

# 2017



# Cherokee Scout

The local news and information source for Cherokee County, North Carolina

Murphy, NC  
**Publication day:** Wednesday  
**Circulation:** 8,000  
 www.cninewspapers.com

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

**Open Rate: \$14.95**

Church/Non-Profit Rate \$7.95

### Annual Volume Contract Rates Multiple Paper Discounts

Inches	Rate
75-149	\$11.50
150-374	\$11.35
375-749	\$11.20
750-1499	\$11.00
1500-2249	\$10.50
2250-2999	\$10.25
3000-3749	\$10.00
3750-5249	\$9.10
5250-7499	\$8.35
7500+	\$8.05

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% discount on each; Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to Insert rates.

### Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$10.70	\$10.50	\$10.35	\$10.15
6"	\$10.60	\$10.35	\$10.20	\$9.90
10"	\$10.55	\$10.30	\$10.10	\$9.35
15"	\$10.45	\$10.20	\$9.95	\$9.10
30"	\$10.35	\$10.10	\$9.90	\$8.65
63"	\$10.20	\$9.80	\$9.50	\$7.95
129"+	\$10.10	\$9.40	\$9.20	\$7.30

### Color rates:

Available Color	\$60
One Specific Color	\$95
Two Colors	\$150
Process Color	\$195

### 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, 3:00 p.m.**

**Ad email:** advertising@cherokeescout.com  
 Adsend Code: NCMCS

www.cherokeescout.com

**Rates effective April 1, 2017**

## INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$42.50
4 pg tab	\$53.50	\$51.00	\$50.00	\$48.00
6 - 8 pg tab	\$53.50	\$51.00	\$50.00	\$48.00
10 - 12 pg tab	\$55.00	\$52.50	\$51.00	\$49.50
14 - 16 pg tab	\$56.50	\$54.00	\$52.50	\$51.00
18 - 20 pg tab	\$59.00	\$56.00	\$55.00	\$53.00
22 - 24 pg tab	\$61.50	\$58.50	\$57.50	\$55.50
26 - 28 pg tab	\$64.00	\$61.00	\$60.00	\$58.00
30 - 32 pg tab	\$66.50	\$63.50	\$62.50	\$60.50
34 - 36 pg tab	\$69.00	\$66.00	\$65.00	\$63.00

- Add \$2.50 for each additional four-page tab after 36.
- 6000 minimum quantity
- Maximum size insert is 11" x 11". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract.

### Shipping Information

Inserts should be received **Scout Press**  
 one week prior to insertion. **110 S. Church Street**  
 Ship 1/2 fold to: **Murphy, NC 28906**

Call for digital advertising rates!

## MARKET FACTS

for Cherokee County



### DEMOGRAPHICS

Occupied Households: 11,753  
 Total Population: 27,444  
 Median Family Income: \$44,454  
 Total Retail Sales: \$311,356,000  
 Retail Sales per Average Household: \$12,595/yr

Source: 2010 US Census estimates

### ADVERTISING BENEFITS

- combined with *Andrews Journal*, reaches 90% of the county
- 60% of the market 35+ years old-stable
- only 100 miles from Atlanta

DMA: Chattanooga, TN  
 Market Penetration: 84%