

2017

CLAY COUNTY

Progress

Proud to be Clay County's Hometown Newspaper

Hayesville, NC
Publication day: Thursday
Circulation: 4,400
 www.cninewspapers.com

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

Open Rate: \$11.95

Church/Non-Profit Rate \$6.50

Annual Volume Contract Rate Multiple Paper

Inches	Rate
75-149	\$7.65
150-374	\$7.55
375-749	\$7.30
750-1499	\$7.10
1500-2249	\$7.00
2250-2999	\$6.85
3000-3749	\$6.45
3750-5249	\$6.35
5250-7499	\$6.15
7500+	\$5.90

Discounts

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"	\$7.60	\$7.45	\$7.25	\$7.00
6"	\$7.45	\$7.30	\$7.05	\$6.90
10"	\$7.30	\$7.20	\$6.95	\$6.80
15"	\$7.20	\$7.05	\$6.80	\$6.65
30"	\$7.10	\$6.90	\$6.65	\$6.45
63"	\$6.90	\$6.75	\$6.40	\$6.30
129"	\$6.80	\$6.55	\$6.30	\$5.75

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 Tuesday at noon.

Ad email: ads@claycountyprogress.com
 Adsend Code: NCMCS

www.claycountyprogress.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.
- 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

Shipping Information

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

Clay County Progress
 c/o The Cherokee Scout
 110 S. Church Street
 Murphy, NC 28906

Call for digital advertising rates!

MARKET FACTS

for Clay County



DEMOGRAPHICS

Occupied Households: 4,660
 Total Population: 10,587
 Median Family Income: \$38,049
 Total Retail Sales: \$92,944,000
 Retail Sales per Average Household: \$10,153/yr

Source: 2010 US Census estimates

ADVERTISING BENEFITS

- Clay County offers \$100 million+ in retail sales
- Equidistant to Asheville, Atlanta, Chattanooga
- 20% growth in average household buying income

DMA: Atlanta, Ga.
 Market Penetration: 73%