

Franklin Region - Community Newspapers Inc.

2026 Advertising Rates - Effective January 1, 2026

Multiple paper discounts: Available to advertisers placing ads in two or more papers in our region.

7% discount for two papers; 10% discount for three or more papers. No discounts apply to nonprofit rates.

Administrator's Notice: \$210 (4 dates) National Rate: \$17.25 pci per paper (15% Commissionable. No other discounts apply)

COLOR RATES: 1-15 inches \$40; 16-31.5 inches \$60; 32-126 inches \$110.

The Franklin Press

PO Box 350 • Franklin, NC 28744
Phone: 828.524.2010
thefranklinpress.com
Circulation: 5300
Publisher: Rachel Hoskins
rhoskins@thefranklinpress.com
Publishes: Wednesday
Deadline: 10 am Friday

ANNUAL VOLUME			
Inches	Rate	Inches	Rate
75 – 149	\$13.00	2250 – 2999	\$9.55
150 – 374	\$12.15	3000 – 3749	\$9.00
375 – 749	\$11.55	3750 – 5249	\$8.60
750 – 1499	\$10.80	5250 – 7499	\$8.10
1500 – 2249	\$10.15	7500 +	\$7.60

Open Rate: \$16 / Legal & Nonprofit Rate \$13 pci

MIN INCHES	CONSECUTIVE WEEKS			
	6	13	26	52
4	\$11.25	\$10.90	\$10.75	\$10.00
8	\$10.80	\$10.45	\$10.30	\$9.55
10	\$10.45	\$10.10	\$9.95	\$9.20
15	\$9.85	\$9.50	\$9.35	\$8.60
30	\$9.70	\$9.35	\$9.20	\$8.45
63	\$9.45	\$9.10	\$8.95	\$8.20
126	\$8.90	\$9.55	\$8.40	\$7.65

The Highlander

www.highlandsnews.com

PO Box 249 • Highlands, NC 28741
Phone: 828.526.4114
highlandsnews.com
Circulation: 2100
Publisher: Josh Bryson
editor@highlandsnews.com
Publishes: Thursday
Deadline: 10 am Friday

ANNUAL VOLUME			
Inches	Rate	Inches	Rate
75 – 149	\$13.00	2250 – 2999	\$9.55
150 – 374	\$12.15	3000 – 3749	\$9.00
375 – 749	\$11.55	3750 – 5249	\$8.60
750 – 1499	\$10.80	5250 – 7499	\$8.10
1500 – 2249	\$10.15	7500 +	\$7.60

Open Rate: \$16 / Legal & Nonprofit Rate \$13 pci

MIN INCHES	CONSECUTIVE WEEKS			
	6	13	26	52
4	\$11.25	\$10.90	\$10.75	\$10.00
8	\$10.80	\$10.45	\$10.30	\$9.55
10	\$10.45	\$10.10	\$9.95	\$9.20
15	\$9.85	\$9.50	\$9.35	\$8.60
30	\$9.70	\$9.35	\$9.20	\$8.45
63	\$9.45	\$9.10	\$8.95	\$8.20
126	\$8.90	\$9.55	\$8.40	\$7.65

SMOKY MOUNTAIN TIMES

Serving Swain County since 1883

PO Box 350 • Franklin, NC 28744
Phone: 828.524.2010
thesmokymountaintimes.com
Circulation: 2000
Publisher: Rachel Hoskins
rhoskins@thefranklinpress.com
Publishes: Thursday
Deadline: 10 am Friday

ANNUAL VOLUME			
Inches	Rate	Inches	Rate
75 – 149	\$10.00	2250 – 2999	\$7.70
150 – 374	\$9.20	3000 – 3749	\$7.55
375 – 749	\$8.50	3750 – 5249	\$7.35
750 – 1499	\$8.20	5250 – 7499	\$7.20
1500 – 2249	\$7.90	7500 +	\$7.00

Open Rate: \$14 / Legal & Nonprofit Rate \$10 pci

MIN INCHES	CONSECUTIVE WEEKS			
	6	13	26	52
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

MITCHELL NEWS-JOURNAL

PO Box 339 • Spruce Pine, NC 28777
Phone: 828.765.7169
mitchellnews.com
Circulation: 2000
Editor: Mariel Williams
editor@mitchellnews.com
Publishes: Wednesday
Deadline: 10 am Friday

ANNUAL VOLUME			
Inches	Rate	Inches	Rate
75 – 149	\$10.00	2250 – 2999	\$8.70
150 – 374	\$9.90	3000 – 3749	\$8.40
375 – 749	\$9.60	3750 – 5249	\$8.15
750 – 1499	\$9.30	5250 – 7499	\$7.80
1500 – 2249	\$9.00	7500 +	\$7.35

Open Rate: \$14 / Legal & Nonprofit Rate \$10 pci

MIN INCHES	CONSECUTIVE WEEKS			
	6	13	26	52
4	\$9.15	\$8.80	\$8.65	\$7.90
8	\$8.80	\$8.45	\$8.30	\$7.55
10	\$8.50	\$8.15	\$8.00	\$7.25
15	\$8.40	\$8.05	\$7.90	\$7.15
30	\$8.10	\$7.75	\$7.60	\$6.85
63	\$7.90	\$7.55	\$7.40	\$6.65
126	\$7.55	\$7.20	\$7.05	\$6.30

Mechanical Specifications:

Full page ad: 10.62 inches wide x 21 inches tall
1/2 page ad: 10.62 inches wide x 10.5 inches tall
1/4 page ad: 5.25 inches wide x 10.5 inches tall
1/8 page ad: 5.25 inches wide x 5 inches tall
1/12 page ad: 3.46 inches wide x 5 inches tall

Delivery Specifications:

Files should be attached to an email
Photos – jpg files attached to email
Advertisements: save as .tiffs/.pdf/.jpg
Color: CMYK Resolution: 300 dpi
Questions: Call 828.524.2010

Additional Rates:

CLASSIFIED LINE ADS
\$10 per word for 10 words
+ 30 cents each additional word
OBITUARIES
\$9 per column inch + \$10 photo

Franklin Region - Community Newspapers Inc.

2026 Preprint Advertising Rates - Effective January 1, 2026

Preprints for all publications should be delivered to: : **50 Depot Street, Franklin, NC 28734**

Deadline: 5 business days prior to publication date. | Dock Hours: 8 a.m. – 5 p.m. / Monday - Thursday

Rates per thousand | Full Press Run | No Zoning

Maximum size preprint should not exceed 11x11 folded size. Mini-tabs, flexies and quarter-folds require quote from publisher. Rates are based on paper weight of 30# or less. For preprints heavier stock call for quotes. Preprints more than 24 tab pages add \$5 per 1,000 for each additional 4 pages.

The Franklin Press

Franklin, NC 28734

Phone: 828.524.2010

thefranklinpress.com

Circulation: 5300

Publishes: Wednesday

Tab pages	Open	12-25	26-49	50+ year
1 - 2 pages	\$56	\$51	\$49	\$47
4 - 8 pages	\$58	\$53	\$51	\$49
10 - 12 pages	\$60	\$55	\$53	\$51
14 - 16 pages	\$62	\$57	\$55	\$53
18 - 20 pages	\$64	\$59	\$57	\$55
22-24 page	\$66	\$61	\$59	\$57

The Highlander

Highlands, NC 28714

Phone: 828.526.4114

highlandsnews.com

Circulation: 2100

Publishes: Thursday

Tab pages	Open	12-25	26-49	50+ year
1 - 2 pages	\$48	\$44	\$42	\$40
4 - 8 pages	\$50	\$46	\$44	\$42
10 - 12 pages	\$52	\$48	\$46	\$44
14 - 16 pages	\$54	\$50	\$48	\$46
18 - 20 pages	\$56	\$52	\$50	\$48
22-24 page	\$58	\$54	\$52	\$50

Smoky Mountain Times

Bryson City, NC 28713

Phone: 828.524.2010

thesmokymountaintimes.com

Circulation: 2000

Publishes: Thursday

Tab pages	Open	12-25	26-49	50+ year
1 - 2 pages	\$48	\$44	\$42	\$40
4 - 8 pages	\$50	\$46	\$44	\$42
10 - 12 pages	\$52	\$48	\$46	\$44
14 - 16 pages	\$54	\$50	\$48	\$46
18 - 20 pages	\$56	\$52	\$50	\$48
22-24 page	\$58	\$54	\$52	\$50

Mitchell News-Journal

Spruce Pine, NC 28777

Phone: 828.765.7169

mitchellnews.com

Circulation: 2000

Publishes: Wednesday

Tab pages	Open	12-25	26-49	50+ year
1 - 2 pages	\$50	\$48	\$46	\$44
4 - 8 pages	\$52	\$50	\$48	\$46
10 - 12 pages	\$54	\$52	\$50	\$48
14 - 16 pages	\$56	\$54	\$52	\$50
18 - 20 pages	\$58	\$56	\$54	\$52
22-24 page	\$60	\$58	\$56	\$54

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. Balances over 30 days incur a 1.5% finance charge. Credit is not extended after an account has aged 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. Advertisers may terminate the agreement on the effective day of the new rates upon written notification to the publisher. All advertisements are subject to approval. Advertisements which 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.