

# 2021 Display Advertising Rates Northeast Georgia Region, Community Newspapers Inc.

**Multiple paper discounts:** Run the same ad in any 2-3 papers the same week and receive a 20% discount on all, and 25% for 4 or more in the same week. Discounts apply only to display ads. Rates effective January 4, 2021.

## The Toccoa Record

COMBINED IN 1995 WITH THE STEPHENS COUNTY CHIEFTAIN

Thursday Publication  
Deadline: Monday 12 PM

**National Rate: \$13.76**  
Charity/Non-Profit rate: \$11.05

706-886-9476

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$11.55
	\$2,501+	\$10.66
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$10.66
	\$7,501+	\$9.98

## Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$12.08	\$11.50	\$11.08	\$10.61
6-9"	\$11.76	\$11.13	\$10.87	\$10.29
10-14"	\$11.36	\$10.76	\$10.55	\$9.98
15-31"	\$10.87	\$10.50	\$10.29	\$9.56
31.5-62.5"	\$10.29	\$10.08	\$9.71	\$8.87
63"+	\$9.87	\$9.66	\$9.40	\$8.56

## The Hartwell Sun

The Sun 1976

Thursday Publication  
Deadline: Monday 12 PM

**National Rate: \$13.65**  
Charity/Non-Profit rate: \$11.25  
Obit Rate: \$8.75 (min. \$61.25)

706-376-8025

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$11.34
	\$2,501+	\$10.50
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$10.50
	\$7,501+	\$9.87

## Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$11.60	\$11.39	\$11.03	\$10.03
6-9"	\$11.29	\$11.08	\$10.76	\$9.71
10-14"	\$11.03	\$10.71	\$10.45	\$9.40
15-31"	\$10.66	\$10.45	\$10.19	\$9.14
31.5-62.5"	\$10.29	\$10.08	\$9.77	\$8.66
63"+	\$9.87	\$9.77	\$9.29	\$7.77

## Franklin County Citizen Leader

SERVING ROYALTON, LAWSON, FRANKLIN SPRING, CANNON, CANTONVILLE AND HERRINGSPRING COMMUNITIES

Thursday Publication  
Deadline: Monday 3 p.m.

**National Rate: \$13.65**  
Charity/Non-Profit rate: \$11.25  
Obit Rate: \$8.75 (min. \$61.25)

706-356-8557

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$11.55
	\$2,501+	\$11.03
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$11.03
	\$7,501+	\$10.08

## Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$11.18	\$11.08	\$10.76	\$10.45
6-9"	\$10.82	\$10.71	\$10.40	\$10.03
10-14"	\$10.50	\$10.40	\$10.08	\$9.66
15-31"	\$10.13	\$10.03	\$9.71	\$9.35
31.5-62.5"	\$9.61	\$9.56	\$9.35	\$8.93
63"+	\$9.29	\$9.19	\$8.93	\$8.19

## The Elberton Star

Wednesday Publication  
Deadline: Monday 12 p.m.

**National Rate: \$12.71**  
Charity/Non-Profit rate: \$10.70  
Obit Rate: \$8.75 (min. \$61.25)

706-283-8500

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$10.71
	\$2,501+	\$10.34
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$10.34
	\$7,501+	\$9.08

## Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$11.24	\$11.13	\$10.92	\$10.50
6-9"	\$10.97	\$10.76	\$10.40	\$10.19
10-14"	\$10.66	\$10.61	\$10.03	\$9.82
15-31"	\$10.45	\$10.03	\$9.66	\$9.29
31.5-62.5"	\$9.98	\$9.50	\$9.24	\$8.66
63"+	\$9.29	\$8.93	\$8.61	\$7.93

\* Advertising agreement required.

### ----- 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
<small>(Red, Blue, Green, Yellow)</small>	

### Exact Dimensions - Column Widths:

1 column .....	1.667"
2 columns .....	3.458"
3 columns .....	5.250"
4 columns .....	7.042"
5 columns .....	8.833"
6 columns .....	10.625"
Double-truck, 13 col.....	22 inches

# 2021 Display Advertising Rates

## Northeast Georgia Region, Community Newspapers Inc.

Multiple paper discounts: Run the same ad in any 2-3 papers the same week and receive a 20% discount on all, and 25% for 4 or more in the same week. Discounts apply only to display ads. Rates effective January 4, 2021.

### The Northeast Georgian

Wednesday Publication • Deadline Fri. 4 PM  
 Friday Publication • Deadline Tue. 4 PM  
**National Rate: \$20.90**  
 Charity/Non-Profit rate: \$14.75  
 Obit Rate: \$8.75 (min. \$61.25)  
 706-778-4215

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$14.54
	\$2,501+	\$13.13
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$13.13
	\$7,501+	\$11.66

### Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$13.28	\$12.86	\$12.50	\$11.92
6-9"	\$12.81	\$12.44	\$11.92	\$11.24
10-14"	\$12.39	\$11.92	\$11.13	\$10.76
15-31"	\$11.92	\$11.18	\$10.66	\$10.19
31.5-52.5"	\$11.03	\$10.45	\$9.77	\$9.45
63"+	\$10.61	\$9.98	\$9.29	\$8.87

### The Clayton Tribune

Thursday Publication  
 Deadline: Monday 5 PM  
**National Rate: \$17.33**  
 Charity/Non-Profit rate: \$12.65  
 Obit Rate: \$8.75 (min. \$61.25)  
 706-782-3312

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$12.76
	\$2,501+	\$11.39
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$11.39
	\$7,501+	\$10.03

### Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$12.71	\$11.97	\$11.60	\$10.92
6-9"	\$12.02	\$11.45	\$11.08	\$10.61
10-14"	\$11.24	\$10.92	\$10.55	\$10.29
15-31"	\$10.92	\$10.55	\$10.24	\$9.82
31.5-62.5"	\$10.08	\$9.66	\$9.50	\$9.19
63"+	\$9.66	\$9.35	\$9.24	\$8.66

### WHITE COUNTY NEWS

Thursday Publication  
 Deadline: Monday 5 PM  
**National Rate: \$15.38**  
 Charity/Non-Profit rate: \$11.00  
 Obit Rate: \$8.75 (min. \$61.25)  
 706-865-4718

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$10.87
	\$2,501+	\$9.82
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$9.82
	\$7,501+	\$8.82

### Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$10.19	\$9.87	\$9.50	\$9.08
6-9"	\$9.77	\$9.40	\$9.03	\$8.61
10-14"	\$9.45	\$8.93	\$8.51	\$8.19
15-31"	\$8.93	\$8.45	\$8.14	\$7.67
31.5-62.5"	\$8.19	\$7.82	\$7.35	\$7.09
63"+	\$7.88	\$7.46	\$6.93	\$6.62

### The Dahlonega Nugget

Wednesday Publication  
 Deadline: Friday at 4 p.m.  
**National Rate: \$15.38**  
 Charity/Non-Profit Rate: \$11.00  
 Obit Rate: \$8.75 (min. \$61.25)  
 706-864-3613

<b>Dollar Volume Rates*</b>	<b>Quarterly</b>	<b>Rate</b>
	\$1,000-\$2,500	\$10.87
	\$2,501+	\$9.82
	<b>Annual</b>	<b>Rate</b>
	\$3,500-\$7,500	\$9.82
	\$7,501+	\$8.82

### Consecutive Advertising Rates\*

Inches	4-9 wks	10-20 wks	21-39 wks	40-52 wks
3-5"	\$10.19	\$9.87	\$9.50	\$9.08
6-9"	\$9.77	\$9.40	\$9.03	\$8.61
10-14"	\$9.45	\$8.93	\$8.51	\$8.19
15-31"	\$8.93	\$8.45	\$8.14	\$7.67
31.5-62.5"	\$8.19	\$7.82	\$7.35	\$7.09
63"+	\$7.88	\$7.46	\$6.93	\$6.62

\* Advertising agreement required.

#### ----- 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)	

#### Exact Dimensions - Column Widths:

1 column .....	1.667"
2 columns .....	3.458"
3 columns .....	5.250"
4 columns .....	7.042"
5 columns .....	8.833"
6 columns .....	10.625"
Double-truck, 13 col.....	22 inches

# 2021 Preprint Rates Per 1,000

## Northeast Georgia Region, Community Newspapers Inc.

### Preprint Rates

## The Clayton Tribune

Thursday Publication

4,000 minimum zoning requirement. Extra charge.  
 The maximum allowable insert size is 11" x 11."  
 Anything larger must be folded prior to delivery.  
 For minimum sizes please call us

Frequency:	<13	13-25	26-49	50+
single sheet	\$50.00	\$48.50	\$46.50	\$45.00
4 pg tab	\$55.00	\$53.50	\$51.15	\$49.50
12 pg tab	\$60.00	\$58.20	\$55.80	\$54.00
16 pg tab	\$65.00	\$63.05	\$60.45	\$58.50
20 pg tab	\$68.00	\$66.00	\$63.25	\$61.20
24 pg tab	\$70.00	\$67.90	\$65.10	\$63.00

*add \$2.50 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

### Preprint Rates

## The Dahlonega Nugget

"The Gold of the News"

Wednesday Publication

4,000 minimum zoning requirement. Extra charge.  
 The maximum allowable insert size is 11" x 11."  
 Anything larger must be folded prior to delivery.  
 For minimum sizes please call us

Frequency:	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00

*add \$2.50 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

### Preprint Rates

## The Elberton Star

Wednesday Publication

4,000 minimum zoning requirement.  
 The maximum allowable insert size is 11" x 11."  
 Anything larger must be folded prior to delivery.  
 For minimum sizes please call us  
 (as it may vary from plant to plant).

Frequency:	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
4 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 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

### Preprint Rates

## Franklin County Citizen Leader

SERVING ROYSTON, LAVONIA, FRANKLIN SPRINGS, CANNON, CARROLLVILLE AND SURROUNDING COMMUNITIES

Thursday Publication

4,000 minimum zoning requirement. Extra charge.  
 The maximum allowable insert size is 11" x 11."  
 Anything larger must be folded prior to delivery.  
 For minimum sizes please call us

Frequency:	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
4 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 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

# 2021 Preprint Rates Per 1,000

## Northeast Georgia Region, Community Newspapers Inc.

### Preprint Rates

## The Hartwell Sun The Sun. 1876

Thursday Publication

4,000 minimum zoning requirement. Extra charge.  
The maximum allowable insert size is 11" x 11."  
Anything larger must be folded prior to delivery.  
For minimum sizes please call us

Frequency:	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
4 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 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

### Preprint Rates

## The Northeast Georgian

Wednesday & Friday Publications

4,000 minimum zoning requirement. Extra charge.  
The maximum allowable insert size is 11" x 11."  
Anything larger must be folded prior to delivery.  
For minimum sizes please call us

Frequency:	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00

*add \$2.50 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

### Preprint Rates

## The Toccoa Record

COMBINED IN 1995 WITH THE STEPHENS COUNTY CHIEFTAIN

Thursday Publication

4,000 minimum zoning requirement.  
The maximum allowable insert size is 11" x 11."  
Anything larger must be folded prior to delivery.  
For minimum sizes please call us  
(as it may vary from plant to plant).

Frequency:	<13	13-25	26-49	50+
single sheet	\$52.00	\$50.50	\$49.50	\$48.00
4 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 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*

### Preprint Rates

## WHITE COUNTY NEWS

Thursday Publication

4,000 minimum zoning requirement. Extra charge.  
The maximum allowable insert size is 11" x 11."  
Anything larger must be folded prior to delivery.  
For minimum sizes please call us

Frequency:	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$48.00	\$46.00	\$45.00	\$44.00
12 pg tab	\$53.00	\$51.00	\$50.00	\$45.00
16 pg tab	\$57.00	\$55.00	\$54.00	\$49.00
20 pg tab	\$60.00	\$57.00	\$56.00	\$53.00
24 pg tab	\$61.00	\$58.00	\$57.00	\$55.00

*add \$2.50 per M for each additional 4 tab pages over 24*

*Shipping address: 2440 Old Athens Highway, Cornelia, GA 30531*