## 2017

# The Pahlonega Rugget.

Dahlonega Marketplace

Phone: (706) 864-3613 Fax: (706) 864-5812

Email: ads@thedahloneganugget.com

1074 Morrison Moore Parkway P.O. Box 36, Dahlonega, GA 30533 www.thedahloneganugget.com

#### Open Rate: \$14.20 Charitable/Non-profit Rate: \$10.65 Obit Rate: \$8.75 (min. \$61.25)

Annual	Volume*	
<u>Inches</u>	<u>Rate</u>	
75 to 149	\$11.20	
150 to 374	\$10.90	
375 to 749	\$10.50	
750 Plus	\$10.05	

### Multiple Paper Discounts

Applies to all newspapers. Buy any 2 papers, 10% discount on both; Buy any 3 papers, 15% discount on each; Buy 4 or more papers, 20% discount on all. Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not the Insert rates.

#### **Consecutive Advertising Rates\***

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$9.40	\$9.15	\$8.80	\$8.40
6"	\$9.05	\$8.70	\$8.35	\$7.95
10"	\$8.75	\$8.25	\$7.85	\$7.55
15"	\$8.25	\$7.80	\$7.50	\$7.10
31.5"	\$7.60	\$7.25	\$6.80	\$6.55
63"	\$7.30	\$6.90	\$6.40	\$6.10
127.5"	\$7.00	\$6.45	\$6.05	\$5.60

\* Advertising agreement required. (All rates are Net)

Color Rates	Mechanicals	
On-Press Color (one color)\$60	Column	Inches
One Specific Color\$80 (Red, Blue, Green, Yellow)	1 column	1.667
Full Color on 15-31.5" ad\$90 Full Color on 32-64" ad\$125 Full Color on 65-127.5" ad\$165	2 column	3.458
	3 column	5.250
	4 column	7.042
ROP Deadlines Friday at 4 p.m. Earlier during holidays.	5 column	8.833
	6 column	10.625
	DT	22 inches

Ad email: ads@thedahloneganugget.com Web site: www.thedahloneganugget.com Adsend Code: gacng

> CNI - Northeast Georgia Region Rates effective January 1, 2017

#### **Insert Rates**

price per thousand

Frequency:	<13	13-25	26-49	50+
single sheet	\$47.00	\$45.00	\$44.00	\$43.00
8 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 for each additional four-page tab after 24.
- 4000 minimum quantity
- Maximun size insert is  $11^{1/2"} \times 11^{1/2"}$ . 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 Dahlonega Nuggest c/o The Northeast Georgian 2440 Old Athens Highway Cornelia, GA 30531

#### Call for digital advertising rates!



## Market Facts for Lumpkin County

Source: 2010 U.S. Census Estimates

#### ADVERTISING BENEFITS

- HWY 400 corridor makes it one of the fastest growing markets into Atlanta
- Home of North Georgia College & State University
- Paid circulation delivery by USPS

#### Dahlonega:

Site of the Nation's first major gold rush!