

2017

# The Northeast Georgian

Habersham County Marketplace

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Email: [advertising@thenortheastgeorgian.com](mailto:advertising@thenortheastgeorgian.com)

2440 Old Athens Highway

P.O. Box 1555, Cornelia, GA 30531

[www.thenortheastgeorgian.com](http://www.thenortheastgeorgian.com)

Open Rate: \$19.30  
Charitable/Non-profit Rate: \$14.30  
Obit Rate: \$8.75 (min. \$61.25)

## Annual Volume\*

Inches	Rate
75 to 149	\$14.95
150 to 374	\$14.55
375 to 749	\$14.05
750+	\$13.45

## 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"	\$12.30	\$11.90	\$11.55	\$11.00
6"	\$11.85	\$11.50	\$11.00	\$10.40
10"	\$11.45	\$11.00	\$10.30	\$9.95
15"	\$11.00	\$10.35	\$9.85	\$9.40
31.5"	\$10.20	\$9.65	\$9.05	\$8.75
63"	\$9.80	\$9.20	\$8.60	\$8.20
127.5"	\$9.40	\$8.70	\$8.15	\$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

Wed. Edition: Fri. at 4 PM

Fri. Edition: Tues. at 5 PM

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: [advertising@thenortheastgeorgian.com](mailto:advertising@thenortheastgeorgian.com)

Web site: [www.thenortheastgeorgian.com](http://www.thenortheastgeorgian.com)

Adsend Code: gacng

## Insert Rates

price per thousand

Frequency:	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
8 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00

- Add \$2.50 for each additional four-page tab after 24.
- 4000 minimum quantity
- Maximum size insert is 11<sup>1/2</sup>" x 11<sup>1/2</sup>". 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 Northeast Georgian*  
2440 Old Athens Highway  
Cornelia, GA 30531

**Call for digital advertising rates!**



## Market Facts for Habersham County

### DEMOGRAPHICS

Occupied Households.....	15,472
Population.....	43,041
Median Family Income.....	\$51,686
Total Retail Sales.....	\$350,943,000

Source: 2010 U.S. 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

CNI - Northeast Georgia Region  
Rates effective January 1, 2017

The Northeast Georgian  
Established 1892