

2012 Advertising Rates

Franklin Region – Community Newspapers, Inc.

The Franklin Press

www.thefranklinpress.com

Publisher:
Rachel Hoskins
828.524.2010
Email:
ads@thefranklinpress.com
CIRCULATION: 8200

PUBLISHES: Wed. (deadline 4pm Friday) Friday (deadline 4pm Tuesday)

ANNUAL VOLUME

Inches.....Rate	
75 – 149	\$11.60
150 – 374	\$11.00
375 – 749	\$10.30
750 – 1499	\$9.70
1500 – 2249	\$9.10
2250 – 2999	\$8.60
3000 – 3749	\$8.20
3750 – 5249	\$7.75
5250 – 7499	\$7.25
7500 +	\$7.00

OPEN RATE: \$15.45
LEGAL & NONPROFIT RATE: \$11.60
(Requires 501(c) 3 letter)

CONSECUTIVE WEEKS

Min. Inches	6	13	26	52
3	\$10.75	\$10.40	\$10.25	\$9.75
6	\$10.30	\$9.95	\$9.80	\$9.20
10	\$9.95	\$9.60	\$9.45	\$8.85
15	\$9.40	\$9.05	\$8.90	\$7.90
30	\$9.25	\$8.90	\$8.75	\$7.75
63	\$9.00	\$8.50	\$8.00	\$7.50
126	\$8.50	\$8.00	\$7.50	\$6.40

The Highlander

www.highlandsnews.com

Publisher:
Eric NeSmith
828.526.4114
Email:
ads@highlandsnews.com
CIRCULATION: 2550

PUBLISHES: Thursday (deadline 4pm Monday)

ANNUAL VOLUME

Inches.....Rate	
75 – 149	\$9.60
150 – 374	\$8.95
375 – 749	\$8.55
750 – 1499	\$8.35
1500 – 2249	\$8.25
2250 – 2999	\$8.10
3000 – 3749	\$8.00
3750 – 5249	\$7.50
5250 – 7499	\$7.20
7500 +	\$6.90

OPEN RATE: \$12.35
LEGAL & NONPROFIT RATE: \$9.60
(Requires 501(c) 3 letter)

CONSECUTIVE WEEKS

Min. Inches	6	13	26	52
3	\$9.20	\$8.85	\$8.70	\$8.20
6	\$8.60	\$8.25	\$7.60	\$7.20
10	\$8.40	\$8.00	\$7.50	\$7.00
15	\$7.65	\$7.30	\$7.10	\$6.60
30	\$7.30	\$6.95	\$6.60	\$6.10
63	\$7.00	\$6.65	\$6.30	\$6.00
126	\$6.50	\$6.15	\$6.00	\$5.50

MITCHELL NEWS-JOURNAL

www.mitchellnews.com

Publisher:
Andy Ashurst
828.765.7169
Email:
ads@mitchellnews.com
CIRCULATION: 4700

PUBLISHES: Wednesday (deadline noon Friday)

ANNUAL VOLUME

Inches.....Rate	
75 – 149	\$9.45
150 – 374	\$9.15
375 – 749	\$8.85
750 – 1499	\$8.55
1500 – 2249	\$8.30
2250 – 2999	\$8.00
3000 – 3749	\$7.75
3750 – 5249	\$7.45
5250 – 7499	\$7.00
7500 +	\$6.50

OPEN RATE: \$12.60
LEGAL & NONPROFIT RATE: \$9.45
(Requires 501(c) 3 letter)

CONSECUTIVE WEEKS

Min. Inches	6	13	26	52
3	\$8.70	\$8.35	\$8.25	\$7.70
6	\$8.40	\$8.05	\$7.80	\$7.40
10	\$8.10	\$7.80	\$7.50	\$7.10
15	\$8.00	\$7.50	\$7.35	\$7.00
30	\$7.75	\$7.40	\$7.25	\$6.75
63	\$7.50	\$7.20	\$7.00	\$6.50
126	\$7.20	\$6.95	\$6.70	\$6.20

RATES EFFECTIVE JANUARY 1, 2012

MULTIPLE PAPER DISCOUNTS

Available to advertisers placing ads in two or more papers in our region. 7% discount for two papers; 10% discount for three or more papers. No discounts apply to nonprofit rates.

ADMINISTRATORS NOTICE:

\$200 (4 publication dates)

NATIONAL RATE: \$17.25 pci per paper

(Commissionable at 15%. No other discounts apply)

COLOR RATES

(for publications in Franklin Region)

AVAILABLE: \$65

ONE COLOR \$100 • FULL COLOR \$200

Crossroads Chronicle

www.crossroadschronicle.com

Publisher:
Mike Henry
828.743.5101
Email:advertising@
crossroadschronicle.com
CIRCULATION: 2700

PUBLISHES: Wednesday (deadline 3pm Friday)

ANNUAL VOLUME

Inches.....Rate	
75 – 149	\$8.15
150 – 374	\$7.50
375 – 749	\$7.10
750 – 1499	\$6.85
1500 – 2249	\$6.75
2250 – 2999	\$6.60
3000 – 3749	\$6.50
3750 – 5249	\$6.40
5250 – 7499	\$6.20
7500 +	\$6.00

OPEN RATE: \$11.00
LEGAL & NONPROFIT RATE: \$8.15
(Requires 501(c) 3 letter)

CONSECUTIVE WEEKS

Min. Inches	6	13	26	52
3	\$7.90	\$7.55	\$7.40	\$6.85
6	\$7.65	\$7.10	\$6.95	\$6.60
10	\$7.30	\$6.95	\$6.80	\$6.45
15	\$7.00	\$6.70	\$6.50	\$6.10
30	\$6.75	\$6.40	\$6.25	\$5.85
63	\$6.45	\$6.10	\$5.90	\$5.55
126	\$6.00	\$5.75	\$5.60	\$5.20

SMOKY MOUNTAIN TIMES

www.thesmokymountaintimes.com

Publisher:
Cathy New
828.488.2189
Email:adrep@the
smokymountaintimes.com
CIRCULATION: 3900

PUBLISHES: Thursday (deadline 3pm Monday)

ANNUAL VOLUME

Inches.....Rate	
75 – 149	\$8.15
150 – 374	\$7.90
375 – 749	\$7.30
750 – 1499	\$7.20
1500 – 2249	\$7.00
2250 – 2999	\$6.80
3000 – 3749	\$6.60
3750 – 5249	\$6.50
5250 – 7499	\$6.30
7500 +	\$6.10

OPEN RATE: \$11.50
LEGAL & NONPROFIT RATE: \$8.15
(Requires 501(c) 3 letter)

CONSECUTIVE WEEKS

Min. Inches	6	13	26	52
3	\$7.85	\$7.65	\$7.45	\$7.30
6	\$7.65	\$7.35	\$7.15	\$6.65
10	\$7.45	\$7.15	\$6.85	\$6.45
15	\$7.15	\$6.85	\$6.45	\$6.10
30	\$6.90	\$6.50	\$6.35	\$5.85
63	\$6.60	\$6.35	\$6.10	\$5.60
126	\$6.30	\$5.90	\$5.70	\$5.30

2012 Preprint Rates

Franklin Region – Community Newspapers, Inc.

Preprints for all publications should be delivered to:

40 Depot Street • Franklin, NC 28734

Hours: 8am – 5:30pm, Monday – Friday

828.524.2010

Deadline: 5 business days prior to publication

Rates are per thousand – Minimum quantity full run

Maximum size preprint should not exceed 11"x11" folded size.

Rates are based on paper weight of 30# or less.

Mini- tabs, flexies, quarter-folds and heavier paper stock require quote from publisher.

Inserts more than 24 pages add \$2.50 per thousand for each additional 4 pages.

The Franklin Press

www.thefranklinpress.com

PO Box 350 • Franklin, NC 28744

(828) 524-2010 • Circulation 8200

Tab Pages	Open	13-25/yr	26-49/yr	50+/yr
1-2 tab pgs	\$56	\$51	\$49	\$47
4-8 tab pgs	\$58	\$53	\$51	\$49
10-12 tab pgs	\$60	\$55	\$53	\$51
14-16 tab pgs	\$62	\$57	\$55	\$53
18-20 tab pgs	\$64	\$59	\$57	\$55
22-24 tab pgs	\$66	\$61	\$59	\$57

Crossroads Chronicle

www.crossroadschronicle.com

PO Box 1040 • Cashiers, NC 28717

(828) 743-5101 • Circulation 2700

Tab Pages	Open	13-25/yr	26-49/yr	50+/yr
1-2 tab pgs	\$48	\$44	\$42	\$40
4-8 tab pgs	\$50	\$46	\$44	\$42
10-12 tab pgs	\$52	\$48	\$46	\$44
14-16 tab pgs	\$54	\$50	\$48	\$46
18-20 tab pgs	\$56	\$52	\$50	\$48
22-24 tab pgs	\$58	\$54	\$52	\$50

The Highlander

www.highlandsnews.com

PO Box 249 • Highlands, NC 28741

(828) 526-4114 • Circulation 2550

Tab Pages	Open	13-25/yr	26-49/yr	50+/yr
1-2 tab pgs	\$48	\$44	\$42	\$40
4-8 tab pgs	\$50	\$46	\$44	\$42
10-12 tab pgs	\$52	\$48	\$46	\$44
14-16 tab pgs	\$54	\$50	\$48	\$46
18-20 tab pgs	\$56	\$52	\$50	\$48
22-24 tab pgs	\$58	\$54	\$52	\$50

Smoky Mountain Times

www.thesmokymountaintimes.com

PO Box 730 • Bryson City, NC 28713

(828) 488.2189 • Circulation 3900

Tab Pages	Open	13-25/yr	26-49/yr	50+/yr
1-2 tab pgs	\$48	\$44	\$42	\$40
4-8 tab pgs	\$50	\$46	\$44	\$42
10-12 tab pgs	\$52	\$48	\$46	\$44
14-16 tab pgs	\$54	\$50	\$48	\$46
18-20 tab pgs	\$56	\$52	\$50	\$48
22-24 tab pgs	\$58	\$54	\$52	\$50

Mitchell News-Journal

www.mitchellnews.com

PO Box 339 • Spruce Pine, NC 28777

(828) 765-7169 • Circulation 4700

Tab Pages	Open	13-25/yr	26-49/yr	50+/yr
1-2 tab pgs	\$50	\$48	\$46	\$44
4-8 tab pgs	\$52	\$50	\$48	\$46
10-12 tab pgs	\$54	\$52	\$50	\$48
14-16 tab pgs	\$56	\$54	\$52	\$50
18-20 tab pgs	\$58	\$56	\$54	\$52
22-24 tab pgs	\$60	\$58	\$56	\$54

MECHANICAL SPECIFICATIONS

Page size: 6 col. x 21" Double truck billed as 13 columns. Printing: 46" web offset. Halftone screen: 65, 85 or 100 lines. Advertisements measuring deeper than 18" will be billed as full-page depth.

DIGITAL SPECIFICATIONS

QuarkXpress, Adobe Photoshop, Adobe InDesign and Adobe Illustrator. We accept tiff, eps files with fonts changed to outlines and PDF files with all images and fonts embedded. Resolution should be set at 200dpi. Photos can also be accepted as JPG files. Files should be attached to standard email.

CREDIT & TERMS

Our policy is cash in advance unless credit has been established. Billing terms are net on the 15th on the month following publication. Balances over 30 days incur a 1.5% finance charge. Credit is not extended after an account has aged for 60 days. Community Newspapers, Inc. has the right to revise advertising rates. Agreement holders will be notified in writing 30 days prior to rate adjustments. Advertiser may terminate the agreement on the effective date of the new rates upon written notification to the publisher. All advertisements are subject to approval. Advertisements which simulate editorial content must be identified as advertisements. Liability for errors in ads shall not exceed the cost of the space occupied by the error. Errors should be brought to our attention within 7 days of publication.