

Times Courier

Advertising Rate Schedule
 Open Rate \$8.60 Per Column Inch
 Effective January 1, 2018

P.O. Box 1076
 47 River Street
 Ellijay, GA 30540

Kathy Aker: kathyaker@timescourier.com
Ted "Bear" Ensminger: ted@timescourier.com

Phone: 706-635-4313
 Fax: 706-635-7006

CONSECUTIVE ADVERTISING RATES - R.O.P.*

	3 inches	6 inches	10 inches	15 inches	30 inches	63 inches	129+ inches
6 weeks	6.60	6.40	6.20	6.00	5.80	5.60	5.35
13 weeks	6.50	6.30	6.10	5.90	5.45	5.25	5.00
26 weeks	6.40	6.15	5.95	5.75	5.40	5.10	4.75
52 weeks	6.30	6.00	5.80	5.60	5.30	4.95	4.60

ANNUAL VOLUME RATES - R.O.P.*

75-149 inches	6.50 column inch
150-374 inches	6.35 column inch
375-749 inches	5.80 column inch
750-1499 inches	5.50 column inch
1500-2249 inches	5.35 column inch
2250-2999 inches	5.10 column inch
3000-3749 inches	4.90 column inch
3750 + inches	4.80 column inch

*Must sign sales agreement.

OTHER RATES

Classified Reader Ads Base Rate\$6.00
 Contact the newspaper office for more details

Church / Non-Profit..... \$6.00 Per Column Inch
 Legal Advertising.....State Rate
 Birthdays / Lost Pets..... \$6.00 Per Column Inch
 Political or Amusement Advertising (Paid in Advance)

Color Rates

Full Color: 1-15 inches - \$25; 16-31 inches - \$50;
 32-126 inches - \$100

PAYMENT OPTIONS

- ◆ Cash with copy is required unless credit has been established.
- ◆ All local rates are non-commissionable.
- ◆ We accept Visa, Mastercard, Discover, American Express and business or personal checks.

PREPRINTED INSERTS RATES*

Number of Insertions	1	13-25	26-49	50 +
<u>Size</u>				
Single sheet	47.50	45.00	44.00	43.00
4-8 tab pages	55.50	53.00	52.00	50.00
12 tab pages	57.00	54.00	53.00	51.00
16 tab pages	58.00	55.00	54.00	52.00
20 tab pages	58.50	55.50	54.50	52.50
24 tab pages	60.50	57.50	56.00	55.00

28+ tab pages – add \$5.00 for every 4 tab pages

Rates are cost per 1,000

Front page sticky notes – \$95 per 1,000

Full run quantity required

The maximum allowable size for inserts is 11 inches by 11 inches. Anything larger must be folded prior to shipping. For minimum sizes, please call us.

Ship to:

Mountain Press

50 Depot St., Franklin, NC 28734

COMBINATION RATES

AVAILABLE FOR ROP ADS ONLY

Cherokee Scout, Murphy, NC
 Andrews Journal, Andrews, NC
 Clay County Progress, Hayesville, NC
 The Graham Star, Robbinsville, NC
 The News Observer, Blue Ridge, GA
 Times-Courier, Ellijay, GA

Any 2 newspapers - 7% Discount on both

Any 3 newspapers - 10% Discount on all

Any 5 or more - 15% Discount on all

CIRCULATION

Zip Code	
30540 Ellijay	2,974
30539 East Ellijay	820
30536 Ellijay	920
30522 Cherry Log.....	85
30175 Talking Rock	154
30143 Jasper.....	46
30513 Blue Ridge	57
30705 Chatsworth	12
All Others.....	732
TOTAL CIRCULATION.....	5,800*

**Year round average*

SUBSCRIPTIONS:

Print and online in primary market.....	\$30
Print & online outside primary market	\$36

DEADLINES

TIMES-COURIER

For Wednesday publication

Classified Display
Monday, Noon

Retail Display
Monday, 3 p.m.

Classified Liners
Monday, 3 p.m.

Legal Notices
Monday, Noon

Preprinted Inserts
Seven Days Prior

GENERAL

- ◆ All advertising is accepted subject to the approval of the publisher, who shall have the right to reject any advertisement.
- ◆ All photographs and advertising layouts are the exclusive property of the Times-Courier.
- ◆ Liability for errors in advertisements is limited to the amount of space occupied by the error.

www.timescourier.com

ONLINE BANNER ADS - IMPRESSION BLOCKS

728x90 Banner

(Upper and lower/rotating run of site)

Tier 1: 12,500 impressions for \$175.
Choose up to two sites (14 cpm)

Tier 2: 50,000 impressions for \$700.
Choose up to five sites (14 cpm)

Tier 3: 2,000,000 impressions for \$8,000.
Runs on up to 26 CNI sites (4 cpm)

300x250 Box Ad

(Upper and lower / rotating run of site)

Tier 1: 12,500 impressions for \$125.
Choose up to two sites (10 cpm)

Tier 2: 50,000 impressions for \$500.
Choose up to five sites. (10 cpm)

Tier 3: 2,000,000 impressions for \$6,000.
Choose up to 26 CNI sites. (3 cpm)

468x60 Premium Homepage Fixed Spot

One spot per site per month. Fixed, non-shared ad spot directly below the headline scroll: \$300 per month.

Office: 706-635-4313 • Fax: 706-635-7006

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OPTIMIZED INTERNET PRESENCE

The Times-Courier is partnering with Merco Local, a search engine optimization company, to create an online business directory marketplace for our advertisers. The marketplace is organized by different business categories. When you place a print ad with us for your business, we design a business profile in this online marketplace at no additional charge. The business profile will have general information about your business, along with a virtual copy of your print ad. If you do not have a web presence, this business profile will help your business to be found online. If you do have a website, the business directory will enhance your SEO, or Search Engine Optimization, the system used for ranking your website by search engines, like Google. The marketplace serves Gilmer County and is also integrated with other marketplaces throughout North Georgia.

When you purchase a print ad with us, you receive:

- ◆ A searchable, online business directory page. The page is unique for your business, including an address, hours of operation, contact information, a map, photos and a link to your website.
- ◆ Each additional print ad you run with us will enhance your SEO through the business directory page.
- ◆ The Times-Courier Marketplace is also connected to marketplaces all across North Georgia and North Carolina, enhancing the reach of your business directory page.