

# 2017 RATE CARD

Local Display Advertising Rates

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 – \$25.50 per column inch

- 4 Consecutive weeks – \$23.61 per column inch
- 8 Consecutive weeks – \$22.18 per column inch
- 13 Consecutive weeks – \$20.15 per column inch
- 26 Consecutive weeks – \$19.25 per column inch
- 52 Consecutive weeks – \$18.65 per column inch

## WEB RATES

Square 300 x 250 pixels \$375/Month      Leaderboard 728 x 90 pixels \$350/Month

## STANDARD SIZES AND COSTS

Size	1x	4x	8x	13x	26x	52x	Col. Inches	Actual Inches
<b>Full Page</b>	\$1753.125	\$1623.188	\$1524.875	\$1478.125	\$1340.625	\$1282.188	68.75	10 1/4 x 13 3/4
<b>3/4</b>	\$1313.25	\$1215.915	\$1142.27	\$1107.25	\$1004.25	\$960.475	51.5	10 1/4 x 10 11/16 8 1/4 x 13 3/8
<b>1/2</b>	\$873.375	\$808.642	\$759.665	\$736.375	\$667.875	\$638.7625	34.25	10 1/4 x 7 1/8 6 1/8 x 11 7/8
<b>1/4</b>	\$459.00	\$424.98	\$399.24	\$387	\$351.00	\$335.70	18	6 1/8 x 5 5/16 4 x 8 7/8
<b>1/8</b>	\$229.50	\$212.49	\$199.62	\$193.5	\$175.5	\$167.85	9	6 1/8 x 3 4 x 4 1/2
<b>Business Card</b>	\$102.00	\$94.44	\$88.72	\$86.00	\$75.60	\$74.60	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

**\$60.00/M**  
10,000 minimum quantity. No zoning. Excessive weight may change cost

### COLOR RATES

**4 Color process - \$275**  
**2 Spot colors - \$220**  
**1 Spot color - \$110**  
Spot colors available only as Cyan, Magenta or Yellow. PMS color will incur additional charges.

## BUSINESS CONNECTION

**ONLY \$385.00**  
A 2" x 1" display ad for 13 weeks of The Champion plus

## CLASSIFIED ADVERTISING

Visit [www.championclassifieds.com](http://www.championclassifieds.com)

**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. Page Ready Ad materials are 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