

# 2017

## MITCHELL NEWS-JOURNAL

Spruce Pine, NC  
**Publication day:** Wednesday  
**Circulation:** 3,300  
 www.cninewspapers.com

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

**Open Rate: \$13.00**

Legal and Nonprofit Rate: \$9.90

### Annual Volume Contract Rates Multiple Paper Discounts

Inches	Rate	Discounts
75-149	\$9.90	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.
150-374	\$9.60	
375-749	\$9.30	
750-1499	\$9.00	
1500-2249	\$8.70	
2250-2999	\$8.40	
3000-3749	\$8.15	
3750-5249	\$7.80	
5250-7499	\$7.35	
7500+	\$6.80	

### Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
4"	\$9.15	\$8.80	\$8.65	\$7.90
8"	\$8.80	\$8.45	\$8.30	\$7.55
10"	\$8.50	\$8.15	\$8.00	\$7.25
15"	\$8.40	\$8.05	\$7.90	\$7.15
30"	\$8.10	\$7.75	\$7.60	\$6.85
63"	\$7.90	\$7.55	\$7.40	\$6.65
126"	\$7.55	\$7.20	\$7.05	\$6.30

### 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 Deadline is Friday, 3:00 p.m.**

**Ad email:** ads@mitchellnews.com  
 Adsend Code: NCSPM

www.mitchellnews.com

**Rates effective January 1, 2017**

### INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$50.00	\$48.00	\$46.00	\$44.00
4 pg tab	\$52.00	\$50.00	\$48.00	\$46.00
6 - 8 pg tab	\$52.00	\$50.00	\$48.00	\$46.00
10 - 12 pg tab	\$54.00	\$52.00	\$50.00	\$48.00
14 - 16 pg tab	\$56.00	\$54.00	\$52.00	\$50.00
18 - 20 pg tab	\$58.00	\$56.00	\$54.00	\$52.00
22 - 24 pg tab	\$60.00	\$58.00	\$56.00	\$54.00
26 - 28 pg tab	\$62.50	\$60.50	\$58.50	\$56.50
30 - 32 pg tab	\$65.00	\$63.00	\$61.00	\$59.00
34 - 36 pg tab	\$67.50	\$65.50	\$63.50	\$61.50

- Add \$2.50 for each additional four-page tab after 36.
- Full press run required, 20% surcharge for quantities less than full 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 fold require quote from the publisher

### Shipping Information

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

*Mitchell News-Journal*  
 c/o The Mountain Press  
 40 Depot Street  
 Franklin, NC 28734

Call for digital advertising rates!

### MARKET FACTS for Mitchell County



### DEMOGRAPHICS

Occupied Households: 6,685  
 Total Population: 15,579  
 Median Family Income: \$36,367  
 Total Retail Sales: \$165,732,000  
 Retail Sales per Average Household: \$10,455

Source: 2010 US Census

### ADVERTISING BENEFITS

- carries all major retail and grocery inserts
- only paid subscription community newspaper in the county
- only 40 minutes from Asheville, NC

DMA: Greenville/Spartanburg/Anderson, SC-Asheville, NC  
 Market Penetration: 32%