

2020

The Northeast Georgian

Habersham County Marketplace

Phone: (706) 778-4215

Fax: (706) 778-4114

Email: ads@thenortheastgeorgian.com

2440 Old Athens Highway

P.O. Box 1555, Cornelia, GA 30531

www.thenortheastgeorgian.com

National Rate: \$19.90
Charitable/Non-profit Rate: \$14.75
Obit Rate: \$8.75 (min. \$61.25)

Dollar Volume Rates*

Quarterly	Rate
\$1,000-\$2,500	\$13.85
\$2,501+	\$12.50
Annual	Rate
\$3,500-\$7,500	\$12.50
\$7,501+	\$11.10

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"	\$12.65	\$12.25	\$11.90	\$11.35
6-9"	\$12.20	\$11.85	\$11.35	\$10.70
10-14"	\$11.80	\$11.35	\$10.60	\$10.25
15-31"	\$11.35	\$10.65	\$10.15	\$9.70
31.5-52.5"	\$10.50	\$9.95	\$9.30	\$9.00
63"+	\$10.10	\$9.50	\$8.85	\$8.45

* 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

(Red, Blue, Green, Yellow)

ROP Deadlines

Wed. Edition: Fri. at 4 p.m.

Fri. Edition: Tues. at 5 p.m.

Earlier during holidays.

Ad email: ads@thenortheastgeorgian.com

Web site: www.thenortheastgeorgian.com

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^{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:

The Northeast Georgian
2440 Old Athens Highway
Cornelia, GA 30531

Call for digital advertising rates!

Market Facts for Habersham County

DEMOGRAPHICS

Occupied Households.....	15,472
Population.....	43,041
Median Family Income.....	\$51,686
Total Retail Sales.....	\$350,943,000



Source: 2010 U.S. Census estimates

ADVERTISING BENEFITS

- Twice-weekly serving Habersham County
- One of NE Georgia's most populated counties
- 20% of market earns \$50,000+ per year
- Paid circulation - delivery by USPS

CNI - Northeast Georgia Region
Rates effective January 1, 2020

The Northeast Georgian
Established 1892