

2020

# The Hartwell Sun

Hartwell Marketplace

Phone: (706) 376-8025

Fax: (706) 376-3016

Email: [pvickery@thehartwellsun.com](mailto:pvickery@thehartwellsun.com)

P.O. Box 700

Hartwell, GA 30643

[www.thehartwellsun.com](http://www.thehartwellsun.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	\$10.80
\$2,501+	\$10.00
Annual	Rate
\$3,500-\$7,500	\$10.00
\$7,501+	\$9.40

## 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"	\$11.05	\$10.85	\$10.50	\$9.55
6-9"	\$10.75	\$10.55	\$10.25	\$9.25
10-14"	\$10.50	\$10.20	\$9.95	\$8.95
15-31"	\$10.15	\$9.95	\$9.70	\$8.70
31.5-62.5"	\$9.80	\$9.60	\$9.30	\$8.25
63"+	\$9.40	\$9.30	\$8.85	\$7.40

\* 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 5 p.m.**

Earlier during holidays.

Ad email: [pvickery@thehartwellsun.com](mailto:pvickery@thehartwellsun.com)

Web site: [www.thehartwellsun.com](http://www.thehartwellsun.com)

## 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

## 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<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>2</sub>". 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 Hartwell Sun*  
c/o *The Northeast Georgian*  
2440 Old Athens Highway  
Cornelia, GA 30531

**Call for digital advertising rates!**



## Market Facts for Hart County

### DEMOGRAPHICS

Occupied Households .....	10,121
Population.....	25,213
Median Family Income.....	\$47,269
Total Retail Sales.....	\$104,522,000
Retail Sales per Average Household..	\$4,498/yr

Source: 2010 U.S. Census estimates

### ADVERTISING BENEFITS

- Largest circulated newspaper east of Athens, Ga.
- Hart County sits between Anderson, SC and Athens, Ga.
- Part of eight county regional advertising buy

CNI - Northeast Georgia Region  
Rates effective January 1, 2020

Greenville/Spartanburg/Anderson, SC - Asheville, NC  
Market Penetration: 45%