

2017

The Clayton Tribune

Rabun County Marketplace

Phone: (706) 782-3312

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Email: composing@theclaytontribune.com

120 North Main Street • P.O. Box 425

Clayton, Georgia 30525

www.theclaytontribune.com

Open Rate: \$16.00
Charitable/Non-profit Rate: \$12.30
Obit Rate: \$8.75 (min. \$61.25)

Annual Volume*

Inches	Rate
75 to 149	\$13.00
150 to 374	\$12.55
375 to 749	\$12.30
750 Plus	\$11.80

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"	\$11.75	\$11.05	\$10.75	\$10.10
6"	\$11.10	\$10.60	\$10.25	\$9.80
10"	\$10.40	\$10.10	\$9.75	\$9.50
15"	\$10.10	\$9.75	\$9.45	\$9.10
31.5"	\$9.30	\$8.95	\$8.80	\$8.50
63"	\$8.95	\$8.65	\$8.55	\$8.00
127.5"	\$8.65	\$8.45	\$8.35	\$7.55

* 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 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

Ad email: composing@theclaytontribune.com

Web site: www.theclaytontribune.com

Adsend Code: gacng

Insert Rates

price per thousand

Frequency:	<13	13-25	26-49	50+
single sheet	\$50.00	\$48.50	\$46.50	\$45.00
8 pg tab	\$55.00	\$53.50	\$51.15	\$49.50
12 pg tab	\$60.00	\$58.20	\$55.80	\$54.00
16 pg tab	\$65.00	\$63.05	\$60.45	\$58.50
20 pg tab	\$68.00	\$66.00	\$63.25	\$61.20
24 pg tab	\$70.00	\$67.90	\$65.10	\$63.00

- 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:

The Clayton Tribune
c/o *The Northeast Georgian*
2440 Old Athens Highway
Cornelia, GA 30531

Call for digital advertising rates!



Market Facts for Rabun County

DEMOGRAPHICS

Occupied Households	6,780
Population	13,500
Total Effective	
Buying Income	\$195,450,000
Median Household Effective	
Buying Income	\$27,640
Total Retail Sales	\$103,707,000

Source: 2010 U.S. Census Bureau

ADVERTISING BENEFITS

- Large influx of seasonal tourists
- nearly 100% household penetration in-county
- Tallulah Gorge attracts half a million visitors annually

CNI - Northeast Georgia Region
Rates effective January 1, 2017

DMA: Greenville / Spartanburg /
Anderson, S.C. - Asheville, N.C.
Market Penetration: 92%