

# 2025

# The Graham Star

Robbinsville, NC

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Rates effective January 1, 2025  
[www.grahamstar.com](http://www.grahamstar.com)

## ROP RATES

**Open Rate: \$12.25** • Church/Non-profit rate: \$8.00

### Annual Volume Contract Rates *Multiple Paper Discounts*

Inches	Rate	Multiple papers discount are available to advertisers placing ads in two or more papers in our region: Buy any 2 papers, 7% discount on both; Buy any 3 papers, 10% discount on all; Buy any 5 papers or more, 15% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to Insert rates.
75-149	\$7.95	
150-374	\$7.65	
375-749	\$7.45	
750-1499	\$7.25	
1500-2249	\$6.95	
2250-2999	\$6.80	
3000-3749	\$6.40	
3750-5249	\$6.30	
5250-7499	\$6.15	
7500+	\$5.95	

### Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$7.95	\$7.75	\$7.55	\$7.35
6"	\$7.75	\$7.55	\$7.35	\$7.15
10"	\$7.55	\$7.35	\$7.15	\$6.95
15"	\$7.35	\$7.15	\$6.95	\$6.75
30"	\$7.15	\$6.95	\$6.75	\$6.50
63"	\$6.95	\$6.75	\$6.50	\$6.30
126"+	\$6.75	\$6.50	\$6.30	\$5.95

*\*Must sign sales agreement.*

## Color Rates

Full Color	
0-15 inches	\$30
16-31.5 inches	\$50
32+ inches	\$100

## Ad dimensions

1 column	=	1.667"
2 column	=	3.458"
3 column	=	5.250"
4 column	=	7.042"
5 column	=	8.833"
6 column	=	10.625"

## ROP • CLASSIFIED • LEGAL contact information

**ROP:** [ads@grahamstar.com](mailto:ads@grahamstar.com)

**Classified:** [lineads@grahamstar.com](mailto:lineads@grahamstar.com)

**Legals:** [ads@grahamstar.com](mailto:ads@grahamstar.com)

## INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$42.50
4 pg tab	\$53.50	\$51.00	\$50.00	\$48.00
6 - 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	\$51.00
18 - 20 pg tab	\$59.00	\$56.00	\$55.00	\$53.00
22 - 24 pg tab	\$62.00	\$59.00	\$58.00	\$56.00
26 - 28 pg tab	\$65.00	\$62.00	\$61.00	\$59.00
30 - 32 pg tab	\$68.00	\$65.00	\$64.00	\$62.00
34 - 36 pg tab	\$71.00	\$68.00	\$67.00	\$65.00

- Add \$3.00 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 Mountain Press  
one week prior to insertion. 40 Depot Street  
Ship 1/2 fold to: Franklin, NC 28734

**Send insertion orders for preprints to:**  
[nationalsales@cninewspapers.com](mailto:nationalsales@cninewspapers.com)

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

## MARKET FACTS

*for Graham County*



## DEMOGRAPHICS

Occupied Households: 6,079  
Total Population: 8,043  
Median Family Income: \$42,207  
Total Retail Sales: \$44,505,000  
*Source: 2020 US Census estimates*

## ADVERTISING BENEFITS

- total EBI to grow nearly 30% in next five years
- residents shop Georgia, North Carolina, and Tennessee

DMA: Greenville/Spartanburg/Anderson, SC-Asheville, NC  
Market Penetration: 40%