

2017

THE NEWS OBSERVER

Blue Ridge, GA
Publication day: Wednesday
Circulation: 10,700
 www.cninewspapers.com

P.O. Box 792, Athens, GA 30603
 Phone: (800) 226-0692 • Fax: (706) 548-0808
 Joel Jenkins, Marketing Director
 JJenkins@cninewspapers.com

ROP RATES

Open Rate: \$13.65

Annual Volume Contract Rate

Inches	Rate
75-149	\$9.00
150-374	\$8.85
375-749	\$8.65
750-1499	\$8.10
1500-2249	\$7.95
2250-2999	\$7.70
3000-3749	\$7.50
3750-5249	\$7.00
5250-7499	\$6.75
7500+	\$6.60

Multiple Paper 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"	\$9.30	\$9.20	\$9.10	\$8.70
6"	\$9.15	\$8.95	\$8.85	\$8.55
10"	\$9.10	\$8.85	\$8.60	\$8.45
15"	\$8.90	\$8.60	\$8.50	\$7.95
30"	\$8.60	\$8.50	\$7.95	\$7.35
63"	\$8.70	\$7.95	\$7.15	\$6.95
129"+	\$8.45	\$7.15	\$6.95	\$6.40

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 Monday, 4:00 p.m.

Ad email: ads@thenewsobserver.com
 www.thenewsobserver.com

Rates effective January 1, 2017

INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.50	\$45.00	\$44.00	\$43.00
4 pg tab	\$55.50	\$53.00	\$52.00	\$50.00
6 - 8 pg tab	\$55.50	\$53.00	\$52.00	\$50.00
10 - 12 pg tab	\$57.00	\$54.00	\$53.00	\$51.00
14 - 16 pg tab	\$58.00	\$55.00	\$54.00	\$52.00
18 - 20 pg tab	\$58.50	\$55.50	\$54.50	\$52.50
22 - 24 pg tab	\$60.50	\$57.50	\$56.00	\$55.00
26 - 28 pg tab	\$65.50	\$62.50	\$61.00	\$60.00
30 - 32 pg tab	\$70.50	\$67.50	\$66.00	\$65.00
34 - 36 pg tab	\$75.50	\$72.50	\$71.00	\$70.00

- Add \$5.00 for each additional four-page tab after 36.
- 6000 minimum quantity
- 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 *The News Observer*
 one week prior to insertion. 5748 Appalachian Hwy
 Ship 1/2 fold, in boxes to: Blue Ridge, GA 30513

Call for digital advertising rates!

MARKET FACTS

for Fannin County



DEMOGRAPHICS

Occupied Households: 10,187
 Total Population: 23,682
 Median Family Income: \$35,258
 Total Retail Sales: \$219,563,000
 Retail Sales per Average Household: \$10,499/yr

Source: 2010 US Census estimates

ADVERTISING BENEFITS

- in top 10 fastest growing counties in Georgia
- 80% household penetration in-county
- equidistant between Atlanta and Chattanooga

DMA: Chattanooga, TN
 Market Penetration: 64%

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10"	\$9.45	\$9.20	\$8.95	\$8.80
15"	\$9.25	\$8.95	\$8.85	\$8.30
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