

The Graham Star

since 1955

Ad deadlines:

Classifieds, Legals & Obits

Monday, 5 p.m.

Display ads:

Tuesday, 9 a.m.

Inserts:

7 days before publication

774 Tallulah Road

P.O. Box 69

Robbinsville, NC 28771

Call: (828) 479-3383

Fax: (828) 479-1044

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Display ads, Legals

& insert orders to

ads@grahamstar.com

Classified ads & obits to

lineads@grahamstar.com

News items to

editor@grahamstar.com

Published each Thursday. **Graham County's ONLY print publication.**

CIRCULATION: 2,300

Primary market: Robbinsville: 1,915

Primary Zip Codes: Robbinsville (28771)

Murphy (28906), Almond (28702), Topton (28781), Fontana (28733)

Out-of-market zip codes: 385

53%

market penetration
of 3,644 households
in Graham County

• DISPLAY ADS •

\$11.70 per column inch



Extend your REACH

Run your ad in more than one publication!

• 2 newspapers
7% discount

• 3 or more newspapers
10% discount

• 5 or more newspapers
15% discount

Cherokee Scout (Murphy)

Clay County Progress
(Hayesville)

Franklin Press (Franklin)

The Graham Star
(Robbinsville)

Smoky Mountain Times
(Bryson City)

The News Observer
(Blue Ridge)



Save **BIG** with an annual contract!
Agree to buy at least 75 inches of display advertising in a year and your rate falls to



\$7.60 per column inch

You save 28% or more!

And savings **increase** the more you advertise:

- 150 to 374 inches: \$7.45 per column inch
- 375 to 749 inches: \$7.25 per column inch
- 750 to 1,499 inches: \$7.10 per column inch
- 1,500 to 2,249 inches: \$6.95 per column inch
- 2,250 to 2,999 inches: \$6.80 per column inch



SPECIAL Rates

- Church rate: \$7 per column inch
- Non-profit rate: \$7 per column inch
- Obituaries: \$6.50 per column inch
\$15 for photo, add \$10 for funeral home logo, add \$5 for military or service organization logo

add

COLOR to your ad

Up to 15 inches for \$25

16-31 inches for \$50

32-129 inches for \$100

• CLASSIFIED AD Rates •

\$10 for 15 words
20¢ for each additional word.

MAXIMIZE your REACH:

- Same ad, 4 papers: \$20
- The Graham Star
- Smoky Mountain Times
- Franklin Press
- The News Observer
- Cherokee Scout
- Clay County Progress

• Business & Service Directory •

- 13 weeks: \$200
- 10 weeks: \$175
- 5 weeks: \$135

Page Specifications

1 col. = 1.667"	2 col. = 3.458"	3 col. = 5.25"
4 col. = 7.042"	5 col. = 8.833"	6 col. = 10.625"
Page size: 6 col. x 21.5"		

- Cash in advance unless credit has been established.
1.5% finance charges on balances over 30 days.

Consecutive Display Advertising Rates*

	3 inches	6 inches	10 inches	15 inches	30 inches	63 inches	129 inches +
6 weeks	7.50	7.40	7.25	7.15	7.05	6.85	6.75
13 weeks	7.40	7.25	7.15	7.00	6.85	6.70	6.50
26 weeks	7.25	7.05	6.95	6.80	6.65	6.40	6.30
52 weeks	7.00	6.90	6.80	6.65	6.45	6.30	5.80

* Must sign sales agreement. VISA, MasterCard, American Express, Discover and debit cards accepted.

Annual Volume Rates*

75-149 inches	7.60 column inches
150-374 inches	7.45 column inches
375-749 inches	7.25 column inches
750-1499 inches	7.10 column inches
1500-2249 inches	6.95 column inches
2250-2999 inches	6.80 column inches
3000-3749 inches	6.40 column inches
3750-5249 inches	6.30 column inches
5250-7499 inches	6.15 column inches
7500-plus inches	5.95 column inches

Preprinted Insert Rates*

Size	No. 1	13-25	26-49	50 +
Single sheet	47.00	45.00	44.00	42.50
4-8 tab page	53.50	51.00	50.00	48.00
12 tab pages	55.00	52.50	51.00	49.50
16 tab pages	56.50	54.00	52.50	51.00
20 tab pages	59.00	56.00	55.00	53.00

24+ tab page: add \$3.00 for every 4 tab pages.
*Rates are cost per 1,000.

Ship to: Mountain Press, 50 Depot St., Franklin, NC 28734

The maximum allowable insert size is 11" x 11". Anything larger must be folded prior to delivery.

PICK your plan 2020 for the BEST coverage in the mountains!

**Business card
2c x 3"**

- ☛ Murphy \$69
- ☛ Robbinsville \$40
- ☛ Hayesville \$50
- ☛ Blue Ridge \$69
- ☛ Ellijay \$40

**Post Card
2c x 5"**

- ☛ Murphy \$109
- ☛ Robbinsville \$65
- ☛ Hayesville \$80
- ☛ Blue Ridge \$109
- ☛ Ellijay \$65

**1/8 page
3c x 5"**

- ☛ Murphy \$159
- ☛ Robbinsville \$95
- ☛ Hayesville \$110
- ☛ Blue Ridge \$159
- ☛ Ellijay \$95

**1/4 page
3c x 10.5"**

- ☛ Murphy \$279
- ☛ Robbinsville \$195
- ☛ Hayesville \$206
- ☛ Blue Ridge \$279
- ☛ Ellijay \$195

**1/2 page
6c x 10.5"**

- ☛ Murphy \$549
- ☛ Robbinsville \$390
- ☛ Hayesville \$364
- ☛ Blue Ridge \$549
- ☛ Ellijay \$390

**Full page
6c x 21.5"**

- ☛ Murphy \$999
- ☛ Robbinsville \$780
- ☛ Hayesville \$720
- ☛ Blue Ridge \$999
- ☛ Ellijay \$780

Cherokee Scout



828-837-5122

The Graham Star

828-389-8431

THE NEWS OBSERVER

706-632-2019

**CLAY COUNTY
Progress**

828-389-8431

Times Courier

706-635-4313

- Publish three ads in five weeks
- No long-term commitments
- Change your message weekly