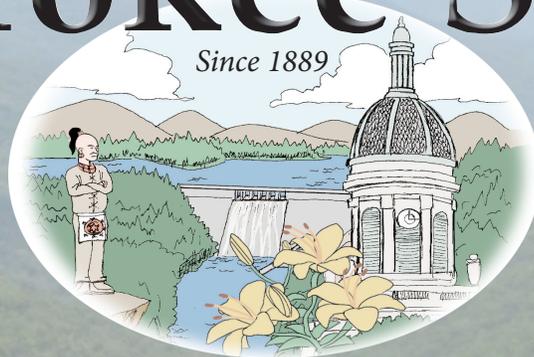


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# Cherokee Scout



## 2021 Media Kit

*Real. Local. News.*

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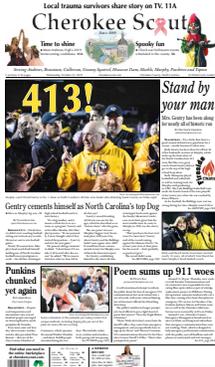
Published every Wednesday in print and everyday online. *Thanks for reading!*



Our mission: To make Cherokee County, N.C., an even better place to live and work.

2021

P.O. Box 190  
89 Sycamore St.  
Murphy, NC 28906  
Phone: 828-837-5122  
Fax: 828-837-5832  
Email: advertising@cherokeescout.com



Print edition



Magazines



Social media



Andrews Journal merger

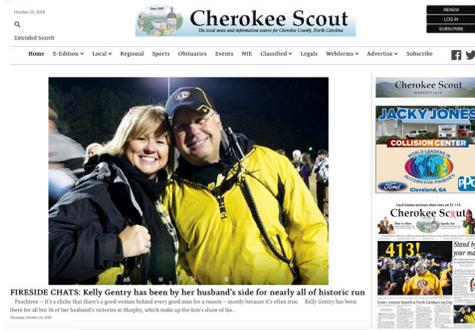
# Cherokee Scout



Special publications



E-edition



Website



Cherokee County Marketplace



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**2021**

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Advertising rate schedule  
\$14.95 per column inch without contract  
Cherokee County Marketplace  
cherokeescout.com  
Email: advertising@cherokeescout.com

## Circulation

### Zip codes

Murphy 29806.....	4,568
Andrews 28901.....	770
Marble 28905.....	354
Hayesville 28904.....	168
Blairsville 30512.....	128
Brasstown 28902.....	111
Topton 28781.....	57
Warne 28909.....	35
Turtletown 37391.....	24
Culberson 28903.....	34
Ducktown 37326.....	27

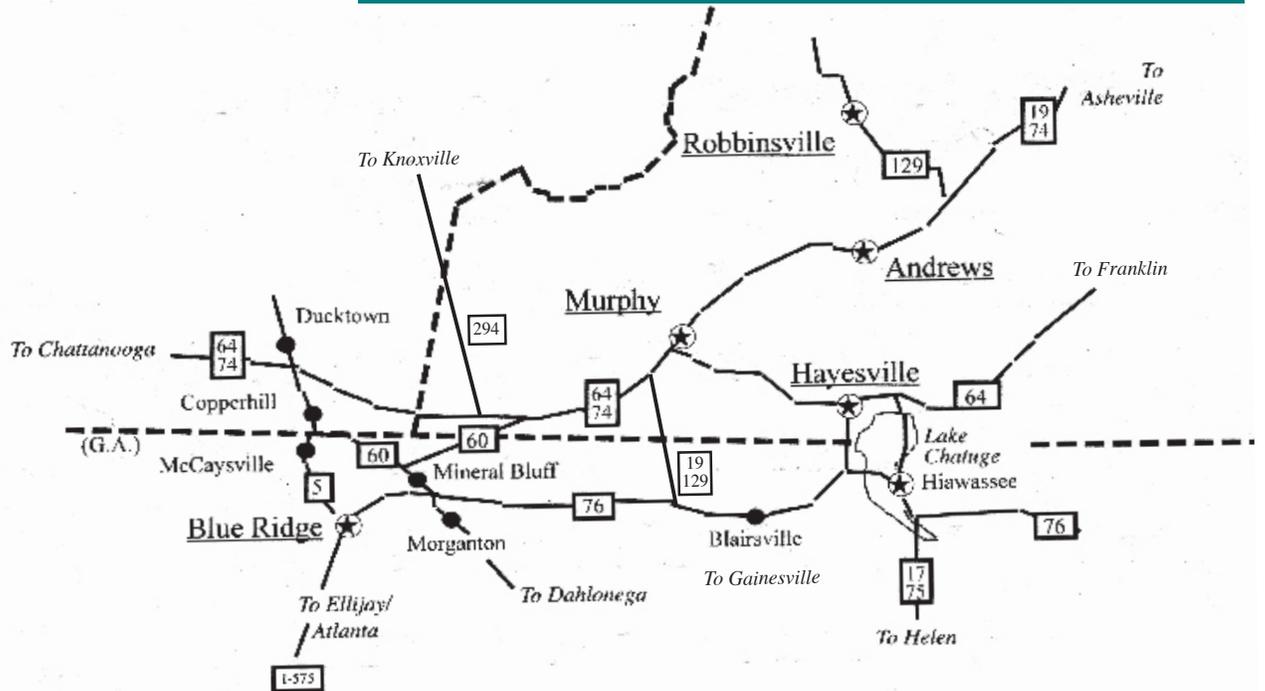
Affiliate newspapers  
year-round circulation

Clay County Progress / 28904	3,378
The Graham Star / 28771	2,372
The News Observer / 30513	5,785
Times-Courier / 30540	3,957

**Primary market total – 6,296**  
**All other zip codes – 729**

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**Total paid circulation – 7,025**  
**Primary market households – 11,095**  
**Primary market penetration – 53%**





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## Consecutive Display Advertising Rates\*

	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	10.40	10.30	10.20	10.10	9.80	9.40
26 weeks	10.35	10.20	10.10	10.00	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 Ad Rates\*

75-149 inches .....	11.75 column inches
150-374 inches .....	11.50 column inches
375-749 inches .....	11.25 column inches
750-1499 inches .....	11.00 column inches
1500-2249 inches .....	10.75 column inches
2250-2999 inches .....	10.50 column inches
3000-3749 inches .....	10.25 column inches
3750-5249 inches .....	9.25 column inches
5250-7499 inches .....	8.75 column inches
7500-plus inches .....	8.25 column inches

## Preprinted Insert Rates\*

Size	No. 1	13-25	26-49	50 +
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.				
<b>Ship to: Mountain Press, 50 Depot St., Franklin, NC 28734</b>				
<i>The maximum allowable insert size is 11" x 11". Anything larger must be folded prior to delivery. All inserts must be for the full press run.</i>				

### 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"

Double truck billed as 13 columns.  
Advertisements measuring deeper  
than 18" will be billed as full-page depth.

**Digital specifications:** We use CS6 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. All process color ads need to be by CMYK with true black type.

**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 seven days of publication.

## Deadlines

All advertisements are due by 3 p.m. Monday. Preprinted inserts are due 7 days prior to publication.



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## Other Advertising Rates

### All rates are net to newspaper.

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

### Color in Display Advertisements

0-15 inches – \$25  
16-31 inches – \$50 • 32+ inches – \$100

### Color Business & Service Directory\*

13 weeks – \$25 • 10 weeks – \$30 • 5 weeks – \$35  
Prices are weekly for full run.

### Church Directory\*

7 lines for \$5, 50¢ for each additional line.  
Display ad – \$15 per week.

### Newspapers in Education\*

\$295 annual sponsorship to help local schools.  
\*Internet ad included at no additional charge.

### Classified ads – \$7.45\*

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  
*Clay County Progress*, Hayesville, NC 28904  
*The Graham Star*, Robbinsville, NC 28771  
*The News Observer*, Blue Ridge, GA 30513  
*Times-Courier*, Ellijay, GA 30540

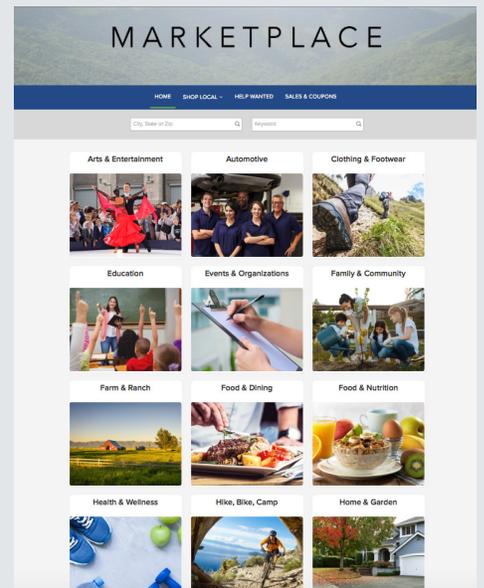
Any 2 newspapers – 7% discount on both.  
Any 3 or more – 10% discount on all.  
Any 5 or more – 15% discount on all.

## Cherokee Scout Marketplace

The *Cherokee Scout* Marketplace acts as the digital companion to your local newspaper's print and online advertising. As an advertiser, the *Cherokee Scout* Marketplace expands awareness of your business' message through print and digital platforms to residents of Cherokee and surrounding counties, substantially increasing the visibility, reach and relevance of your business when you invest in print advertising with the newspaper. In short, your printed ad also appears online.

### When you purchase a print ad with us, you receive:

- A searchable, online business directory page. The page is unique for your business, including an address, hours of operation, contact information, a map, photos and a link to your website.
- Each additional print ad you run with us will enhance your Search Engine Optimization through the business directory page.
- The *Cherokee Scout* Marketplace also is connected to marketplaces all across north Georgia and western North Carolina, enhancing the reach of your business directory page across the Southeast.





Our mission: To make Cherokee County, N.C., an even better place to live and work.

2021

## Internet Advertising Rates



### Bronze Package

Run of site ad. The ad will rotate with other advertisers.

**\$199 per month value!**

Mobile ad on a smart phone or tablet.

Price per month included in upper ad.

**\$199 per month value!**

**Only \$99 per month!**

**\$100 per month, or 50% savings**

### Silver Package

Run of site ad. The ad will rotate with other advertisers.

**\$199 per month!**

Mobile ad on a smart phone or tablet.

Price per month included in upper ad.

**\$150 per month value!**

**\$349 per month value!**

**Only \$150 per month!**

**\$199 per month, or 57% savings**

### Gold Package

Run of site ad. The ad will rotate with other advertisers.

**\$199 per month value!**

Mobile ad on a smart phone or tablet.

Price per month included in upper ad.

**\$150 per month value!**

2x3 black and white ad in the newspaper weekly.

\$240 per month value. Average print cost of all 3 papers.

**\$589 per month value!**

**Only \$225 per month!**

**\$364 per month, or 62% savings**

### Platinum Package

Run of site ad. The ad will rotate with other advertisers.

**\$199 per month value!**

Mobile ad on a smart phone or tablet.

Price per month included in upper ad.

**\$150 per month value!**

2x4 black and white ad in the newspaper weekly.

**\$320 per month value!**

Average price cost of all 3 newspapers.

**\$350 per month value!**

**\$1,019 per month value!**

**Only \$350 per month!**

**\$669 per month, or 65% savings**



HOME E-EDITION NEWS SPORTS OPINION OBITUARIES CLASSIFIEDS ARCHIVES SUBSCRIBE LEGALS EVENTS MARKETPLACE



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HOME NEWS SPORTS OPINION OBITUARIES LEGALS CALENDAR CLASSIFIEDS E-EDITION SUBSCRIBE