

# 2017

# The Northeast Georgian

Serving Habersham County Since 1892



TheNortheastGeorgian.com

## Habersham County Marketplace

Cornelia, GA

**Publication day:** Wednesday & Friday

**Circulation:** 8,200

www.cninewspapers.com

P.O. Box 792, Athens, GA 30603

Phone: (800) 226-0692 • Fax: (706) 548-0808

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### ROP RATES

**Open Rate: \$19.30**

Charitable/Non-profit Rate: \$14.30 • Obit Rate: \$8.75 (min. \$61.25)

### Annual Volume Contract Rates\* Multiple Paper Discounts

Inches	Rate
75-149	\$14.95
150-374	\$14.55
375-749	\$14.05
750+	\$13.45

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"	\$12.30	\$11.90	\$11.55	\$11.00
6"	\$11.85	\$11.50	\$11.00	\$10.40
10"	\$11.45	\$11.00	\$10.30	\$9.95
15"	\$11.00	\$10.35	\$9.85	\$9.40
31.5"	\$10.20	\$9.65	\$9.05	\$8.75
63"	\$9.80	\$9.20	\$8.60	\$8.20
127.5"	\$9.40	\$8.70	\$8.15	\$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 Deadlines: Wednesday edition-Friday, 4:00 p.m.  
Friday edition-Tuesday, 5:00 p.m.**

**Ad email:** advertising@thenortheastgeorgian.com  
Adsend Code: GACNG

www.thenortheastgeorgian.com

**Rates effective January 1, 2017**

### INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
6 - 8 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
10 - 12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
14 - 16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
18 - 20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
22 - 24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00
26 - 28 pg tab	\$63.50	\$60.50	\$59.50	\$57.50
30 - 32 pg tab	\$66.00	\$63.00	\$62.00	\$60.00
34 - 36 pg tab	\$68.50	\$65.50	\$64.50	\$62.50

- Add \$2.50 for each additional four-page tab after 36.
- 4,000 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 signed contract

### Shipping Information

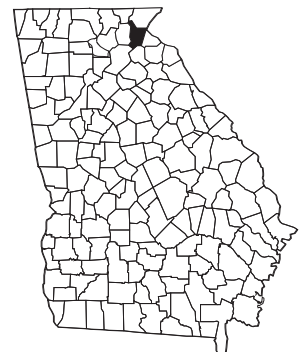
Inserts should be received *The Northeast Georgian*  
one week prior to insertion. 2440 Old Athens Highway  
Ship 1/2 fold to: Cornelia, GA 30531

Call for digital advertising rates!

### MARKET FACTS for Habersham County

#### DEMOGRAPHICS

Occupied Households: 15,472  
Total Population: 43,041  
Median Family Income: \$51,686  
Total Retail Sales: \$350,943,000



Source: 2010 US Census estimates

#### ADVERTISING BENEFITS

- Twice-weekly serving Habersham County
- One of NE Georgia's most populated counties
- 20% of market earns \$50,000+ per year
- Paid circulation - delivery by USPS