

# 2017

# The Telfair Enterprise

The Standard of Telfair County for 127 Years

McRae, GA

**Publication day:** Wednesday

**Circulation:** 2,800 • TMC Three Rivers Gazette (Tues) : 8,000

www.cninewspapers.com

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## ROP RATES

### The Telfair Enterprise

**Open Rate: \$6.59**

*Annual Volume*

*Contract Rates*

*Consecutive Advertising*

Inches	Rate	Weeks	Rate
75-149	\$6.36	4	\$5.98
150-374	\$6.44	13	\$5.69
375-749	\$5.56	26	\$5.35
750+	\$5.39	52	\$5.08

**6 x 21 1/2 FULL PAGE**

### Three Rivers Gazette (TMC)

**Open Rate: \$ 7.65**

*Annual Volume*

*Contract Rates*

*Consecutive Advertising*

Inches	Rate	Weeks	Rate
75-149	\$7.28	4	\$7.03
150-374	\$7.15	13	\$6.65
375-749	\$6.48	26	\$6.27
750+	\$6.27	52	\$5.90

**5 x 11 FULL PAGE**

### Color rates

1 Color	\$50
Full Color	\$120

### 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 Deadlines

**Telfair Enterprise: Monday, 4:00 p.m.**

**Three Rivers Gazette: Thursday, 4:00 p.m.**

Ad email: telfairads@windstream.net

Adsend Code: GASMC

www.thetelfairenterprise.com

**Rates effective January 1, 2017**

## INSERT RATES (price per thousand)

single sheet	\$45.00
4 pg tab	\$50.00
6 - 8 pg tab	\$50.00
10 - 12 pg tab	\$50.00
14 - 16 pg tab	\$52.00
18 - 20 pg tab	\$53.00
22 - 24 pg tab	\$55.00
26 - 28 pg tab	\$57.50
30 - 32 pg tab	\$60.00
34 - 36 pg tab	\$62.50

- Add \$2.50 for each additional four-page tab after 36.
- Full run only
- Maximum size insert is 11<sup>1/2</sup>"x 11<sup>1/2</sup>". All other sizes must be folded prior to delivery.

### Shipping Information

Inserts should be received one week prior to insertion.

Ship 1/2 fold to:

*The Telfair Enterprise*  
c/o *The Press Sentinel*

252 West Walnut Street  
Jesup, Georgia 31545

**Call for digital advertising rates!**

## MARKET FACTS for Telfair County

### DEMOGRAPHICS

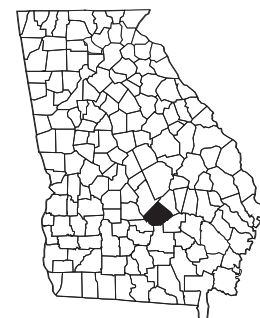
Occupied Households: 5,543

Total Population: 15,900

Median Family Income: \$23,414

Total Retail Sales: \$191,096,000

Source: 2010 US Census estimates



### ADVERTISING BENEFITS

- 8 of 10 residents subscribe
- With shopper, reaches 100% of market
- A short drive to Macon, GA, market

DMA: Macon, GA Market Penetration: 82%

Telfair Enterprise: 22%, Three Rivers Gazette: 100%