

2017

THE SYLVA HERALD

Sylva, NC
Publication day: Thursday
Circulation: 5,700
www.cninewspapers.com

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ROP RATES

Open Rate: \$11.75

<i>Annual Volume Contract Rates</i>		<i>Multiple Paper Discounts</i>
<u>Inches</u>	<u>Rate</u>	
75-149	\$10.70	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% on each; Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to insert rates.
150-374	\$9.95	
375-749	\$9.45	
750-1499	\$9.05	
1500-2249	\$8.60	
2250-2999	\$8.10	
3000-3749	\$7.50	
3750-5249	\$7.00	
5250-7499	\$6.45	
7500+	\$5.85	

Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$9.65	\$9.25	\$8.90	\$8.60
6"	\$9.30	\$8.70	\$8.50	\$8.25
10"	\$8.70	\$8.40	\$8.20	\$8.00
15"	\$8.40	\$8.00	\$7.70	\$7.45
30"	\$7.85	\$7.75	\$7.40	\$7.20
63"	\$7.70	\$7.45	\$7.25	\$7.10
129"	\$7.45	\$7.30	\$7.10	\$6.50

Color rates

One Color	\$150
Two Colors	\$150
Full Color	\$190

Mechanicals

<u>Column</u>	<u>Inches</u>
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 Tuesday at noon.

Ad email: ads@thesylvaherald.com
 Adsend Code: NCSYL

www.thesylvaherald.com

Rates effective January 1, 2017

INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$50.00	\$48.00	\$46.00	\$44.00
4 - 6 pg tab	\$55.00	\$52.00	\$50.00	\$48.00
8 pg tab	\$60.00	\$58.00	\$56.00	\$54.00
10 - 12 pg tab	\$70.00	\$68.00	\$64.00	\$62.00
14 - 16 pg tab	\$80.00	\$78.00	\$76.00	\$74.00
18 - 20 pg tab	\$90.00	\$88.00	\$86.00	\$84.00
22 - 24 pg tab	\$90.00	\$88.00	\$86.00	\$84.00
26 - 28 pg tab	\$95.00	\$93.00	\$91.00	\$89.00
30 - 32 pg tab	\$100.00	\$98.00	\$96.00	\$94.00
34 - 36 pg tab	\$105.00	\$103.00	\$101.00	\$99.00

- Add \$5.00 for each additional four-page tab after 36.
- Full run only
- Maximum size insert is 11^{1/2}" x 11^{1/2}". All other sizes must be folded prior to delivery.
- Front page sticky note advertising available upon request.
- 13-25, 26-49, 50+ requires signed contract

Shipping Information

The Sylva Herald
 Inserts should be received **c/o The Mountain Press**
 one week prior to insertion. **40 Depot Street**
 Ship 1/2 fold to: **Franklin, NC 28734**

Call for digital advertising rates!

MARKET FACTS

for Jackson County

DEMOGRAPHICS

Occupied Households: 16,446
 Total Population: 40,271
 Median Family Income: \$51,121
 Total Retail Sales: \$306,521,000
 Retail Sales per Average Household: \$9,045/yr
 Source: 2010 US Census estimates



ADVERTISING BENEFITS

- Jackson County's most affluent community
- Average household EBI is among top 1/3 in North Carolina

DMA: Greenville/Spartanburt/Anderson, SC-Asheville, NC
 Market Penetration: 55%