

# 2016



# The Clay County Progress

Hayesville, N.C.

**Publication day:** Thursday  
**Circulation:** 4,400  
[www.cninewspapers.com](http://www.cninewspapers.com)

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## ROP RATES

Open Rate: \$11.75

## INSERT RATES

price per thousand

### Annual Volume Contract Rate

Inches	Rate
75-149	\$7.30
150-374	\$7.15
375-749	\$6.90
750-1499	\$6.75
1500-2249	\$6.65
2250-2999	\$6.50
3000-3749	\$6.10
3750-5249	\$6.00
5250-7499	\$5.85
7500+	\$5.60

### Multiple Paper Discounts

This applies to all newspapers in the Franklin region and the Murphy region. Buy any 2 papers, 7% discount on both; Buy any 3 papers, 10% discount on each; Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to Insert rates.

### Consecutive Advertising Contract Rates

Weeks:	6	13	26	52
3"	7.35	7.25	7.05	6.80
6"	7.25	7.10	6.85	6.70
10"	7.10	7.00	6.75	6.60
15"	7.00	6.85	6.60	6.45
30"	6.90	6.70	6.45	6.25
63"	6.70	6.55	6.20	6.10
129"	6.60	6.35	6.10	5.60

### Color rates

1 Color	\$95
Full Color	\$195

### 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	21.375

### ROP Deadlines

ROP deadline is Tuesday @ noon.

Ad email: [ads@claycountyprogress.com](mailto:ads@claycountyprogress.com)  
 Web site: [www.claycountyprogress.com](http://www.claycountyprogress.com)  
 Adsend Code: NCMCS

**Rates effective January 1, 2016**

Frequency:	<13	13-25	26-49	50+
1 page	\$47.00	\$45.00	\$44.00	\$42.50
4 - 8 pg tab	\$53.50	\$51.00	\$50.00	\$48.00
10 - 12 pg tab	\$55.00	\$52.50	\$51.00	\$49.50
14 - 16 pg tab	\$56.50	\$54.00	\$52.50	\$51.50
18 - 20 pg tab	\$59.00	\$56.00	\$55.00	\$53.50

- Add \$2.50 for each additional four-page tab after 20.
- Full run only
- 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 signed contract

### Shipping Information

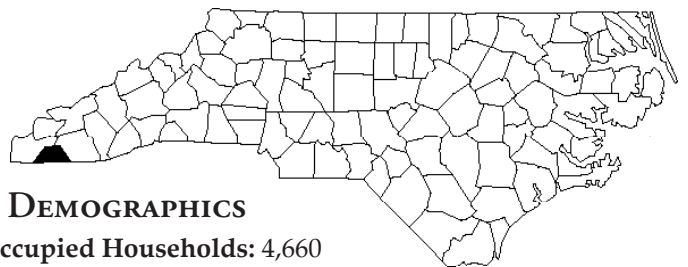
Inserts should be received one week prior to insertion. Ship 1/2 fold to:

*Clay County Progress*  
*c/o The Cherokee Scout*  
 110 S. Church Street  
 Murphy, NC 28906

Call 800-226-0692 for Internet advertising rates

## MARKET FACTS

for Clay County



### DEMOGRAPHICS

Occupied Households: 4,660  
 Total Population: 10,587  
 Median Family Income: \$38,049  
 Total Retail Sales: \$92,944,000  
 Retail Sales per Average Household: \$10,153

Source: 2010 US Census estimates

### ADVERTISING BENEFITS

- Clay County offers \$100 million+ in retail sales
- Equidistant to Asheville, Atlanta, Chattanooga
- 20% growth in average household buying income

**DMA:** Atlanta, Ga.  
**Market Penetration:** 73%