

2017

WHITE COUNTY NEWS

White County Marketplace

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13 E. Jarrard Street

Cleveland, GA 30528

www.whitecountynews.net

Open Rate: \$14.20
Charitable/Non-profit Rate: \$10.65
Obit Rate: \$8.75 (min. \$61.25)

Annual Volume*

Inches	Rate
75 to 149	\$11.20
150 to 374	\$10.90
375 to 749	\$10.50
750+	\$10.05

Multiple Paper Discounts

Applies to all newspapers. Buy any 2 papers, 10% discount on both; Buy any 3 papers, 15% discount on each; Buy 4 or more papers, 20% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not the Insert rates.

Consecutive Advertising Rates*

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$9.40	\$9.15	\$8.80	\$8.40
6"	\$9.05	\$8.70	\$8.35	\$7.95
10"	\$8.75	\$8.25	\$7.85	\$7.55
15"	\$8.25	\$7.80	\$7.50	\$7.10
31.5"	\$7.60	\$7.25	\$6.80	\$6.55
63"	\$7.30	\$6.90	\$6.40	\$6.10
127.5"	\$7.00	\$6.45	\$6.05	\$5.60

* Advertising agreement required.
(All rates are Net)

----- Color Rates -----

On-Press Color (one color).....	\$60
One Specific Color.....	\$80
<small>(Red, Blue, Green, Yellow)</small>	
Full Color on 15-31.5" ad	\$90
Full Color on 32-64" ad	\$125
Full Color on 65-127.5" ad	\$165

ROP Deadlines

Monday at 5 PM

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

Adsend Code: gacng

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

- Add \$2.50 for each additional four-page tab after 24.
- 4000 minimum quantity
- Maximum size insert is 11^{1/2}" x 11^{1/2}". 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, 2017

WHITE COUNTY NEWS, Cleveland
Gateway to the Mountains