

2017

The Highlander

Highlands, NC
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www.cninewspapers.com

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ROP RATES

Open Rate: \$13.00

Legal and Nonprofit Rate: \$10.05

Annual Volume Contract Rates Multiple Paper Discounts

Inches	Rate
75-149	\$10.05
150-374	\$9.40
375-749	\$8.95
750-1499	\$8.75
1500-2249	\$8.65
2250-2999	\$8.50
3000-3749	\$8.40
3750-5249	\$7.85
5250-7499	\$7.55
7500+	\$7.25

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"	\$9.65	\$9.30	\$9.10	\$8.40
8"	\$9.00	\$8.65	\$8.00	\$7.75
10"	\$8.80	\$8.45	\$7.90	\$7.55
15"	\$8.00	\$7.65	\$7.45	\$6.75
30"	\$7.65	\$7.30	\$6.95	\$6.40
63"	\$7.35	\$7.00	\$6.60	\$6.10
126"	\$7.25	\$6.90	\$6.30	\$6.00

—Color rates—

Available Color	Rate
Full Color	\$50
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, 4:00 p.m.

Ad email: ads@highlandsnews.com
 Adsend Code: NCHDR

www.highlandsnews.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

The Highlander

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

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

Call for digital advertising rates!

MARKET FACTS for Macon County



DEMOGRAPHICS

Occupied Households: 14,591
 Total Population: 33,922
 Median Family Income: \$46,627
 Total Retail Sales: \$388,495,000
 Retail Sales per Average Household: \$12,589/yr
 Source: 2010 US Census estimates

ADVERTISING BENEFITS

- 20% of Highlands has \$50,000+ household EBI
- resort community for wealthy Floridians May-October
- 4 of every 5 residents receive *The Highlander*

DMA: Greenville/Spartanburg/Anderson, SC - Asheville, NC
 Market Penetration: 79%