

# 2017

# The Clayton Tribune

Rabun County Marketplace

Clayton, GA  
**Publication day:** Thursday  
**Circulation:** 6,200  
 www.cninewspapers.com

P.O. Box 792, Athens, GA 30603  
 Phone: (800) 226-0692 • Fax: (706) 548-0808  
 Joel Jenkins, Marketing Director  
 JJenkins@cninewspapers.com

## ROP RATES

**Open Rate: \$16.00**

Charitable/Non-profit Rate: \$12.30 • Obit Rate: \$8.75 (min. \$61.25)

### Annual Volume Contract Rates\*

Inches	Rate
75-149	\$13.00
150-374	\$12.55
375-749	\$12.30
750+	\$11.80

### Multiple Paper Discounts

Applies to all newspapers. Buy any 2 papers, 10% discount on both; Buy any 3 papers, 15% discount on each; Buy 4 or more papers, 20% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not the Insert rates.

### Consecutive Advertising Contract Rates\*

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$11.75	\$11.05	\$10.75	\$10.10
6"	\$11.10	\$10.60	\$10.25	\$9.80
10"	\$10.40	\$10.10	\$9.75	\$9.50
15"	\$10.10	\$9.75	\$9.45	\$9.10
31.5"	\$9.30	\$8.95	\$8.80	\$8.50
63"	\$8.95	\$8.65	\$8.55	\$8.00
127.5"	\$8.65	\$8.45	\$8.35	\$7.55

\*Advertising agreement required.  
 (All rates are Net)

### Color rates

On-Press Color (1 color)	\$60
One Specific Color (red, blue, green, yellow)	\$80
Full Color 15-31.5" ad	\$90
Full Color 32-64" ad	\$125
Full Color 65-127.5" ad	\$165

### 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	22.0

**ROP deadline is Monday, 5:00 p.m.**

**Ad email:** composing@theclaytontribune.com  
 Adsend Code: GACNG

www.theclaytontribune.com

**Rates effective January 1, 2017**

## INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$50.00	\$48.50	\$46.50	\$45.00
4 pg tab	\$55.00	\$53.50	\$51.15	\$49.50
6 - 8 pg tab	\$55.00	\$53.50	\$51.15	\$49.50
10 - 12 pg tab	\$60.00	\$58.20	\$55.80	\$54.00
14 - 16 pg tab	\$65.00	\$63.05	\$60.45	\$58.50
18 - 20 pg tab	\$68.00	\$66.00	\$63.25	\$61.20
22 - 24 pg tab	\$70.00	\$67.90	\$65.10	\$63.00
26 - 28 pg tab	\$72.50	\$70.40	\$67.60	\$65.50
30 - 32 pg tab	\$75.00	\$72.90	\$70.10	\$68.00
34 - 36 pg tab	\$77.50	\$75.40	\$72.60	\$70.50

- Add \$2.50 for each additional four-page tab after 36.
- 4000 minimum quantity
- Maximum size insert is 11<sup>1/2</sup>" x 11<sup>1/2</sup>". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires advertising agreement.

### Shipping Information

Inserts should be received one week prior to insertion.  
 Ship 1/2 fold to:  
**The Clayton Tribune**  
 c/o The Northeast Georgian  
 2440 Old Athens Highway  
 Cornelia, GA 30531

**Call for digital advertising rates!**

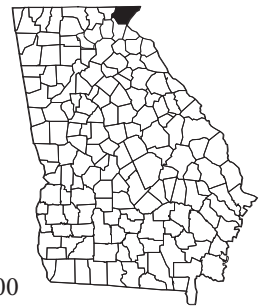
## MARKET FACTS

for Rabun County

### DEMOGRAPHICS

Occupied Households: 6,780  
 Population: 13,500  
 Total Retail Sales: \$103,707,000  
 Total Effective Buying Income: \$195,450,000  
 Median Household Effective Buying Income: \$27,640

Source: 2010 US Census estimates



### ADVERTISING BENEFITS

- Large influx of seasonal tourists
- nearly 100% household penetration in-county
- Tallulah Gorge attracts half a million visitors annually

Greenville/Spartanburg/Anderson, SC - Asheville, NC  
 Market Penetration: 92%