

# 2025

# SMOKY MOUNTAIN TIMES

Bryson City, NC

Publication day: Thursday  
Circulation: 2,000

Rates effective January 1, 2025  
[www.thesmokymountaintimes.com](http://www.thesmokymountaintimes.com)

## ROP RATES

**Open Rate: \$13.00** • Legal and Nonprofit Rates: \$9.20

### Annual Volume Contract Rates

Inches	Rate
75-149	\$9.20
150-374	\$8.50
375-749	\$8.20
750-1499	\$7.90
1500-2249	\$7.70
2250-2999	\$7.55
3000-3749	\$7.35
3750-5249	\$7.20
5250-7499	\$7.00
7500+	\$6.80

### Multiple Paper Discounts

Available to advertisers placing ads in two or more papers in our region. 7% discount for 2 papers; 10% discount for 3 or more papers. No discounts apply to nonprofit rates.

### Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
4"	\$8.65	\$8.30	\$8.15	\$7.40
8"	\$8.40	\$8.05	\$7.90	\$7.25
10"	\$8.30	\$7.95	\$7.80	\$7.15
15"	\$7.85	\$7.50	\$7.35	\$6.60
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

### Color Rates

Full Color	
0-15 inches	\$30
16-31.5 inches	\$50
32-126 inches	\$100

### Ad dimensions

1 column	=	1.667"
2 column	=	3.458"
3 column	=	5.250"
4 column	=	7.042"
5 column	=	8.833"
6 column	=	10.625"

## ROP • CLASSIFIED • LEGAL contact information

**ROP:** [rhoskinstfp@gmail.com](mailto:rhoskinstfp@gmail.com)

**Classified:** [wncclassifieds@cninewspapers.com](mailto:wncclassifieds@cninewspapers.com)

**Legals:** [wncclassifieds@cninewspapers.com](mailto:wncclassifieds@cninewspapers.com)

## INSERT RATES (price per thousand)

Frequency	<12	12-25	26-49	50+
single sheet	\$48.00	\$44.00	\$42.00	\$40.00
4 pg tab	\$50.00	\$46.00	\$44.00	\$42.00
6 - 8 pg tab	\$50.00	\$46.00	\$44.00	\$42.00
10 - 12 pg tab	\$52.00	\$48.00	\$46.00	\$44.00
14 - 16 pg tab	\$54.00	\$50.00	\$48.00	\$46.00
18 - 20 pg tab	\$56.00	\$52.00	\$50.00	\$48.00
22 - 24 pg tab	\$58.00	\$54.00	\$52.00	\$50.00
26 - 28 pg tab	\$63.00	\$59.00	\$57.00	\$55.00
30 - 32 pg tab	\$68.00	\$64.00	\$62.00	\$60.00
34 - 36 pg tab	\$73.00	\$69.00	\$67.00	\$65.00

- Add \$5.00 for each additional four-page tab after 36.
- **Full press run required**
- **Maximum size preprint should not exceed 11" x 11" folded size.**
- Mini-tabs, flexies and quarter folds require quote from the publisher
- Rates are based on paper 30# or less. For preprints on heavier stock call for quotes.

## Shipping Information

Inserts should be received one week prior to insertion.  
Ship 1/2 fold to:  
Smoky Mountain Times  
c/o The Mountain Press  
40 Depot Street  
Franklin, NC 28734

**Send insertion orders for preprints to:**  
[nationalsales@cninewspapers.com](mailto:nationalsales@cninewspapers.com)

[www.cninewspapers.com](http://www.cninewspapers.com)

## MARKET FACTS

for Swain County



### DEMOGRAPHICS

Occupied Households: 5,741  
Total Population: 14,136  
Median Family Income: \$45,554  
Total Retail Sales: \$107,087,000  
Retail Sales per Average Household: \$/yr  
Source: 2010 US Census

### ADVERTISING BENEFITS

- major stop before entering national parks in NC
- over \$100 million in retail sales in Swain County
- captive audience of 5600 households

DMA: Greenville/Spartanburg/Anderson, SC-Asheville, NC  
Market Penetration: 46%