The Graham Star

Publication day: Thursday **Circulation:** 2,000 *www.cninewspapers.com*

ROP RATES

Open Rate: \$11.70 • Church/Non-profit rate: \$8.00

Annual Volume Contract Rates Multiple Paper Discounts

<u>Inches</u>	<u>Rate</u>
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

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.

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

Ad dimensions

Full Color 0-15 inches 16-31.5 inches 32+ inches	\$30 \$50 \$100	1 column 2 column 3 column 4 column 5 column 6 column	= = = =	3.458" 5.250" 7.042" 8.833" 10.625"
		DT	=	21.375"

ROP deadline is Tuesday at 9:00 a.m.

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	\$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

MARKET FACTS

for Graham County

DEMOGRAPHICS

ty :: 6,079

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%