# THE NEWS OBSERVER

Blue Ridge, GA

**Publication day:** Wednesday **Circulation:** 5,700 *www.cninewspapers.com* 

## **ROP RATES**

Open Rate: \$14.40 • Church/Non-Profit Rate: \$7.75

# Annual Volume Contract Rate\* Multiple Paper Discounts

<u>Inches</u>	<u>Rate</u>
75-149	\$10.20
150-374	\$10.05
375-749	\$9.75
750-1499	\$9.10
1500-2249	\$8.95
2250-2999	\$8.70
3000-3749	\$8.50
3750-5249	\$8.00
5250-7499	\$7.70
7500+	\$7.50

This applies to all newspapers in the Murphy region. Buy any 2 papers, 7% discount on both; Buy any 3 or 4 papers, 10% discount on all; Buy any 5 papers, 15% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to Insert rates.

**Ad dimensions** 

## Consecutive Advertising Contract Rates\*

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3″	\$9.95	\$9.85	\$9.75	\$9.30
6"	\$9.80	\$9.60	\$9.50	\$9.15
10"	\$9.75	\$9.50	\$9.20	\$9.05
15"	\$9.55	\$9.20	\$9.10	\$8.55
30"	\$9.20	\$9.10	\$8.55	\$7.95
63"	\$9.10	\$8.55	\$7.75	\$7.50
126"+	\$8.55	\$7.75	\$7.50	\$6.95

<sup>\*</sup>must sign sales agreement

## **Color Rates**

<b>On-Press Available Color</b>	\$60	1 column	=	1.667"
One Specific Color	\$95	2 column	=	3.458"
Two Available Colors	\$150	3 column	=	5.250"
Process Color	\$195	4 column	=	7.042"
	4.20	5 column	=	8.833"
		6 column	=	10.625"
		DT	=	21.375"

## ROP deadline is Monday, 3:00 p.m.

**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	\$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.
- Full run only
- Maximum size insert is 11" x 11." All other sizes must be folded prior to delivery.
- Front page sticky notes \$95 per 1,000, full run only does not include printing of ad.

### **Shipping Information**

Inserts should be received one week prior to insertion.
Ship 1/2 fold, in boxes to:

The News Observer 5748 Appalachian Hwy Blue Ridge, GA 30513

## MARKET FACTS

for Fannin County

#### **DEMOGRAPHICS**

Occupied Households: 18,076 Total Population: 25,817 Median Family Income: \$46,028 Total Retail Sales: \$377,743,000 Source: 2020 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: 35%