

2019

The Elberton Star

Elbert County Marketplace

Phone: (706) 283-8500
 Fax: (706) 283-9700
 Email: star@elberton.com

P.O. Box 280, 25 N. Public Square
 Elberton, GA 30635
www.elberton.com

National Rate: \$12.10
 Charitable/Non-profit Rate: \$10.70
 Obit Rate: \$8.75 (min. \$61.25)

Dollar Volume Rates*

Quarterly	Rate
\$1,000-\$2,500	\$10.20
\$2,501+	\$9.85
Annual	Rate
\$3,500-\$7,500	\$9.85
\$7,501+	\$8.65

Multiple Paper Discounts

Applies to all CNI newspapers. Buy any 2-3 newspapers, same ad in same week, get 20% discount on all. Buy 4 or more newspapers, same ad in same week, get 25% discount on all. Multiple paper discounts apply to consecutive week or volume agreement advertising rates. May not be combined with other discounts or applied to preprint rates.

Consecutive Advertising Rates*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$10.70	\$10.60	\$10.40	\$10.00
6-9"	\$10.45	\$10.25	\$9.90	\$9.70
10-14"	\$10.15	\$10.10	\$9.55	\$9.35
15-31"	\$9.95	\$9.55	\$9.20	\$8.85
31.5-62.5"	\$9.50	\$9.05	\$8.80	\$8.25
63"+	\$8.85	\$8.50	\$8.20	\$7.55

* Advertising agreement required.
 (All rates are Net)

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

Full Color on up to 10" ad	\$50
Full Color on 11-31.5" ad.....	\$65
Full Color on 32-63" ad	\$85
Full Color on 63.5+" ad	\$165
On-Press Color (one color).....	\$60
One Specific Color.....	\$80

(Red, Blue, Green, Yellow)

ROP Deadlines

Monday at 12 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: star@elberton.com
 Web site: www.elberton.com

Insert Rates

price per thousand

Frequency:	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
8 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
12 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
16 pg tab	\$58.00	\$55.50	\$54.00	\$52.50
20 pg tab	\$63.00	\$60.00	\$59.00	\$57.00
24 pg tab	\$65.50	\$62.50	\$61.00	\$59.50

- Insert order deadline Thursday at 4 p.m.
- 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:

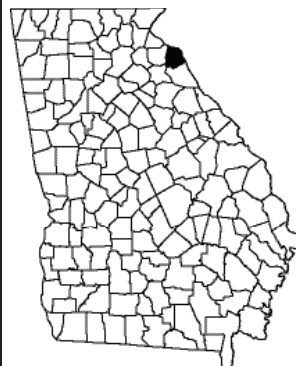
The Elberton Star
 c/o The Northeast Georgian
 2440 Old Athens Highway
 Cornelia, GA 30531

Call for digital advertising rates!

Market Facts for Elbert County

DEMOGRAPHICS

Occupied Households	8,063
Population.....	20,166
Median Family Income.....	\$35,774
Total Retail Sales.....	\$137,470,000
Retail Sales per Average Household..	\$6,652/yr



Source: 2010 U.S. Census estimates

ADVERTISING BENEFITS

- Over 19,000 population in Elbert County
- In 1999, became county's only newspaper
- Over \$100 million in retail sales

CNI - Northeast Georgia Region
 Rates effective January 1, 2019

Greenville/Spartanburg/Anderson, SC - Asheville, NC
 Market Penetration: 41%