The Toccoa Record

Toccoa, GA

Publication day: Thursday Circulation: 4,000 www.cninewspapers.com

ROP RATES

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

0010 Hatel (01) 5 (Hill (01) 25)							
	Dollar Volume Rates* Quarterly Rate						
<u>Rate</u>	\$1,000-\$2,000 \$12.50						
\$13.28	\$2,001+ \$11.53						
\$12.89	<u>Annual</u> <u>Rate</u>						
\$12.72	\$3,500-\$7,500 \$11.53						
\$12.50	\$7,501+ \$10.78						
\$11.87	Multiple Daner Dissounts						
\$11.53	Multiple Paper Discounts						
\$11.47	Run the same ad in any 2-3 papers the same week and receive a						
\$10.96	20% discount on all, and 25%						
\$10.78	for 4 or more in the same week.						
\$10.56	Discounts apply only to display ads.						
	\$13.28 \$12.89 \$12.72 \$12.50 \$11.87 \$11.53 \$11.47 \$10.96 \$10.78						

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

Ad dimensions

On-Press Color (1 color)	\$63			
	•	1 column	=	1.667"
One Specific Color (red, blue, green, yellow)	\$83	2 column	=	3.458"
	\$53	3 column	=	5.250"
Full Color up to 10" ad		4 column	=	7.042"
Full Color 11-31.5" ad	\$68			
Full Color 32-63" ad	\$88			8.833"
ruii Color 32-03 au	200	6 column	=	10.625"
Full Color 63.5+ ad	\$168	DT 13 column	=	22"

ROP Deadline is Monday at noon.

Earlier during holidays

Send insertion orders and ad materials to:

nationalsales@cninewspapers.com

Rates effective January 1, 2024

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.
- 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

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%