

Circulation

Zip code

Murphy 29806	5,885
Andrews 28901.....	601
Marble 28905	393
Hayesville 28904	203
Brasstown 28902.....	119
Blairsville 30512	104
Culberson 28903	63
Copperhill 37317	69
Warne 28909	68

Primary market total – 7,505

All other zip codes – 425

Total circulation – 7,930

Primary market households – 8,895

Primary market penetration – 84%

Deadlines

All classified, display and legal advertisements are 3 p.m. Monday

Preprinted inserts 7 days prior to publication.

P.O. Box 190

89 Sycamore St.

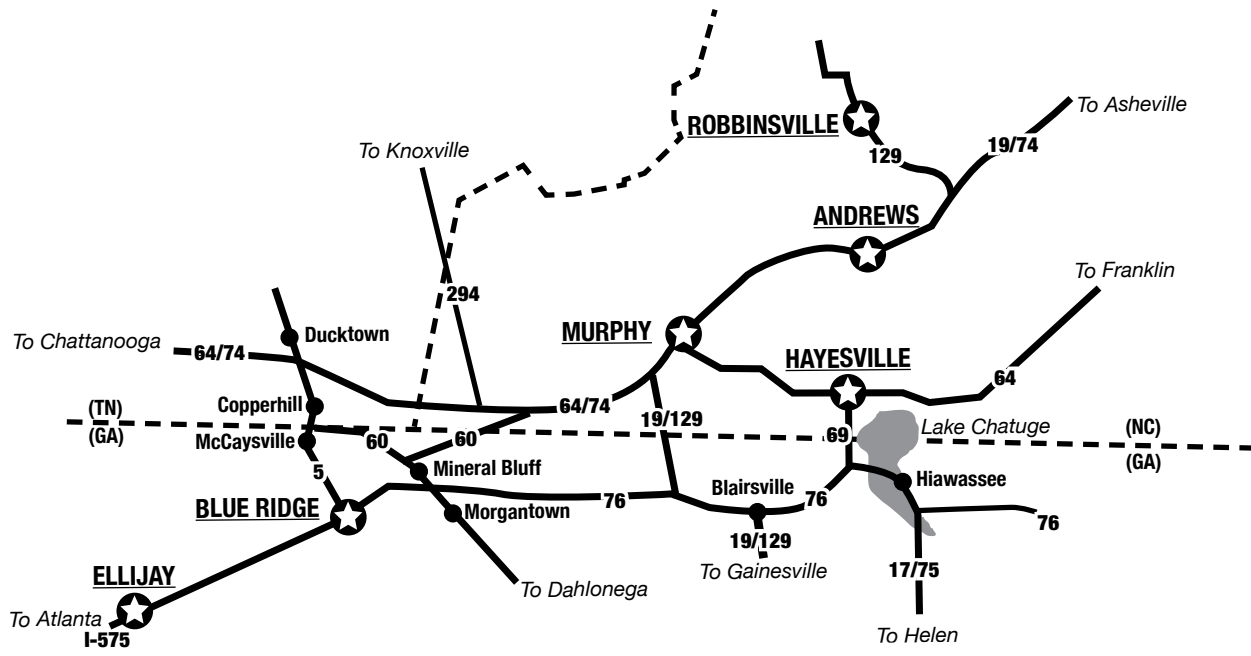
Murphy, NC 28906

Phone: (828) 837-5122

Fax: (828) 837-5832

www.cherokeescout.com

visit us on Facebook and Twitter



Cherokee Scout



Published every Wednesday in print and everyday online. *Thanks for reading.*

Page specifications:

1 col. = 1.667"	4 col. = 7.042"
2 col. = 3.458"	5 col. = 8.833"
3 col. = 5.25"	6 col. = 10.625"

Page size: 6 col. x 21.5" Double truck billed as 13 columns. Advertisements measuring deeper than 18" will be billed as full-page depth.

Digital specifications: We use CS2 versions of Adobe InDesign, Adobe Photoshop and Adobe Illustrator. We accept .tiff and .eps files with fonts changed to outlines and PDF files with all images and fonts imbedded. Resolution should be at least 300 dpi. Photos also can be accepted as JPG files. We can accept the above files as attachments to standard emails.

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. A 1.5% finance charge is charged on balances over 30 days. Credit is not extended after an account is unpaid 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. The 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 that 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.

Cherokee Scout



Advertising rate schedule
 Open rate – \$14.95
 Per column inch
 Effective April 1, 2017

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 89 Sycamore St.
 Murphy, NC 28906
 Phone: (828) 837-5122
 Fax: (828) 837-5832
 Email: advertising@cherokeescout.com

Consecutive Advertising Rates - R.O.P.*

	3 inches	6 inches	10 inches	15 inches	30 inches	63 inches	129 inches +
6 weeks	10.70	10.60	10.55	10.45	10.35	10.20	10.10
13 weeks	10.50	10.35	10.30	10.20	10.10	9.80	9.40
26 weeks	10.35	10.20	10.10	9.95	9.90	9.50	9.20
52 weeks	10.15	9.90	9.30	9.10	8.65	7.95	7.30

* Must sign sales agreement. VISA, MasterCard, American Express, Discover and debit cards accepted.

Annual Volume Rates - R.O.P.*

75 - 149 inches	11.50 column inch
150 - 374 inches	11.35 column inch
375 - 749 inches	11.20 column inch
750 - 1499 inches	11.00 column inch
1500 - 2249 inches	10.50 column inch
2250 - 2999 inches	10.25 column inch
3000 - 3749 inches	10.00 column inch
3750 - 5249 inches	9.10 column inch
5250 - 7499 inches	8.35 column inch
7500 - plus inches	8.05 column inch

Preprinted Insert Rates*

Number of Insertions	1	13-25	26-49	50 +
<u>Size</u>				
Single sheet	47.00	45.00	44.00	42.50
4-8 tab page	53.50	51.00	50.00	48.00
12 tab pages	55.00	52.50	51.00	49.50
16 tab pages	56.50	54.00	52.50	51.00
20 tab pages	59.00	56.00	55.00	53.00

24+ tab page: add \$3.00 for every 4 tab pages.
 *Rates are cost per 1,000.

Ship to: Scout Press, 110 S. Church St., Murphy, NC 28906
 The maximum allowable insert size is 11" x 11". Anything larger must be folded prior to delivery.

Other Rates

All rates are net to newspaper.

Church/non-profit rate.....\$7.95 per column inch
 Legal advertising Open or contract rate
 Political or amusement advertising .. Open or contract rate

Color rates

One specific color – \$95 • Available color – \$60
 Two colors – \$150 • Process color – \$195.

Business and Service Directory*

13 weeks – \$240 • 10 weeks – \$215 • 5 weeks – \$150.

Church Directory*

7 lines for \$5, 50¢ for each additional line.
 Display ad – \$7.90 per week.

Newspapers in Education*

\$295 annual sponsorship.
 *Internet ad included at no additional charge.

Classified ads - \$6.50*

10 words, 20¢ for each additional word.
 The same ad also receives a multi-newspaper discount.
 Borders and headlines available for a small extra charge.
 *Internet ad included at no additional charge.

Combination rates for display ads

Cherokee Scout, Murphy, NC 28906
Andrews Journal, Andrews, NC 28901
Clay County Progress, Hayesville, NC 28904
The Graham Star, Robbinsville, NC 28771
The News Observer, Blue Ridge, GA 30513
Times-Courier, Ellijay, GA 30540

Any 2 newspapers – 7% discount on both.
 Any 3 or more – 10% discount on all.