

THE NEWS OBSERVER

Advertising Rate Schedule Open Rate \$14.00 Per Column Inch Effective January 1, 2021

P.O. Box 989
5748 Appalachian Hwy.
Blue Ridge, GA 30513

Phone: (706) 632-2019
Fax: (706) 632-2577
email: ads@thenewsobserver.com

CONSECUTIVE ADVERTISING RATES - R.O.P.*

	3 inches	6 inches	10 inches	15 inches	30 inches	63 inches	129 inches +
6 weeks	9.65	9.50	9.45	9.25	8.95	8.85	8.30
13 weeks	9.55	9.30	9.20	8.95	8.85	8.30	7.50
26 weeks	9.45	9.20	8.95	8.85	8.30	7.50	7.30
52 weeks	9.05	8.90	8.80	8.30	7.70	7.30	6.75

ANNUAL VOLUME RATES - R.O.P.*

75 - 149 inches	9.90 column inch
150 - 374 inches	9.75 column inch
375 - 749 inches	9.45 column inch
750 - 1499 inches	8.85 column inch
1500 - 2249 inches	8.70 column inch
2250 - 2999 inches	8.45 column inch
3000 - 3749 inches	8.25 column inch
3750 - 5249 inches	7.75 column inch
5250 - 7499 inches	7.45 column inch
7500 - plus inches	7.30 column inch

OTHER RATES*

Classified Reader Ads • Base Rate\$6.00

Contact the newspaper office for more details

Church / Non-Profit \$7.50 Per Column Inch

Legal Advertising..... Per Georgia Law

Birthdays / Lost Pets..... \$8.50 Per Column Inch

Process Color - \$195; One Specific Color - \$95.00;

Available Color - \$60; Two Available Colors - \$150.00

At Your Service Ads • 13 Weeks - \$250.00 • 10 Weeks -

\$220.00 5 Weeks - \$155.00

Cash with Copy - \$10.50 per column inch

For advertisers not wishing to sign a sales agreement
and without established credit

PREPRINTED INSERTS RATES*

Number of Insertions	1	13-25	26-49	50 +
Single sheet	47.50	45.00	44.00	43.00
4-8 tab pages	55.50	53.00	52.00	50.00
12 tab pages	57.00	54.00	53.00	51.00
16 tab pages	58.00	55.00	54.00	52.00
20 tab pages	58.50	55.50	54.50	52.50
24 tab pages	60.50	57.50	56.00	55.00

28+ tab pages – add \$5.00 for every 4 tab pages

Rates are cost per 1,000

Front page sticky notes – \$95 per 1,000

6,000 minimum required for inserts

**The maximum allowable size for inserts is
11 inches by 11 inches. Anything larger
must be folded prior to shipping.**

For minimum sizes, please call us.

Ship to: The News Observer

5748 Appalachian Hwy., Blue Ridge, GA 30513

COMBINATION RATES

FOR ROP ADS

The News Observer, Blue Ridge, GA

Cherokee Scout, Murphy, NC

Clay County Progress, Hayesville, NC

The Graham Star, Robbinsville, NC

Times-Courier, Ellijay, GA

Any 2 Newspapers - 7% Discount on Both

Any 3 or 4 Newspapers - 10% Discount on All

All 5 Newspapers - 15% Discount on All

*Terms and conditions: Sales agreements must be signed to receive consecutive and/or annual volume rates. Payment is expected at time advertisements are placed for all political, amusement and At Your Service Ads, and for advertisers who have not established credit. We accept Visa, MasterCard, Discover and American Express.

CIRCULATION

<u>Zip Code</u>	
30513 Blue Ridge	3,480
30555 McCaysville	600
30559 Mineral Bluff.....	629
30541 Epworth.....	237
30560 Morganton.....	915
37317 Copperhill, TN	260
37326 Ducktown, TN.....	165
<u>All Other Primary Market Zip Codes.....</u>	<u>76</u>
<u>Primary Market Total</u>	<u>6,362</u>
<u>All Other Zip Codes.....</u>	<u>146</u>
TOTAL CIRCULATION.....	6,508
 Primary Market Penetration.....	 60%

DEADLINES

Classified Display.....	Monday, 3 p.m.
Retail Display.....	Monday, 3 p.m.
Classified Liners.....	Monday, 3 p.m.
Legal Notices.....	Thursday, Noon
Preprinted Inserts.....	Seven Days Prior

CONTACT US

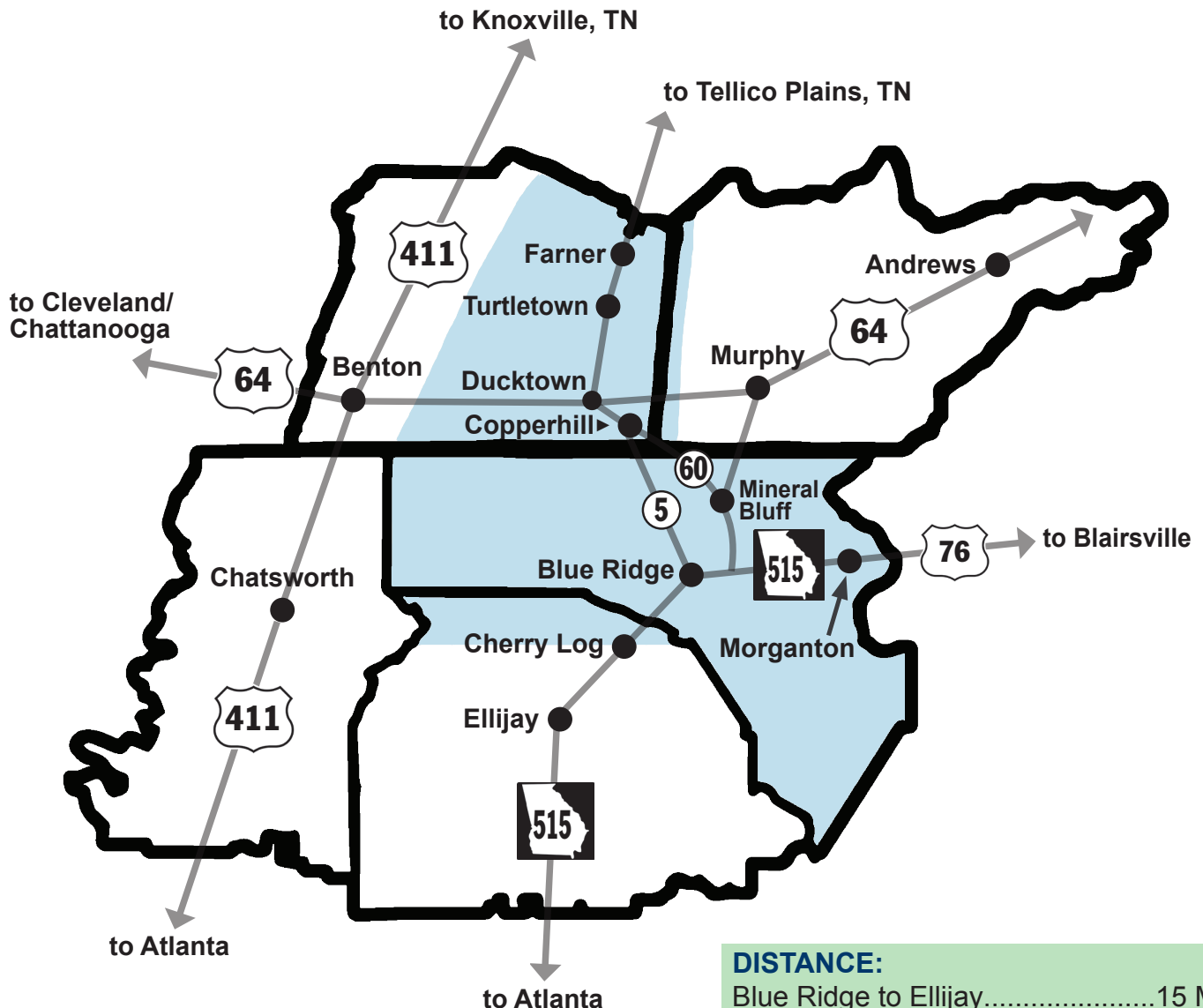
Office: 706-632-2019

Fax: 706-632-2577

ads@thenewsobserver.com

classifieds@thenewsobserver.com

legals@thenewsobserver.com



DISTANCE:

Blue Ridge to Ellijay.....	15 Miles
Blue Ridge to Blairsville.....	23 Miles
Blue Ridge to Murphy.....	25 Miles