-2024-

The Elberton Star

Elberton, GA

Publication day: Wednesday **Circulation:** 3,000 *www.cninewspapers.com*

ROP RATES

Open Rate: \$14.01 • Charitable/Non-profit Rate: \$11.24

Obit Rate: \$8.75 (min. \$61.25)

Annual Volume Contract Rate*			
<u>Inches</u>	<u>Rates</u>		
75-149	\$12.97		
150-374	\$12.67		
375-749	\$12.39		
750-1499	\$11.81		
1500-2249	\$11.58		
2250-2999	\$11.40		
3000-3749	\$10.76		
3750-5249	\$10.53		
5250-7499	\$10.02		
7500+	\$9.84		

Dollar Volume Rates*

<u>Quarterly</u>	<u>Rate</u>
\$1,000-\$2,000	\$11.81
\$2,001+	\$11.40
<u>Annual</u>	<u>Rate</u>
<u>Annual</u> \$3,500-\$7,500	<u>Rate</u> \$11.40

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 weeks
3-5"	\$12.39	\$12.27	\$12.04	\$11.58
6-9"	\$12.10	\$11.87	\$11.46	\$11.22
10-14"	\$11.75	\$11.70	\$11.06	\$10.83
15-31"	\$11.52	\$11.06	\$10.65	\$10.25
31.5-62.5"	\$10.99	\$10.48	\$10.19	\$9.56
63"+	\$10.25	\$9.84	\$9.49	\$8.74

^{*}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		10.625"
Full Color 63.5+ ad	\$168	DT 13 column =	22"

ROP deadline is Monday at noon.

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	\$52.00	\$50.50	\$49.50	\$48.00
4 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
6 - 8 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
10 - 12 pg tab	\$53.00	\$50.50	\$49.50	\$48.00
14 - 16 pg tab	\$58.00	\$55.50	\$54.00	\$52.50
18 - 20 pg tab	\$63.00	\$60.00	\$59.00	\$57.00
22 - 24 pg tab	\$65.50	\$62.50	\$61.00	\$59.50
26 - 28 pg tab	\$68.00	\$65.00	\$63.50	\$62.00
30 - 32 pg tab	\$70.50	\$67.50	\$66.00	\$64.50
34 - 36 pg tab	\$73.00	\$70.00	\$68.50	\$67.00

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

MARKET FACTS

for Elbert County

DEMOGRAPHICS

Occupied Households: 9,672 Total Population: 19,579 Median Family Income: \$39,323 Total Retail Sales: \$142,017,000 Source: 2020 US Census estimates



ADVERTISING BENEFITS

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

Greenville/Spartanburg/Anderson, SC - Asheville, NC Market Penetration: 33%