

2025

The Clayton Tribune

Clayton, GA

Publication day: Thursday
Circulation: 3,850

Rates effective January 1, 2025
www.theclaytontribune.com

ROP RATES

Open Rate: \$19.28 • Charitable/Non-profit Rate: \$13.28
Obit Rate: \$8.75 (min. \$61.25)

Annual Volume Contract Rate*

Inches	Rate
75-149	\$15.66
150-374	\$15.13
375-749	\$14.78
750-1499	\$14.20
1500-2249	\$12.97
2250-2999	\$12.68
3000-3749	\$11.92
3750-5249	\$11.57
5250-7499	\$11.16
7500+	\$10.52

Dollar Volume Rates*

Quarterly Rate	
\$1,000-\$2,000	\$14.20
\$2,001+	\$12.68
Annual Rate	
\$3,500-\$7,500	\$12.68
\$7,501+	\$11.16

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"	\$14.14	\$13.32	\$12.92	\$12.16
6-9"	\$13.38	\$12.74	\$12.33	\$11.80
10-14"	\$12.51	\$12.16	\$11.75	\$11.46
15-30"	\$12.16	\$11.75	\$11.39	\$10.93
31.5-62.5"	\$11.21	\$10.75	\$10.57	\$10.23
63"	\$10.75	\$10.41	\$10.28	\$9.64

*Advertising agreement required. (All rates are Net)

Color Rates

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"

ROP • CLASSIFIED • LEGAL contact information

ROP: sales@theclaytontribune.com

Classified: admin@theclaytontribune.com

Legals: admin@theclaytontribune.com

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

Send insertion orders for preprints to:
nationalsales@cninewspapers.com

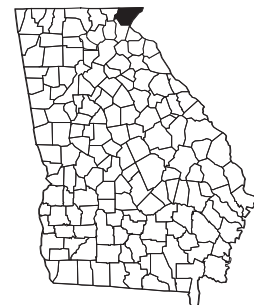
www.cninewspapers.com

MARKET FACTS

for Rabun County

DEMOGRAPHICS

Occupied Households: 7,022
Population: 17,119
Median Household Income: \$44,871
Total Retail Sales: \$247,664,000
Source: 2021 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: 64%