

2017

The Toccoa Record

Toccoa Marketplace

Phone: (706) 886-9476

Fax: (706) 886-2161

Email: advertising@toccoarecord.com

67 W. Doyle St.

PO Drawer 1069, Toccoa, GA 30577

www.thetoccoarecord.com

Open Rate: \$12.70
Charitable/Non-profit Rate: \$10.75
Obit Rate: \$8.75 (min. \$61.25)

Annual Volume*

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

Multiple Paper Discounts

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 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.....	\$80
<small>(Red, Blue, Green, Yellow)</small>	
Full Color on 15-31.5" ad	\$90
Full Color on 32-64" ad	\$125
Full Color on 65-127.5" ad	\$165

ROP Deadlines

Monday at 12 p.m.
Earlier during holidays.

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 inches

Ad email: advertising@toccoarecord.com

Web site: www.thetoccoarecord.com

Insert Rates

price per thousand

Frequency:	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
8 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
12 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
16 pg tab	\$58.00	\$55.50	\$54.00	\$52.50
20 pg tab	\$63.00	\$60.00	\$59.00	\$57.00
24 pg tab	\$65.50	\$62.50	\$61.00	\$59.50

- Add \$2.50 for each additional four-page tab after 24.
- 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 advertising agreement.

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



Source: 2010 U.S. Census estimates

ADVERTISING BENEFITS

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

CNI - Northeast Georgia Region
Rates effective January 1, 2017

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