

2025

# The Toccoa Record

Toccoa, GA

Publication day: Thursday  
Circulation: 3,200

Rates effective January 1, 2025  
www.thetoccoarecord.com

## ROP RATES

**Open Rate: \$14.88** • Charitable/Non-profit Rate: \$11.60  
Obit Rate: \$8.75 (min. \$61.25)

### Annual Volume Contract Rate\*

Inches	Rate
75-149	\$13.28
150-374	\$12.89
375-749	\$12.72
750-1499	\$12.50
1500-2249	\$11.87
2250-2999	\$11.53
3000-3749	\$11.47
3750-5249	\$10.96
5250-7499	\$10.78
7500+	\$10.56

### Dollar Volume Rates\*

Quarterly	Rate
\$1,000-\$2,000	\$12.50
\$2,001+	\$11.53
Annual	Rate
\$3,500-\$7,500	\$11.53
\$7,501+	\$10.78

### Multiple Paper Discounts

Run the same ad in any 2-3 papers the same week and receive a 20% discount on all, and 25% for 4 or more in the same week. Discounts apply only to display ads.

### Consecutive Advertising Contract Rates\*

Inches	4-9 weeks	10-20 weeks	21-39 weeks	40-52 weeks
3-5"	\$13.06	\$12.43	\$11.98	\$11.47
6-9"	\$12.72	\$12.03	\$11.75	\$11.13
10-14"	\$12.29	\$11.64	\$11.41	\$10.78
15-31"	\$11.75	\$11.36	\$11.13	\$10.33
31.5-62.5"	\$11.13	\$10.90	\$10.50	\$9.60
63"+	\$10.68	\$10.45	\$10.16	\$9.25

\*Advertising agreement required. (All rates are Net)

## Color Rates

Full Color up to 10" ad	\$53
Full Color 11-31.5" ad	\$68
Full Color 32-63" ad	\$88
Full Color 63.5+ ad	\$168

## Ad dimensions

1 column	= 1.667"
2 column	= 3.458"
3 column	= 5.250"
4 column	= 7.042"
5 column	= 8.833"
6 column	= 10.625"

## ROP • CLASSIFIED • LEGAL contact information

ROP: ads@thetoccoarecord.com

Classified: toccoaclass@thetoccoarecord.com

Legals: toccoaclass@thetoccoarecord.com

## 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

- Insert order deadline Thursday at 4 p.m. for following week publication.
- Add \$2.50 for each additional four-page tab after 36.
- **Full run only**
- **Maximum size insert is 11" x 11."** All other sizes must be folded prior to delivery.

## Shipping Information

Inserts should be received *The Toccoa Record*  
one week prior to insertion. *c/o The Northeast Georgian*  
Ship 1/2 fold, in boxes to: 2440 Old Athens Highway  
Cornelia, GA 30531

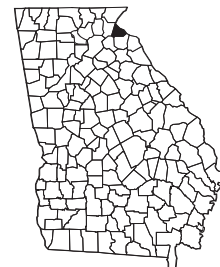
Send insertion orders for preprints to:  
nationalsales@cninewspapers.com

www.cninewspapers.com

## MARKET FACTS for Stephens County

### DEMOGRAPHICS

Occupied Households: 9,977  
Total Population: 26,784  
Median Family Income: \$46,766  
Total Retail Sales: \$273,280,000  
Source: 2020 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: 40%