



Local Display Advertising Rates

2008

(Effective 1-1-08 through 12-31-08)

LOCAL RETAIL ADVERTISING RATES

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 – \$19.10 per column inch
 Four Consecutive weeks – \$18.15 per column inch
 Eight Consecutive weeks – \$17.05 per column inch
 Thirteen Consecutive weeks – \$15.45 per column inch
 Twenty-Six Consecutive weeks – \$14.85 per column inch
 Fifty Two Consecutive weeks – \$14.35 per column inch

WEB RATES

760 X 90 pixels (banner) \$250 per month
 120 X 150 pixels (block) \$125 per month
 120 X 60 pixels (button) \$100 per month
\$50 specific placement charge
\$20 add'l per page for multiple page placement

STANDARD SIZES AND COSTS

Size	1x	4x	8x	13x	26x	52x	Col. Inches	Actual Inches
Full Page	\$1313.12	\$1247.81	\$1172.18	\$1062.18	\$1020.93	\$986.56	68.75	10 1/4 x 13 3/4
3/4	\$983.65	\$934.72	\$878.07	\$795.67	\$767.77	\$739.02	51.5	10 1/4 x 10 11/16 8 1/4 x 13 3/8
1/2	\$668.50	\$635.25	\$596.75	\$540.75	\$519.75	\$502.25	35	10 1/4 x 7 1/8 6 1/8 x 11 1/2
1/4	\$343.80	\$326.70	\$306.90	\$278.10	\$267.30	\$258.30	18	6 1/8 x 5 5/16 4 x 8 7/8
1/8	\$171.90	\$163.75	\$153.45	\$139.05	\$133.65	\$129.15	9	6 1/8 x 3 4 x 4 1/2
Business Card	\$76.40	\$72.60	\$68.20	\$61.80	\$59.40	\$57.40	4	4 x 2

Note: For any ad running in *Atlanta Goodlife* in addition to *The Champion*, deduct 10% from cost of *The Champion*

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

\$59.00/M
 10,000 minimum quantity. No zoning.
 Excessive weight may change cost

COLOR RATES

4 Color process - \$300
2 Spot colors - \$200
1 Spot color - \$100
 Spot colors available only as Cyan, Magenta or Yellow.
 PMS color will incur additional charges.

BUSINESS CONNECTION

ONLY \$325.⁰⁰
 For 13 weeks of *The Champion* plus
 3 months online at 120 X 60 pixels (button)

CLASSIFIED ADVERTISING

You may place your ad on-line by visiting
www.championclassifieds.com and follow
 the simple step-by-step instructions.

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