

# 2017

# The Franklin Press

ESTABLISHED 1886

Franklin, NC  
**Publication days:** Wednesday & Friday  
**Circulation:** 7,000  
[www.cninewspapers.com](http://www.cninewspapers.com)

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## ROP RATES

**Open Rate: \$16.00**

Legal and Nonprofit rate: \$12.15

### Annual Volume Contract Rates      Multiple Paper Discounts

Inches	Rate
75-149	\$12.15
150-374	\$11.55
375-749	\$10.80
750-1499	\$10.15
1500-2249	\$9.55
2250-2999	\$9.00
3000-3749	\$8.60
3750-5249	\$8.10
5250-7499	\$7.60
7500+	\$7.30

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"	\$11.25	\$10.90	\$10.75	\$10.00
8"	\$10.80	\$10.45	\$10.30	\$9.55
10"	\$10.45	\$10.10	\$9.95	\$9.20
15"	\$9.85	\$9.50	\$9.35	\$8.60
30"	\$9.70	\$9.35	\$9.20	\$8.45
63"	\$9.45	\$9.10	\$8.95	\$8.20
126"	\$8.90	\$8.55	\$8.40	\$7.65

### —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 Deadlines: Wednesday edition-Friday, 4:00pm**  
**Friday edition-Tuesday, 4:00pm**

Ad email: [addirector@thefranklinpress.com](mailto:addirector@thefranklinpress.com)  
 Adsend Code: NCFRA

[www.thefranklinpress.com](http://www.thefranklinpress.com)

**Rates effective January 1, 2017**

## INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$56.00	\$51.00	\$49.00	\$47.00
4 pg tab	\$58.00	\$53.00	\$51.00	\$49.00
6 - 8 pg tab	\$58.00	\$53.00	\$51.00	\$49.00
10 - 12 pg tab	\$60.00	\$55.00	\$53.00	\$51.00
14 - 16 pg tab	\$62.00	\$57.00	\$55.00	\$53.00
18 - 20 pg tab	\$64.00	\$59.00	\$57.00	\$55.00
22 - 24 pg tab	\$66.00	\$61.00	\$59.00	\$57.00
26 - 28 pg tab	\$68.50	\$63.50	\$61.50	\$59.50
30 - 32 pg tab	\$71.00	\$66.00	\$64.00	\$62.00
34 - 36 pg tab	\$73.50	\$68.50	\$66.50	\$64.50

- Add \$2.50 for each additional four-page tab after 36.
- Full press run required, 20% surcharge for quantities less than full press run
- 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 Franklin Press*  
 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 Macon County*



### DEMOGRAPHICS

Occupied Households: 14,591  
 Total Population: 33,922  
 Median Family Income: \$46,627  
 Total Retail Sales: \$338,495,000  
 Retail Sales per Average Household: \$12,589/yr  
 Source: 2010 US Census estimates

### ADVERTISING BENEFITS

- penetrates 70% of the city's retail trade zone
- combined with *The Highlander*, 90% market penetration in Macon County

DMA: Greenville/Spartanburg/Anderson, SC - Asheville, NC  
 Market Penetration: 61%