

2009 RATE CARD

National Display Advertising Rates

NATIONAL RETAIL ADVERTISING RATES

(Effective 1-1-09 through 12-31-09)

The Champion, a Georgia Press Association General Excellence newspaper, is the voice of unity and the first choice for local news in DeKalb County.

DeKalb County is home to over 700,000 people and is one of the most culturally diverse counties in the Southeast, as well as home to the most affluent African-American market in the South.

PRINT RATES

OPEN RATE - \$27.77 per column inch

- 4 Consecutive weeks - \$26.32 per column inch
- 8 Consecutive weeks - \$24.72 per column inch
- 13 Consecutive weeks - \$22.34 per column inch
- 26 Consecutive weeks - \$22.11 per column inch
- 52 Consecutive weeks - \$21.29 per column inch

WEB RATES

- 760 X 90 pixels (banner) \$275 per month
- 120 X 150 pixels (block) \$150 per month
- 120 X 60 pixels (button) \$125 per month

STANDARD SIZES AND COSTS

Size	1x	4x	8x	13x	26x	52x	Col. Inches	Actual Inches
Full Page	\$1909.18	\$1809.50	\$1699.50	\$1535.87	\$1520.06	\$1463.68	68.75	10 1/4 x 13 3/4
3/4	\$1430.05	\$1355.48	\$1273.08	\$1150.51	\$1138.66	\$1096.43	51.5	10 1/4 x 10 11/16 8 1/4 x 13 3/8
1/2	\$951.12	\$901.46	\$846.66	\$765.14	\$757.26	\$729.18	34.25	10 1/4 x 7 1/8 6 1/8 x 11 7/8
1/4	\$499.86	\$473.76	\$444.96	\$402.12	\$397.98	\$383.22	18	6 1/8 x 5 5/16 4 x 8 7/8
1/8	\$249.93	\$236.88	\$222.48	\$201.06	\$199.00	\$191.61	9	6 1/8 x 3 4 x 4 1/2
Business Card	\$111.08	\$105.28	\$98.88	\$87.36	\$88.44	\$85.16	4	4 x 2

DIMENSIONS

- 1 Col. = 1 5/8 inches
- 2 Col. = 4 inches
- 3 Col. = 6 1/8 inches
- 4 Col. = 8 3/8 inches
- 5 Col. = 10.25 inches

ACCEPTABLE FORMATS

- Jpeg
- Tiff
- PDF

PREPRINTED INSERTS

- \$72.00/M**
- 10,000 minimum quantity. No zoning. Excessive weight may change cost

COLOR RATES

- 4 Color process - \$300**
- 2 Spot colors - \$250**
- 1 Spot color - \$150**
- Spot colors available only as Cyan, Magenta or Yellow. PMS color will incur additional charges.

BUSINESS CONNECTION

ONLY \$420.00

For 13 weeks of *The Champion* plus 3 months online at 120 X 60 pixels

CLASSIFIED ADVERTISING

All classified ads are prepaid.

PRINT AND ONLINE DISPLAY ADVERTISING DEADLINES

Advertising space reservations are held once a contract agreement has been signed. Ad space reservations and copy requiring a proof due no later than Thursday, 1-week prior to ad publish date. Any proofs to advertiser are due Monday, prior to publication. Camera Ready Ad Copy is due by Monday, 12 noon, 3 days prior to Thursday publication.

* Please allow 24 hours from receipt of copy and or payment for all online advertisements to be posted