

2019

The Toccoa Record

Toccoa Marketplace

Phone: (706) 886-9476

Fax: (706) 886-2161

67 W. Doyle St.

PO Drawer 1069, Toccoa, GA 30577

www.thetoccoarecord.com

National Rate: \$13.10
Charitable/Non-profit Rate: \$11.05
Obit Rate: \$8.75 (min. \$61.25)

Dollar Volume Rates*

Quarterly	Rate
\$1,000-\$2,500	\$11.00
\$2,501+	\$10.15
Annual	Rate
\$3,500-\$7,500	\$10.15
\$7,501+	\$9.50

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"	\$11.50	\$10.95	\$10.55	\$10.10
6-9"	\$11.20	\$10.60	\$10.35	\$9.80
10-14"	\$10.82	\$10.25	\$10.05	\$9.50
15-31"	\$10.35	\$10.00	\$9.80	\$9.10
31.5-62.5"	\$9.80	\$9.60	\$9.25	\$8.45
63"+	\$9.40	\$9.20	\$8.95	\$8.15

* 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
<small>(Red, Blue, Green, Yellow)</small>	

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: sales@toccoarecord.com
or sfletcher@cni newspapers.com
Web site: www.thetoccoarecord.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 Toccoa Record
c/o *The Northeast Georgian*
2440 Old Athens Highway
Cornelia, GA 30531

Call for digital advertising rates!

Market Facts for Stephens County

DEMOGRAPHICS

Occupied Households	10,289
Population.....	26,175
Median Family Income.....	\$44,538
Total Retail Sales.....	\$243,709,000
Retail Sales per Average Household..	\$9,544/yr



Source: 2010 U.S. Census estimates

ADVERTISING BENEFITS

- Over 25,000 population in Stephens County
- Over 500 business establishments

CNI - Northeast Georgia Region
Rates effective January 1, 2019

Greenville/Spartanburg/Anderson, SC - Asheville, NC
Market Penetration: 43%