$8.30	\$7.95	\$7.80	\$7.15
15"	\$7.85	\$7.50	\$7.35	\$6.60
30"	\$7.60	\$7.25	\$7.10	\$6.35
63"	\$7.35	\$7.00	\$6.85	\$6.10
126"	\$7.25	\$6.90	\$6.75	\$6.00

### Color rates

Available Color	\$50
Full Color	
up to 15 inches	\$50
16-31 inches	\$90
32-64 inches	\$120
65-126 inches	\$150

### 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, 4:00p.m.**

Ad e-mail: adrep@thesmokymountaintimes.com

www.thesmokymountaintimes.com

**Rates effective January 1, 2017**

## INSERT RATES

price per thousand

Frequency	<13	13-25	26-49	50+
single sheet	\$48.00	\$44.00	\$42.00	\$40.00
4 pg tab	\$50.00	\$46.00	\$44.00	\$42.00
6 - 8 pg tab	\$50.00	\$46.00	\$44.00	\$42.00
10 - 12 pg tab	\$52.00	\$48.00	\$46.00	\$44.00
14 - 16 pg tab	\$54.00	\$50.00	\$48.00	\$46.00
18 - 20 pg tab	\$56.00	\$52.00	\$50.00	\$48.00
22 - 24 pg tab	\$58.00	\$54.00	\$52.00	\$50.00
26 - 28 pg tab	\$60.50	\$56.50	\$54.50	\$52.50
30 - 32 pg tab	\$63.00	\$59.00	\$57.00	\$55.00
34 - 36 pg tab	\$65.50	\$61.50	\$59.50	\$57.50

- Add \$2.50 for each additional four-page tab after 36.
- Full run only
- Maximum size insert is 11" x 11". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract
- Mini-tabs, flexies and quarter folds require quote from the publisher

### Shipping Information

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

*Smoky Mountain Times*  
 c/o The Mountain Press  
 40 Depot Street  
 Franklin, NC 28734

Call for digital advertising rates!

## MARKET FACTS

for Swain County



### DEMOGRAPHICS

Occupied Households: 5,672  
 Total Population: 13,981  
 Median Family Income: \$33,786  
 Total Retail Sales: \$93,951,000  
 Retail Sales per Average Household: \$7,213/yr  
 Source: 2010 US Census

### ADVERTISING BENEFITS

- major stop before entering national parks in NC
- over \$100 million in retail sales in Swain County
- captive audience of 5600 households

DMA: Greenville/Spartanburg/Anderson, SC-Asheville, NC  
 Market Penetration: 48%