

Franklin Region - Community Newspapers Inc.

2021 Advertising Rates - Effective January 1, 2021

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.

Administrator's Notice: \$200 (4 dates) **National Rate:** \$17.25 pci per paper. (15% Commissionable. No other discounts apply.)

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

Expand your coverage: Ask about advertising opportunities in our affiliate papers in Western NC, Georgia, Florida.

The Franklin Press

thefranklinpress.com
Circulation: 6000
Publisher: Rachel Hoskins
 rhoskins@thefranklinpress.com
Phone: 828.524.2010

Open Rate: \$16.00 / Legal & Nonprofit Rate \$12.15

Annual Volume				Min. Inches	Consecutive Weeks			
Inches	Rate	Inches	Rate		6	13	26	52
75 - 149	\$12.15	2250 - 2999	\$9.00	4	\$11.25	\$10.90	\$10.75	\$10.00
150 - 374	\$11.55	3000 - 3749	\$8.60	8	\$10.80	\$10.45	\$10.30	\$9.55
375 - 749	\$10.80	3750 - 5249	\$8.10	10	\$10.45	\$10.10	\$9.95	\$9.20
750 - 1499	\$10.15	5250 - 7499	\$7.60	15	\$9.85	\$9.50	\$9.35	\$8.60
1500 - 2249	\$9.55	7500+	\$7.30	30	\$9.70	\$9.35	\$9.20	\$8.45
				63	\$9.45	\$9.10	\$8.95	\$8.20
				126	\$8.90	\$8.55	\$8.40	\$7.65

Publishes: Wednesday (deadline 10 am Friday)

The Highlander

highlandsnews.com
Circulation: 2000
Publisher: Brad Spaulding
 publisher@highlandsnews.com
Phone: 828.526.4114

Open Rate: \$13.00 / Legal & Nonprofit Rate \$10.05

Annual Volume				Min. Inches	Consecutive Weeks			
Inches	Rate	Inches	Rate		6	13	26	52
75 - 149	\$10.05	2250 - 2999	\$8.50	4	\$9.65	\$9.30	\$9.10	\$8.40
150 - 374	\$9.40	3000 - 3749	\$8.40	8	\$9.00	\$8.65	\$8.00	\$7.75
375 - 749	\$8.95	3750 - 5249	\$7.85	10	\$8.80	\$8.45	\$7.90	\$7.55
750 - 1499	\$8.75	5250 - 7499	\$7.55	15	\$8.00	\$7.65	\$7.45	\$6.75
1500 - 2249	\$8.65	7500+	\$7.25	30	\$7.65	\$7.30	\$6.95	\$6.40
				63	\$7.35	\$7.00	\$6.60	\$6.10
				126	\$7.25	\$6.90	\$6.30	\$6.00

Publishes: Thursday (deadline 4 pm Monday)

Crossroads Chronicle

CrossroadsChronicle.com
Circulation: 2000
Publisher: Brad Spaulding
 publisher@crossroadschronicle.com
Phone: 828.743.5101

Open Rate: \$13.00 / Legal & Nonprofit Rate \$9.20

Annual Volume				Min. Inches	Consecutive Weeks			
Inches	Rate	Inches	Rate		6	13	26	52
75 - 149	\$9.20	2250 - 2999	\$7.55	4	\$8.65	\$8.30	\$8.15	\$7.40
150 - 374	\$8.50	3000 - 3749	\$7.35	8	\$8.40	\$8.05	\$7.90	\$7.25
375 - 749	\$8.20	3750 - 5249	\$7.20	10	\$8.30	\$7.95	\$7.80	\$7.15
750 - 1499	\$7.90	5250 - 7499	\$7.00	15	\$7.85	\$7.50	\$7.35	\$6.60
1500 - 2249	\$7.70	7500+	\$6.80	30	\$7.60	\$7.25	\$7.10	\$6.35
				63	\$7.35	\$7.00	\$6.85	\$6.10
				126	\$7.25	\$6.90	\$6.75	\$6.00

Publishes: Wednesday (deadline 4 pm Friday)

SMOKY MOUNTAIN TIMES

thesmokymountaintimes.com
Circulation: 2600
General Mgr: Jessica Webb
 editor@thesmokymountaintimes.com
Phone: 828.488.2189

Open Rate: \$13.00 / Legal & Nonprofit Rate \$9.20

Annual Volume				Min. Inches	Consecutive Weeks			
Inches	Rate	Inches	Rate		6	13	26	52
75 - 149	\$9.20	2250 - 2999	\$7.55	4	\$8.65	\$8.30	\$8.15	\$7.40
150 - 374	\$8.50	3000 - 3749	\$7.35	8	\$8.40	\$8.05	\$7.90	\$7.25
375 - 749	\$8.20	3750 - 5249	\$7.20	10	\$8.30	\$7.95	\$7.80	\$7.15
750 - 1499	\$7.90	5250 - 7499	\$7.00	15	\$7.85	\$7.50	\$7.35	\$6.60
1500 - 2249	\$7.70	7500+	\$6.80	30	\$7.60	\$7.25	\$7.10	\$6.35
				63	\$7.35	\$7.00	\$6.85	\$6.10
				126	\$7.25	\$6.90	\$6.75	\$6.00

Publishes: Thursday (deadline: 3 pm Monday)

MITCHELL NEWS-JOURNAL

mitchellnews.com
Circulation: 2400
Publisher: Cory Spiers
 editor@mitchellnews.com
Phone: 828.765.7169

Open Rate: \$13.00 / Legal & Nonprofit Rate \$9.90

Annual Volume				Min. Inches	Consecutive Weeks			
Inches	Rate	Inches	Rate		6	13	26	52
75 - 149	\$9.90	2250 - 2999	\$8.40	4	\$9.15	\$8.80	\$8.65	\$7.90
150 - 374	\$9.60	3000 - 3749	\$8.15	8	\$8.80	\$8.45	\$8.30	\$7.55
375 - 749	\$9.30	3750 - 5249	\$7.80	10	\$8.50	\$8.15	\$8.00	\$7.25
750 - 1499	\$9.00	5250 - 7499	\$7.35	15	\$8.40	\$8.05	\$7.90	\$7.15
1500 - 2249	\$8.70	7500+	\$6.80	30	\$8.10	\$7.75	\$7.60	\$6.85
				63	\$7.90	\$7.55	\$7.40	\$6.65
				126	\$7.55	\$7.20	\$7.05	\$6.30

Publishes: Wednesday (deadline 3 pm Friday)

Franklin Region - Community Newspapers Inc.

2021 Preprint Rates - Effective January 1, 2021

Preprints for all publications should be delivered to: **40 Depot Street • Franklin, NC 28734**

Deadline: 5 business days prior to publication

Hours: 8 am - 5 pm, Monday - Friday • 828-524-2010

Rates are per thousand - Full Press Run Required

Maximum size preprint should not exceed 11x11 folded size. Mini-tabs, flexies and quarter-folds require quote from publisher. Rates are based on paper weight of 30# or less. For preprints on heavier stock call for quotes. Preprints more than 24 tab pages add \$5.00 per 1,000 for each additional 4 pages.

The Franklin Press

thefranklinpress.com

Circulation: 6000

PO Box 350 • Franklin, NC 28744

Phone: **828.524.2010**

Publishes: Wednesday

Tab pages	Open	12-25/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

The Highlander

www.highlandsnews.com

highlandsnews.com

Circulation: 2000

PO Box 249 • Highlands, NC 28741

Phone: **828.526.4114**

Publishes: Thursday

Tab pages	Open	12-25/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

Crossroads Chronicle

CrossroadsChronicle.com

Circulation: 2000

PO Box 1040 • Cashiers, NC 28717

Phone: **828.743.5101**

Publishes: Wednesday

Tab pages	Open	12-25/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

Serving Swain County since 1883

thesmokymountaintimes.com

Circulation: 2600

PO Box 730 • Bryson City, NC 28713

Phone: **828.488.2189**

Publishes: Thursday

Tab pages	Open	12-25/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

mitchellnews.com

Circulation: 2400

PO Box 339 • Spruce Pine, NC 28777

Phone: **828.765.7169**

Publishes: Wednesday

Tab pages	Open	12-25/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. Ads measuring deeper than 18" will be billed as full page.

Digital Specifications: 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 to 300 dpi. Color: CMYK. Photos can 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 of 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. Advertisers may terminate the agreement on the effective day 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.