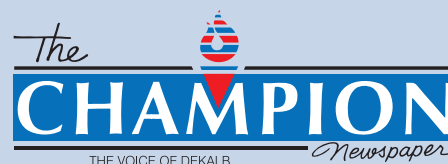


Media Kit

2009



Ace III Communications, INC • 114 New Street, Decatur, GA 30030 • 404.373.7779



Publication Stats:

Reach **Over 50,000 Readers in Print** and **5,000** online

The Champion is the official legal organ of DeKalb County as well as a multi-award-winning community newspaper. We are the first choice for local news in the communities of Decatur, Stone Mountain, Lithonia, Clarkston, Tucker, Avondale Estates, Chamblee and Doraville.

The Champion is published each Thursday and is distributed primarily through the United States Postal Service and is also available at local retail establishments and in coin racks throughout DeKalb County.

The Champion Free Press is distributed to businesses, newsstands, in-store racks, libraries, schools and churches around the county, as well as appearing online at championnewspaper.com

At the 2008 Georgia Press Association (GPA) annual convention in Panama City Beach, FL. The Champion took home multiple awards across various categories, most notable being a first place award for general excellence.

The following is a list of awards received by *The Champion* at the 2008 Georgia Press Association convention:

Editorial Awards

First place: Serious column, **Kathy Mitchell**
First place: Hard news, **Andy Phelan**
First place: Sports writing, **Brian Egerton**
First place: Religion coverage, **Nigel Roberts**
First place: Spot news photo, **Travis Hudgons**
Second place: Feature writing, **Gale Horton Gay**
Second place: General Excellence
Second place: Investigative Reporting
Second place: Community Service
Second place: Information Graphics
Third place: Hard News

Advertising Awards

Health Care
 1st Place: STEPS Ad, **Louise Dyrenforth Acker**
 2nd Place: Total Women's Health & Wellness Ad, **Louise Dyrenforth Acker**

Food

2nd Place: Super Suppers, **John Hewitt**

Service/Institutional

2nd Place: Greenforest Community Baptist Church, **Kemesha Hunt/John Hewitt**

Full Color

2nd Place: We want to be your newspaper, **Kemesha Hunt/John Hewitt**

Newspaper Promotion

1st Place: DeKalb Newcomers Guide, **Kemesha Hunt/Travis Hudgons**
 2nd Place: Brian's Blog, **Travis Hudgons**

Newspaper Promotion Out of Print

1st Place: Newcomer's Guide Flyer, **Kemesha Hunt/Travis Hudgons**
 2nd Place: The Champion Lapel Pin - I am Connected, **Carolyn Glenn**

Classified Section/Page

1st Place: Champion Classifieds, **Kemesha Hunt**

Signature Page

1st Place: The Champion Challenge, **Travis Hudgons**

Small Page Ad

1st Place: ChampionNewspaper.com, **Travis Hudgons**

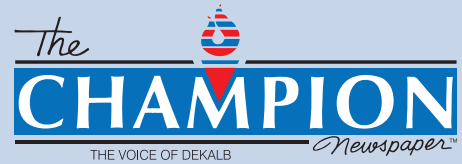
Advertising Campaign

2nd Place: We want to be your newspaper, **John Hewitt**

AD IDEA OF THE YEAR- WEEKLY DIVISION

The Champion, **Kemesha Hunt/Travis Hudgons**
 DeKalb Newcomers Guide Promotional Flyer

ACE III Communications, Inc.



MarketStats:

DeKalb County,

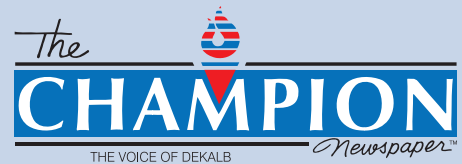
a market you simply can't afford to NOT reach!

DeKalb County, GA is geographically the second largest county in Georgia with a total population of over 700,000. DeKalb is proud to be the most culturally diverse county and one of the most affluent African American communities in the Southeast.

The Champion delivers timely news and thought provoking editorials as well as sections dedicated to local news, lifestyle, inspiration, sports, entertainment, education, health and consumer news. Our primary distribution areas are Decatur, Oakhurst, Lithonia, Stone Mountain, Clarkston, Tucker, Avondale Estates, Norcross and East Atlanta.

The Champion is the voice of unity for a culturally diverse community. A community composed of a 63 percent minority population with an annual purchasing power of over \$6 billion dollars.

ACE III Communications, Inc.



How To Submit Creative Materials For Publication

The Champion is a weekly newspaper and publishes each Thursday. All ads running in The Champion must adhere to the advertising and materials closing dates set forth in the current media kit.

Acceptable Ad Formats:

JPEG

QuarkXpress

Adobe Photoshop

Adobe Illustrator

PDF

TIFF

*All artwork must be prepared for PC format only. We can also accommodate PC formatted Microsoft Office platforms.

Ads sent in the above formats can be submitted on CD or PC disk to The Champion newspaper office or via e-mail at KEMESHAH@DEKALBCHAMP.COM. If you are sending materials via e-mail, please contact your sales rep to confirm receipt of the ad, and please indicate in the subject line of your message that the message contains an advertising file and identify the advertiser.

When sending ads on disk or via e-mail, please indicate any special font usage or artwork required and remember to include all support and font files in the file sent to The Champion.

NOTE: We are not responsible for reproduction quality if art or images are under 250 DPI or 133 LPI resolutions.

If you have any questions on other available ad platforms, please call our offices at (404) 373-7779 Ext 120. In some cases additional fees may be imposed.

Thank you for your business and for using The Champion as your advertising medium of choice.

ACE III Communications, Inc.