

2017

Franklin County Citizen Leader

Franklin County Marketplace

Phone: (706) 356-8557
 Fax: (706) 356-2008
 Email: fccads@windstream.net

P.O.Box 580,
 Lavonia, Ga. 30553
www.franklincountycitizen.com

Open Rate: \$12.60
 Charitable/Non-profit Rate: \$10.90
 Obit Rate: \$8.75 (min. \$61.25)

Annual Volume*

Inches	Rate
75 to 149	\$11.50
150 to 374	\$11.15
375 to 749	\$11.05
750+	\$10.65

Multiple Paper Discounts

Applies to all newspapers. Buy any 2 papers, 10% discount on both; Buy any 3 papers, 15% discount on each; Buy 4 or more papers, 20% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not the Insert rates.

Consecutive Advertising Rates*

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$10.35	\$10.25	\$9.95	\$9.65
6"	\$10.00	\$9.90	\$9.60	\$9.25
10"	\$9.70	\$9.60	\$9.30	\$8.95
15"	\$9.35	\$9.25	\$9.00	\$8.65
31.5"	\$8.90	\$8.85	\$8.65	\$8.25
63"	\$8.60	\$8.50	\$8.25	\$7.55
127.5"	\$8.30	\$8.15	\$7.60	\$7.15

* Advertising agreement required.
 (All rates are Net)

----- Color Rates -----

On-Press Color (one color).....	\$60
One Specific Color.....	\$80
(Red, Blue, Green, Yellow)	
Full Color on 15-31.5" ad	\$90
Full Color on 32-64" ad	\$125
Full Color on 65-127.5" ad	\$165

ROP Deadlines

Monday at 3 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: fccads@windstream.net
 Web site: www.franklincountycitizen.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

- 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 Franklin County Citizen
 c/o The Northeast Georgian
 2440 Old Athens Highway
 Cornelia, GA 30531

Call for digital advertising rates!



Market Facts for Franklin County

DEMOGRAPHICS

Occupied Households	8,540
Population.....	22,084
Median Family Income.....	\$43,402
Total Retail Sales.....	\$276,121,000
Retail Sales per Average Household	\$13,207/yr

Source: 2010 U.S. Census estimates

ADVERTISING BENEFITS

- Serves county's two main communities - Lavonia & Royston
- Only 20 minutes from Anderson, SC market

CNI - Northeast Georgia Region
 Rates effective January 1, 2017

Greenville/Spartanburg/Anderson, SC - Asheville, NC
 Market Penetration: 39%