

2022

The Clayton Tribune

Clayton, GA

Publication day: Thursday Circulation: 4,500

www.cninewspapers.com

ROP RATES

Open Rate: \$18.36 • Charitable/Non-profit Rate: \$12.65
Obit Rate: \$8.75 (min. \$61.25)

Annual Volume Contract Rate*

Inches	Rate
75-149	\$14.91
150-374	\$14.41
375-749	\$14.08
750-1499	\$13.52
1500-2249	\$12.35
2250-2999	\$12.08
3000-3749	\$11.35
3750-5249	\$11.02
5250-7499	\$10.63
7500+	\$10.02

Dollar Volume Rates*

Quarterly Rate	
\$1,000-\$2,500	\$13.52
\$2,501+	\$12.08
Annual Rate	
\$3,500-\$7,500	\$12.08
\$7,501+	\$10.63

Multiple Paper Discounts

Run the same ad in any 2-3 papers the same week and receive a 20% discount on all, and 25% for 4 or more in the same week. Discounts apply only to display ads.

Consecutive Advertising Contract Rates*

Inches	4-9 weeks	10-20 weeks	21-39 weeks	40-52 week
3-5"	\$13.47	\$12.69	\$12.30	\$11.58
6-9"	\$12.74	\$12.13	\$11.74	\$11.24
10-14"	\$11.91	\$11.58	\$11.19	\$10.91
15-31"	\$11.58	\$11.19	\$10.85	\$10.41
31.5-62.5"	\$10.68	\$10.24	\$10.07	\$9.74
63"+	\$10.24	\$9.91	\$9.79	\$9.18

*Advertising agreement required. (All rates are Net)

Color Rates

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

Ad dimensions

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	=	21.375"

ROP deadline is Monday, 5:00 p.m.

Earlier during holidays

www.theclaytontribune.com

Rates effective January 1, 2022

INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$50.00	\$48.50	\$46.50	\$45.00
4 pg tab	\$55.00	\$53.50	\$51.15	\$49.50
6 - 8 pg tab	\$55.00	\$53.50	\$51.15	\$49.50
10 - 12 pg tab	\$60.00	\$58.20	\$55.80	\$54.00
14 - 16 pg tab	\$65.00	\$63.05	\$60.45	\$58.50
18 - 20 pg tab	\$68.00	\$66.00	\$63.25	\$61.20
22 - 24 pg tab	\$70.00	\$67.90	\$65.10	\$63.00
26 - 28 pg tab	\$72.50	\$70.40	\$67.60	\$65.50
30 - 32 pg tab	\$75.00	\$72.90	\$70.10	\$68.00
34 - 36 pg tab	\$77.50	\$75.40	\$72.60	\$70.50

- 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

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

MARKET FACTS for Rabun County

DEMOGRAPHICS

Occupied Households: 6,780
Population: 13,500
Total Retail Sales: \$103,707,000
Total Effective Buying Income: \$195,450,000
Median Household Effective Buying Income: \$27,640
Source: 2010 US Census estimates



ADVERTISING BENEFITS

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

Greenville/Spartanburg/Anderson, SC - Asheville, NC
Market Penetration: 92%

2022 Display Advertising Rates

Northeast Georgia Region, Community Newspapers Inc.

Multiple paper discounts: Run the same ad in any 2-3 papers the same week and receive a 20% discount on all, and 25% for 4 or more in the same week. Discounts apply only to display ads. Rates effective January 3, 2022.

The Northeast Georgian

Wednesday Publication • Deadline Fri. 4 PM
 Friday Publication • Deadline Tue. 4 PM
National Rate: \$20.90
 Charity/Non-Profit rate: \$14.75
 Obit Rate: \$8.95 (min. \$63.00)
 706-778-4215

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$15.55
	\$2,501+	\$14.05
	Annual	Rate
	\$3,500-\$7,500	\$14.05
	\$7,501+	\$12.48

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$14.21	\$13.76	\$13.37	\$12.75
6-9"	\$13.71	\$13.31	\$12.75	\$12.02
10-14"	\$13.26	\$12.75	\$11.91	\$11.52
15-31"	\$12.75	\$11.97	\$11.40	\$10.90
31.5-52.5"	\$11.80	\$11.18	\$10.45	\$10.11
63"+	\$11.35	\$10.67	\$9.94	\$9.49

The Clayton Tribune

Thursday Publication
 Deadline: Monday 5 PM
National Rate: \$18.36
 Charity/Non-Profit rate: \$12.65
 Obit Rate: \$8.75 (min. \$61.25)
 706-782-3312

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$13.52
	\$2,501+	\$12.08
	Annual	Rate
	\$3,500-\$7,500	\$12.08
	\$7,501+	\$10.63

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$13.47	\$12.69	\$12.30	\$11.58
6-9"	\$12.74	\$12.13	\$11.74	\$11.24
10-14"	\$11.91	\$11.58	\$11.19	\$10.91
15-31"	\$11.58	\$11.19	\$10.85	\$10.41
31.5-62.5"	\$10.68	\$10.24	\$10.07	\$9.74
63"+	\$10.24	\$9.91	\$9.79	\$9.18

WHITE COUNTY NEWS

Thursday Publication
 Deadline: Monday 5 PM
National Rate: \$16.46
 Charity/Non-Profit rate: \$11.00
 Obit Rate: \$8.75 (min. \$61.25)
 706-865-4718

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$11.63
	\$2,501+	\$10.50
	Annual	Rate
	\$3,500-\$7,500	\$10.50
	\$7,501+	\$9.44

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$10.90	\$10.56	\$10.17	\$9.72
6-9"	\$10.45	\$10.06	\$9.66	\$9.21
10-14"	\$10.11	\$9.55	\$9.10	\$8.76
15-31"	\$9.55	\$9.04	\$8.71	\$8.20
31.5-62.5"	\$8.76	\$8.37	\$7.86	\$7.58
63"+	\$8.43	\$7.98	\$7.42	\$7.08

The Dahlonega Nugget

Wednesday Publication
 Deadline: Friday at 4 p.m.
National Rate: \$16.15
 Charity/Non-Profit Rate: \$11.00
 Obit Rate: \$8.75 (min. \$61.25)
 706-864-3613

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$11.41
	\$2,501+	\$10.31
	Annual	Rate
	\$3,500-\$7,500	\$10.31
	\$7,501+	\$9.26

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$10.69	\$10.36	\$9.98	\$9.54
6-9"	\$10.25	\$9.87	\$9.48	\$9.04
10-14"	\$9.92	\$9.37	\$8.93	\$8.60
15-31"	\$9.37	\$8.88	\$8.54	\$8.05
31.5-62.5"	\$8.60	\$8.21	\$7.72	\$7.44
63"+	\$8.27	\$7.83	\$7.28	\$6.95

* Advertising agreement required.

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

Full Color on up to 10" ad	\$53
Full Color on 11-31.5" ad.....	\$68
Full Color on 32-63" ad	\$88
Full Color on 63.5+" ad	\$168
On-Press Color (one color).....	\$63
One Specific Color.....	\$83
(Red, Blue, Green, Yellow)	

Exact Dimensions - Column Widths:

1 column	1.667"
2 columns	3.458"
3 columns	5.250"
4 columns	7.042"
5 columns	8.833"
6 columns	10.625"
Double-truck, 13 col.....	22 inches

2022 Display Advertising Rates

Northeast Georgia Region, Community Newspapers Inc.

Multiple paper discounts: Run the same ad in any 2-3 papers the same week and receive a 20% discount on all, and 25% for 4 or more in the same week. Discounts apply only to display ads. Rates effective January 3, 2022.

The Toccoa Record

COMMUNALITY OF INTEREST WITH THE STAFFORDS COUNTY COURTHOUSE

Thursday Publication
Deadline: Monday 12 PM

National Rate: \$14.17
Charity/Non-Profit rate: \$11.05
Obit Rate: \$8.75 (min. \$61.25)

706-886-9476

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$11.90
	\$2,501+	\$10.98
	Annual	Rate
	\$3,500-\$7,500	\$10.98
	\$7,501+	\$10.27

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$12.44	\$11.84	\$11.41	\$10.92
6-9"	\$12.11	\$11.46	\$11.19	\$10.60
10-14"	\$11.70	\$11.09	\$10.87	\$10.27
15-31"	\$11.19	\$10.82	\$10.60	\$9.84
31.5-62.5"	\$10.60	\$10.38	\$10.00	\$9.14
63"+	\$10.17	\$9.95	\$9.68	\$8.81

The Hartwell Sun

The Sun

Thursday Publication
Deadline: Monday 12 PM

National Rate: \$14.33
Charity/Non-Profit rate: \$11.25
Obit Rate: \$8.75 (min. \$61.25)

706-376-8025

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$11.91
	\$2,501+	\$11.03
	Annual	Rate
	\$3,500-\$7,500	\$11.03
	\$7,501+	\$10.36

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$11.83	\$11.73	\$11.36	\$10.53
6-9"	\$11.51	\$11.41	\$11.09	\$10.20
10-14"	\$11.25	\$11.03	\$10.76	\$9.87
15-31"	\$10.87	\$10.76	\$10.49	\$9.59
31.5-62.5"	\$10.50	\$10.38	\$10.06	\$9.10
63"+	\$10.07	\$10.06	\$9.57	\$8.16

Citizen Leader

Thursday Publication
Deadline: Monday 3 p.m.

National Rate: \$14.50
Charity/Non-Profit rate: \$11.25
Obit Rate: \$8.75 (min. \$61.25)

706-356-8557

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$12.15
	\$2,501+	\$11.58
	Annual	Rate
	\$3,500-\$7,500	\$11.58
	\$7,501+	\$10.58

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$11.75	\$11.63	\$11.29	\$10.97
6-9"	\$11.36	\$11.25	\$10.92	\$10.53
10-14"	\$11.02	\$10.92	\$10.58	\$10.14
15-31"	\$10.64	\$10.53	\$10.20	\$9.82
31.5-62.5"	\$10.10	\$10.04	\$9.82	\$9.38
63"+	\$9.75	\$9.65	\$9.38	\$8.60

The Elberton Star

Wednesday Publication
Deadline: Monday 12 p.m.

National Rate: \$13.34
Charity/Non-Profit rate: \$10.70
Obit Rate: \$8.75 (min. \$61.25)

706-283-8500

Dollar Volume Rates*	Quarterly	Rate
	\$1,000-\$2,500	\$11.25
	\$2,501+	\$10.86
	Annual	Rate
	\$3,500-\$7,500	\$10.86
	\$7,501+	\$9.54

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$11.80	\$11.69	\$11.47	\$11.03
6-9"	\$11.52	\$11.30	\$10.91	\$10.69
10-14"	\$11.19	\$11.14	\$10.53	\$10.31
15-31"	\$10.97	\$10.53	\$10.14	\$9.76
31.5-62.5"	\$10.47	\$9.98	\$9.70	\$9.10
63"+	\$9.76	\$9.37	\$9.04	\$8.32

* Advertising agreement required.

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

Full Color on up to 10" ad	\$53
Full Color on 11-31.5" ad.....	\$68
Full Color on 32-63" ad	\$88
Full Color on 63.5+" ad	\$168
On-Press Color (one color).....	\$63
One Specific Color.....	\$83
<small>(Red, Blue, Green, Yellow)</small>	

Exact Dimensions - Column Widths:

1 column	1.667"
2 columns	3.458"
3 columns	5.250"
4 columns	7.042"
5 columns	8.833"
6 columns	10.625"
Double-truck, 13 col.....	22 inches