

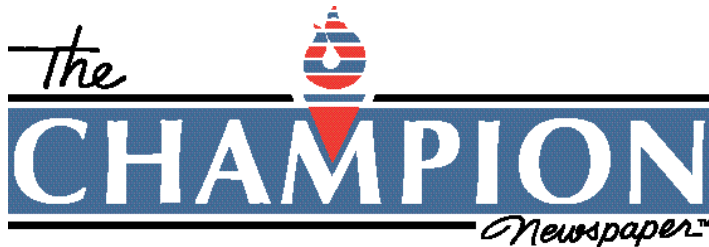
Where Do Atlanta Business Owners Turn When They Want to Get the Most For Their Advertising Dollar?



Atlanta
goodlife

The
CHAMPION
Newspaper

ACE III Communications, Inc.
The Champion newspaper
Atlanta goodlife magazine
217 East Trinity Place, Decatur, GA 30030
(Tel) 404-373-7779 (Fax) 404-373-7721



Effective January 01, 2004

HOW TO SUBMIT CREATIVE MATERIALS FOR PUBLICATION

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

An ad submitted for publication into *The Champion* newspaper 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, 217 E. Trinity Place, Decatur, GA 30030 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.

When sending in your ads on disk or via e-mail, please indicate any special font usage or artworks required and remember to include **ALL SUPPORT** and **FONT FILES** in the file sent to *The Champion* Newspaper.

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. In some cases additional fees may be imposed.

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

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www.championnewspaper.com

Demographic Stats:

Source: 2001 DeKalb Chamber of Commerce Statistics

Income:

\$100,000+	17.4%
\$75,000 - \$99,999	13.2%
\$50,000 - \$74,999	22.6%
\$25,000 - \$49,999	28.1%
Less than \$25,000	18.7%

Housing:

Owner Occupied	57.8%
Renter Occupied	42.2%

Education:

Post Graduate	11.4%
College Grad	21.3%
Some College	27.8%
Technical	1.3%
High School	23.3%
Less than High School	14.8%

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Market Stats:

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

The Champion newspaper is the official legal organ for DeKalb County, GA which is a virtual snapshot of the Atlanta market. Our demographics speak volumes about our readership base and our county.

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

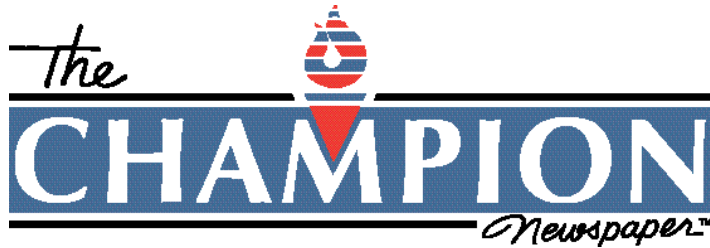
DeKalb County, GA is geographically the second largest county in the state with a total population of over 600,000. DeKalb is proud to be the most culturally diverse and affluent community in the South. Our dynamic subscriber base shows the diversity of our great city.

The Champion is the voice of unity for a culturally diverse community. A community composed of a 53% minority population with an annual purchasing power of over \$6 billion dollars.

Approximate Total Population: 600,000+

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

Average Household Income: \$69,677.00



Publication Stats:

PAID CIRCULATION 3,500

FREE PRESS 20,000

Reach over 50,000 readers weekly!

The Champion Free Press is distributed weekly to over 200 local businesses in Avondale, City of Decatur, Emory, Lithonia, Stone Mountain and surrounding neighborhoods.

The Champion newspaper is mailed weekly to approximately 3,500 subscribers in and around DeKalb County. Don't miss the opportunity to advertise in both for one low cost!

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

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.

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