

# 2016

# Cherokee Scout

Murphy, N.C.  
**Publication day:** Wednesday  
**Circulation:** 8,400  
[www.cninewspapers.com](http://www.cninewspapers.com)

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## ROP RATES

Open Rate: \$14.95

### Annual Volume Contract Rates Multiple Paper Discounts

Inches	Rate	Discounts
75-149	\$10.95	This applies to all newspapers in the Franklin region and the Murphy region. Buy any 2 papers, 7% discount on both; Buy any 3 papers, 10% discount on each; Multiple paper discounts apply to ROP annual volume rates and consecutive advertising rates, and not to Insert rates.
150-374	\$10.80	
375-749	\$10.70	
750-1499	\$10.50	
1500-2249	\$9.95	
2250-2999	\$9.75	
3000-3749	\$9.55	
3750-5249	\$8.65	
5250-7499	\$7.95	
7500+	\$7.65	

### Consecutive Advertising Contract Rates

Weeks:	6	13	26	52
3"	10.40	10.20	10.05	9.85
6"	10.30	10.05	9.90	9.60
10"	10.25	10.00	9.80	9.05
15"	10.15	9.90	9.75	8.80
30"	10.05	9.80	9.60	8.40
63"	9.90	9.50	9.20	7.80
129"	9.80	9.10	8.90	7.10

### Color rates

1 Color	\$95
Full Color	\$195

### 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	21.375

### ROP Deadlines

ROP deadline is Monday @ 3pm.

Ad email: [advertising@thecherokeescout.com](mailto:advertising@thecherokeescout.com)  
 Web site: [www.thecherokeescout.com](http://www.thecherokeescout.com)  
 Adsend Code: NCMCS

**Rates effective January 1, 2016**

## INSERT RATES

price per thousand

Frequency:	<13	13-25	26-49	50+
1 page	\$47.00	\$45.00	\$44.00	\$42.50
4 - 8 pg tab	\$53.50	\$51.00	\$50.00	\$48.00
10 - 12 pg tab	\$55.00	\$52.50	\$51.00	\$49.50
14 - 16 pg tab	\$56.50	\$54.00	\$52.50	\$51.00
18 - 20 pg tab	\$59.00	\$56.00	\$55.00	\$53.00

- Add \$2.50 for each additional four-page tab after 20.
- 6000 minimum quantity
- Maximum size insert is 11<sup>1/2</sup>" x 11<sup>1/2</sup>". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract.

### Shipping Information

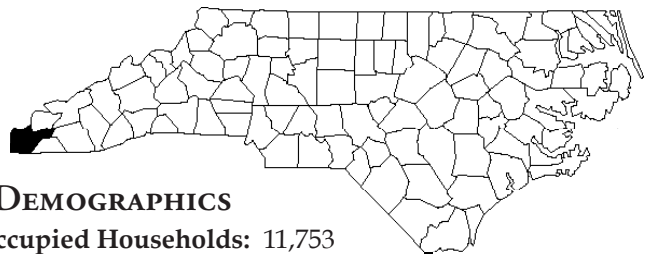
Inserts should be received one week prior to insertion. Ship 1/2 fold to:

*The Cherokee Scout*  
 110 S. Church Street  
 Murphy, NC 28906

Call 800-226-0692 for Internet advertising rates

## MARKET FACTS

### for Cherokee County



### DEMOGRAPHICS

Occupied Households: 11,753  
 Total Population: 27,444  
 Median Family Income: \$44,454  
 Total Retail Sales: \$311,356,000  
 Retail Sales per Average Household: \$12,595/yr

Source: 2010 US Census estimates

### ADVERTISING BENEFITS

- ♦ combined with *Andrews Journal*, reaches 90% of the county
- ♦ 60% of the market 35+ years old-stable
- ♦ only 100 miles from Atlanta

**DMA:** Chattanooga, TN  
**Market Penetration:** 65%