

# The Oconee Enterprise 2019 Rate Card

## ■ Circulation & Distribution

*The Oconee Enterprise* is published every Thursday, and is distributed by mail to subscribing households. It is also sold in more than 35 retail outlets and newspaper boxes throughout Oconee County. See our current Publisher's Statement or your ad representative for circulation information. Print ads appear free in our weekly e-edition.

## ■ Advertising Rates [effective January 1, 2019]

Retail Display .....	\$10.25 per column inch	<i>Non-commissionable</i>
Classified-Display .....	\$10.95 per column inch	<i>Non-commissionable</i>
Classified-Line.....	\$10.00 for 25 words or less	<i>20¢ for each additional word</i>
National Display .....	\$12.06 per column inch	<i>Commissionable</i>
National Classified Display .....	\$12.89 per column inch	<i>Commissionable</i>
Inserts ( <i>supplied by advertiser – call for quantity required</i> ) .....	\$59.75 per thousand	<i>Up to twenty page tabloid. For other rates on inserts, ask your advertising representative.</i>
Business Focus .....	\$95 per week for an 8-week contract	\$110 per week for a 4-week contract
		<i>Ask your advertising representative for details.</i>
Internet.....	\$9.00/day	
Good News .....	\$9.85/week (13-week contract minimum)	
Color.....	\$125 process color	

**Volume and contract ad rates are available. Contact your advertising representative.**

## ■ Deadlines

Ads with proofs .....	5:00 pm, Friday
Camera ready advertising materials or no proof ads.....	12 noon, Monday

## ■ Advertising Sizes

*The Oconee Enterprise* uses the Standard Advertising Units [SAU] system, and is printed on an offset web press. Page depth: 21". Preferred materials: PDF file via email. Supplied ads that do not fit our column widths will be resized and billed accordingly.

One column .....	2"	Four columns .....	8 5/8"
Two columns .....	4 1/4"	Five columns.....	10 13/16"
Three columns .....	6 7/16"	Six columns .....	13"



## 2019 Popular Retail Ad Sizes

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The following information is summarized from our 2019 rate card. Other sizes are available. For more detailed information please ask for our current rate card. All rates are for black & white ads and are net rates.

	<b>1 time</b>	<b>3 times/ad</b>	<b>6 times/ad</b>
Full Page (13" x 21")	\$1291.50	\$1226.93	\$1162.35
1/2 Pg. Horizontal (13" x 10.5")	\$645.75	\$613.47	\$581.18
1/2 Pg. Vertical (6 7/16" x 21")	\$645.75	\$613.47	\$581.18
1/4 Pg. (6 7/16" x 10 1/2")	\$322.88	\$306.73	\$290.59
1/8 Pg. (6 7/16" x 5 1/4")	\$161.44	\$153.37	\$145.30
Double Business Card (4 1/4" x 4")	\$82.00	\$77.90	\$73.80
Business Card (4 1/4" x 2")	\$41.00	\$38.95	\$36.90
Process Color	+\$125.00	+\$125.00/ad	+\$125.00/ad

**Deadline: 5 p.m. Friday**

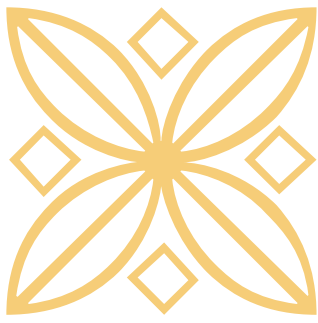
P.O. Box 535 • WATKINSVILLE, GEORGIA 30677

706-769-5175 • FAX 706-769-8532 • E-MAIL: [OCONEEENTERPRISE@MINDSPRING.COM](mailto:OCONEEENTERPRISE@MINDSPRING.COM)

**The Oconee Enterprise**

has seen the shirt and

Yes, the new big



# OCONEE

THE MAGAZINE

## has set a new standard.

Through powerful editorial, stunning photography and dynamic design, OCONEE THE MAGAZINE both animates the Oconee County experience and touches an educated, active readership.

You simply cannot afford to miss the opportunity to reach this fiscally desirable target audience. Full color, eye-catching advertisements will nestle beside professionally crafted content to give you optimum exposure.

Seriously, do not overlook this venue.

Reserve your space in OCONEE THE MAGAZINE's next issue.

### Circulation: 10,500

- Inserted in The Oconee Enterprise
- Inserted in the "Friday Packets" of Oconee school children
- Direct mailed to residents at Lake Oconee with home value of \$420,000+
- Available at Oconee Welcome Center, Chamber, local banks, and other location
- Each issue online for one year at [www.oconeeenterprise.com](http://www.oconeeenterprise.com)

### Color Ad Rates and Sizes

Full page* . . . . .	\$850
2/3 page vertical (4.916" x 9.625") . . . . .	\$675
1/2 page horizontal (7.5" x 4.75") . . . . .	\$495
1/2 page vertical (3.6875" x 9.625") . . . . .	\$495
1/3 vertical (2.333" x 9.625") . . . . .	\$420
1/4 page square (3.6875" x 4.75") . . . . .	\$275

### Premium Positions

Outside back cover* . . . . .	\$1050
Inside front cover* . . . . .	\$1000
Inside back cover* . . . . .	\$900
Page 1 opposite IFC* . . . . .	\$1000
Page 3,5 or 7* . . . . .	\$950
Center Spread* . . . . .	\$1,800
Other Spreads . . . . .	\$1,700
Frequency Discount (W, Sp, Su, F) . . . . .	10%

\* Bleed: 8.625" x 11.125"      Live: 7.625" x 10.125"  
 Trim: 8.375" x 10.875"

**Winter 2019**  
 On newsstand January 17  
 Deadline November 30

**Spring 2019**  
 On newsstand early April 4  
 Deadline February 22

**Summer 2019**  
 On newsstand late June 27  
 Deadline May 24

**Fall 2019**  
 On newsstand late September 26  
 Deadline August 23

**Holiday Bonus**  
*See Special Info Sheet*  
 On newsstand November 1  
 Deadline September 27

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 Rates effective Winter 2017 issue.

**Oconee The Magazine is Oconee-owned and operated.**

