

2020

# WHITE COUNTY NEWS

White County Marketplace

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13 E. Jarrard Street

Cleveland, GA 30528

[www.whitecountynews.net](http://www.whitecountynews.net)

National Rate: \$14.65  
Charitable/Non-profit Rate: \$11.00  
Obit Rate: \$8.75 (min. \$61.25)

## Dollar Volume Rates\*

Quarterly	Rate
\$1,000-\$2,500	\$10.35
\$2,501+	\$9.35
Annual	Rate
\$3,500-\$7,500	\$9.35
\$7,501+	\$8.40

## Multiple Paper Discounts

Applies to all CNI newspapers. Buy any 2-3 newspapers, same ad in same week, get 20% discount on all. Buy 4 or more newspapers, same ad in same week, get 25% discount on all. Multiple paper discounts apply to consecutive week or volume agreement advertising rates. May not be combined with other discounts or applied to preprint rates.

## Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$9.70	\$9.40	\$9.05	\$8.65
6-9"	\$9.30	\$8.95	\$8.60	\$8.20
10-14"	\$9.00	\$8.50	\$8.10	\$7.80
15-31"	\$8.50	\$8.05	\$7.75	\$7.30
31.5-62.5"	\$7.80	\$7.45	\$7.00	\$6.75
63"+	\$7.50	\$7.10	\$6.60	\$6.30

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

## ----- Color Rates -----

Full Color on up to 10" ad	\$50
Full Color on 11-31.5" ad	\$65
Full Color on 32-63" ad	\$85
Full Color on 63.5+" ad	\$165
On-Press Color (one color)	\$60
One Specific Color	\$80
<small>(Red, Blue, Green, Yellow)</small>	

## ROP Deadlines

**Monday at 5 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

## Insert Rates

price per thousand

Frequency:	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
8 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00

- Insert order deadline Thursday at 4 p.m.
- Add \$2.50 for each additional four-page tab after 24.
- 4000 minimum quantity.
- Maximum size insert is 11<sup>1/2</sup>" x 11<sup>1/2</sup>". 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:

*White County News*  
c/o *The Northeast Georgian*  
2440 Old Athens Highway  
Cornelia, GA 30531

**Call for digital advertising rates!**

## Market Facts for White County

### DEMOGRAPHICS

Occupied Households	10,646
Population	27,144
Median Family Income	\$50,697
Total Retail Sales	\$194,185,000
Retail Sales per Average Household	.. \$8,789/yr



Source: 2010 US Census estimates

### ADVERTISING BENEFITS

- Home of Alpine Helen, well-known tourist destination in NE Georgia
- Part of the rapid NE Georgia growth market
- Paid circulation - delivery by USPS

CNI - Northeast Georgia Region  
Rates effective January 1, 2020

WHITE COUNTY NEWS, Cleveland  
*Gateway to the Mountains*