# 2024 The Northeast Georgian

Cornelia, GA

Publication day: Wednesday & Friday Circulation: 5,000 www.cninewspapers.com

## **ROP RATES**

Open Rate: \$21.95 • Charitable/Non-profit Rate: \$15.49 Obit Rate: \$8.95 (min. \$61.25)

Annual Volume Contract Rate*		Dollar Volume Rates*	
		<u>Quarterly</u>	<u>Rate</u>
Inches	Rate	\$1,000-\$2,000	\$15.55
75-149	\$18.17	\$2,001+	\$14.05
150-374	\$17.69	<u>Annual</u>	<u>Rate</u>
375-749	\$17.04	\$3,500-\$7,500	\$14.05
750-1499	\$16.34	\$7,501+	\$12.48
1500-2249	\$15.39		
2250-2999	\$14.74	Multiple Pape	er Discounts
3000-3749	\$14.04	Run the same ad ir	
3750-5249	\$13.63	the same week	
5250-7499	\$13.09	20% discount or for 4 or more in t	,
7500+	\$12.10	Discounts apply on	

#### **Consecutive Advertising Contract Rates\***

Inches	4-9 weeks	10-20 weeks	21-39 weeks	40-52 weeks
3″	\$14.92	\$14.45	\$14.04	\$13.39
6″	\$14.40	\$13.98	\$13.39	\$12.62
10″	\$13.92	\$13.39	\$12.51	\$12.10
15-31″	\$13.39	\$12.57	\$11.97	\$11.45
31.5-62.5″	\$12.39	\$11.74	\$10.97	\$10.62
63″	\$11.92	\$11.20	\$10.44	\$9.96

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

## **Color Rates**

# Ad dimensions

= 21.375"

On-Press Color (1 color)	\$63
One Specific Color (red, blue, green, yellow)	\$83
Full Color up to 10" ad	\$53
Full Color 11-31.5" ad	\$68
Full Color 32-63" ad	\$88
Full Color 63.5+ ad	\$168

\$63	1 column	=	1.667″
\$83	2 column	=	3.458″
	3 column	=	5.250″
\$53	4 column	=	7.042″
\$68	5 column	=	8.833″
\$88	6 column	=	10.625"

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#### ROP Deadlines: Wednesday edition-Friday, 4:00 p.m. Friday edition-Tuesday, 4:00 p.m. Earlier during holidays

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	\$47.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
6 - 8 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
10 - 12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
14 - 16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
18 - 20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
22 - 24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00
26 - 28 pg tab	\$63.50	\$60.50	\$59.50	\$57.50
30 - 32 pg tab	\$66.00	\$63.00	\$62.00	\$60.00
34 - 36 pg tab	\$68.50	\$65.50	\$64.50	\$62.50

• Insert order deadline Thursday at 4 p.m. for following week publication

• Add \$2.50 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.

## Shipping Information

one week prior to insertion. 2440 Old Athens Highway Ship 1/2 fold, in boxes to: Cornelia, GA 30531

Inserts should be received The Northeast Georgian

# MARKET FACTS

for Habersham County

#### DEMOGRAPHICS

Occupied Households: 18,750 Total Population: 46,774 Median Family Income: \$54,147 Total Retail Sales: \$462,142,000 Source: 2020 US 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