

2017

The Toccoa Record

Toccoa Marketplace

Toccoa, GA
Publication day: Thursday
Circulation: 5,400
www.cninewspapers.com

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

Open Rate: \$12.70

Charitable/Non-profit Rate: \$10.75 • Obit Rate: \$8.75 (min. \$61.25)

Annual Volume Contract Rates* Multiple Paper Discounts

Inches	Rate
75-149	\$11.35
150-374	\$11.00
375-749	\$10.85
750+	\$10.70

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"	\$11.15	\$10.65	\$10.25	\$9.80
6"	\$10.85	\$10.30	\$10.05	\$9.50
10"	\$10.50	\$9.95	\$9.75	\$9.20
15"	\$10.05	\$9.70	\$9.50	\$8.85
31.5"	\$9.50	\$9.30	\$9.00	\$8.20
63"	\$9.15	\$8.95	\$8.70	\$7.90
127.5"	\$8.95	\$8.70	\$8.30	\$6.95

*Advertising agreement required.
 (All rates are Net)

Color rates

On-Press Color (one color)	\$60
One Specific Color (Red, Blue, Green, Yellow)	\$80
Full Color on 15-31.5" ad	\$90
Full Color on 32-64" ad	\$125
Full Color on 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 at noon.

Ad email: advertising@toccoarecord.com
www.thetoccoarecord.com

Rates effective January 1, 2017

INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
4 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
6 - 8 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
10 - 12 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
14 - 16 pg tab	\$58.00	\$55.50	\$54.00	\$52.50
18 - 20 pg tab	\$63.00	\$60.00	\$59.00	\$57.00
22 - 24 pg tab	\$65.50	\$62.50	\$61.00	\$59.50
26 - 28 pg tab	\$68.00	\$65.00	\$63.50	\$62.00
30 - 32 pg tab	\$70.50	\$67.50	\$66.00	\$64.50
34 - 36 pg tab	\$73.00	\$70.00	\$68.50	\$67.00

- Add \$2.50 for each additional four-page tab after 36.
- 4000 minimum quantity
- Maximum size insert is 11^{1/2}" x 11^{1/2}". 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, in boxes to:

The Toccoa Record
 c/o *The Northeast Georgian*
 2440 Old Athens Highway
 Cornelia, GA 30531

Call for digital advertising rates!

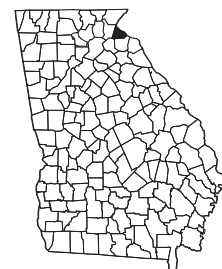
MARKET FACTS

for Stephens County

DEMOGRAPHICS

Occupied Households: 10,289
 Total Population: 26,175
 Median Family Income: \$44,538
 Total Retail Sales: \$243,709,000
 Retail Sales per Average Household: \$9,544/yr

Source: 2010 US Census estimates



ADVERTISING BENEFITS

- Over 25,000 population in Stephens County
- Over 500 business establishments

DMA: Greenville/Spartanburg/Anderson, SC - Asheville, NC
 Market Penetration: 43%