

Where Do Atlanta Business Owners Turn When They Want to Get the Most For Their Advertising Dollar?



Atlanta
goodlife

The
CHAMPION
Your Community Connection
Newspaper™

ACE III Communications, Inc.

The Champion newspaper
P.O. Box 1347, Decatur GA 30031-1347
(Tel) 404-373-7779 (Fax) 404-373-7721

Publication Stats:

Reach over 50,000 readers weekly!

The Champion is the official legal organ of DeKalb County and has been in existence since 1991. We are particularly proud of our status in the community and as the legal organ. For a newspaper to receive this designation at such a young age is virtually unheard of. This is a testament to our being the voice of the community and to the importance placed on our publication by the legal community and our elected officials.

The Champion is published each Thursday and is distributed primarily through the United States Postal Service. *The Champion Free Press* is distributed to businesses, newsstands, in-store racks, libraries, schools and churches around the county.

The Champion Free Press is distributed weekly to over 400 local businesses in Avondale, Decatur, Emory, Lithonia, Tucker, Clarkston, Northlake, Oakhurst, Stone Mountain and surrounding neighborhoods.

The Champion is mailed weekly to approximately 2,500 subscribers in and around DeKalb County and is available in news racks, Marta Stations and Kroger stores throughout DeKalb County.

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Market Stats:

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

DeKalb County, GA is geographically the second largest county in the state with a total population of over 700,000. DeKalb is proud to be the most culturally diverse and affluent community in the South. Our dynamic subscriber base shows the diversity of our great county.

The Champion delivers timely news and thought provoking editorials as well as sections dedicated to local news, 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% minority population with an annual purchasing power of over \$6 billion dollars.

Approximate Total Population: 700,000+

Annual buying power: \$6,000,000,000+

Average Household Income: \$69,677.00

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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.

Ads submitted for publication into *The Champion* can be accepted in the following formats:

- *JPEG Files
- *QuarkXpress
- *Adobe PageMaker
- *PDF's
- *Adobe Photoshop (TIFF's only)

***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 CRAY@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 and 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 106. In some cases additional fees may be imposed.

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

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