

# 2018

# The Dahlonega Nugget

Dahlonega Marketplace

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1074 Morrison Moore Parkway  
P.O. Box 36, Dahlonega, GA 30533  
[www.thedahlonganugget.com](http://www.thedahlonganugget.com)

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

### Dollar Volume Rates\*

| Quarterly       | Rate    |
|-----------------|---------|
| \$1,000-\$2,500 | \$10.05 |
| \$2,501+        | \$9.10  |
| Annual          | Rate    |
| \$3,500-\$7,500 | \$9.10  |
| \$7,501+        | \$8.15  |

### 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     | 4-9 wks | 10-20 wks | 21-39 wks | 40-52 wks |
|------------|---------|-----------|-----------|-----------|
| 3-5"       | \$9.40  | \$9.15    | \$8.80    | \$8.40    |
| 6-9"       | \$9.05  | \$8.70    | \$8.35    | \$7.95    |
| 10-14"     | \$8.75  | \$8.25    | \$7.85    | \$7.55    |
| 15-31"     | \$8.25  | \$7.80    | \$7.50    | \$7.10    |
| 31.5-62.5" | \$7.60  | \$7.25    | \$6.80    | \$6.55    |
| 63"+       | \$7.30  | \$6.90    | \$6.40    | \$6.10    |

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

### ----- Color Rates -----

|                                  |       |
|----------------------------------|-------|
| Full Color on up to 10" ad ..... | \$50  |
| Full Color on 11-31.5" ad.....   | \$65  |
| Full Color on 32-63" ad .....    | \$85  |
| Full Color on 63.5+" ad .....    | \$165 |
| On-Press Color (one color).....  | \$60  |
| One Specific Color.....          | \$80  |
| (Red, Blue, Green, Yellow)       |       |

### ROP Deadlines Friday at 4 p.m.

Earlier during holidays.

### 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       | 22 inches |

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Web site: [www.thedahlonganugget.com](http://www.thedahlonganugget.com)

### 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
- 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 advertising agreement.

### Shipping Information

Inserts should be received one week prior to insertion.

Ship 1/2 fold, in boxes to:

*The Dahlonega Nugget*  
c/o *The Northeast Georgian*  
2440 Old Athens Highway  
Cornelia, GA 30531

### Call for digital advertising rates!



### Market Facts for Lumpkin County

#### DEMOGRAPHICS

|                           |               |
|---------------------------|---------------|
| Occupied Households ..... | 10,989        |
| Population .....          | 29,966        |
| Median Family Income..... | \$23,414      |
| Total Retail Sales.....   | \$205,767,000 |

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

CNI - Northeast Georgia Region  
Rates effective January 1, 2018

**Dahlonega:**  
Site of the Nation's first major gold rush!