

2019

Franklin County Citizen Leader

Franklin County Marketplace

Phone: (706) 356-8557

Fax: (706) 356-2008

Email: jdean@franklincountycitizen.com

P.O.Box 580,

Lavonia, Ga. 30553

www.franklincountycitizen.com

National Rate: \$13.00
Charitable/Non-profit Rate: \$11.25
Obit Rate: \$8.75 (min. \$61.25)

Dollar Volume Rates*

Quarterly	Rate
\$1,000-\$2,500	\$11.00
\$2,501+	\$10.50
Annual	Rate
\$3,500-\$7,500	\$10.50
\$7,501+	\$9.60

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"	\$10.65	\$10.55	\$10.25	\$9.95
6-9"	\$10.30	\$10.20	\$9.90	\$9.55
10-14"	\$10.00	\$9.90	\$9.60	\$9.20
15-31"	\$9.65	\$9.55	\$9.25	\$8.90
31.5-62.5"	\$9.15	\$9.10	\$8.90	\$8.50
63"+	\$8.85	\$8.75	\$8.50	\$7.80

* 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

(Red, Blue, Green, Yellow)

ROP Deadlines

Monday at 3 p.m.

Earlier during holidays.

Ad email: jdean@franklincountycitizen.com

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

- 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.

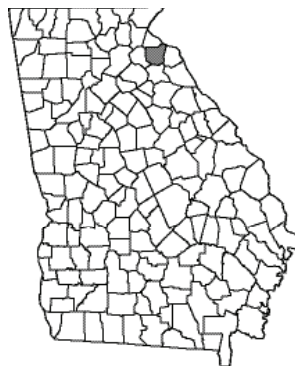
Shipping Information

Inserts should be received one week prior to insertion.

Ship 1/2 fold, in boxes to:

The 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, 2019

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