2024

The Clayton Tribune

Clayton, GA

Publication day: Thursday **Circulation:** 4,000 *www.cninewspapers.com*

ROP RATES

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

Annual Volume Contract Rate*		Dollar Volume Rates*			
		Quarterly	<u>Rate</u>		
<u>Inches</u>	<u>Rate</u>	\$1,000-\$2,000	\$14.20		
75-149	\$15.66	\$2,001+	\$12.68		
150-374	\$15.13	Annual	Rate		
375-749	\$14.78				
750-1499	\$14.20	\$3,500-\$7,500	\$12.68		
1500-2249	\$12.97	\$7,501+	\$11.16		
2250-2999	\$12.68				
3000-3749	\$11.92	Multiple Papei	r Discounts		
3750-5249	\$11.57	Run the same ad in			
5250-7499	\$11.16	the same week a 20% discount on			
7500+	\$10.52	for 4 or more in th Discounts apply only	e same week.		

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 Ad dimensions

On-Press Color (1 color)	\$63			
·	,	1 column	=	1.667"
One Specific Color	\$83	2 column	=	3.458"
(red, blue, green, yellow)		3 column	=	5.250"
Full Color up to 10" ad	\$53	4 column	=	7.042"
Full Color 11-31.5" ad	\$68	5 column	=	8.833"
Full Color 32-63" ad	\$88	6 column	=	10.625"
Full Color 63.5+ ad	\$168	DT	=	21.375"

ROP deadline is Monday, 5:00 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	\$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: 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%