

# Decatur FOCUS



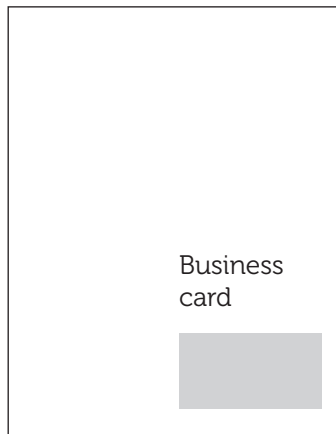
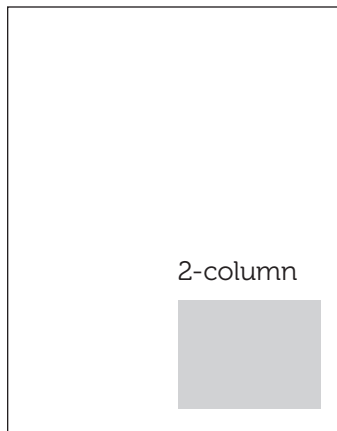
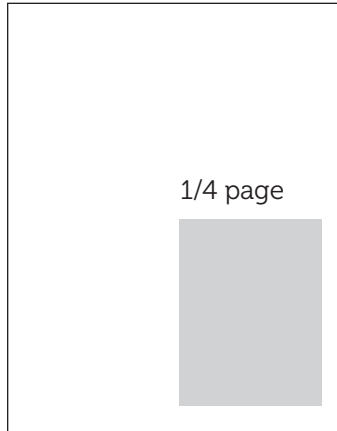
## ADVERTISING RATE CARD

Published by the City of Decatur, the Decatur Downtown Development Authority and the Decatur Business Association.

### Ad Specifications and Rates

AD SIZE	DIMENSIONS	RATE
1/4 page	3 <sup>5</sup> / <sub>8</sub> w × 4 <sup>3</sup> / <sub>4</sub> h	\$310
2-column width	3 <sup>5</sup> / <sub>8</sub> w × 2 <sup>3</sup> / <sub>4</sub> h	\$255
Business Card	3 <sup>5</sup> / <sub>8</sub> w × 2 h	\$215

The Decatur FOCUS is printed in full color on an offset press in 4- and 6-column formats from digital files.



### Mechanical Requirements

All ads are to be provided as pdf files with fonts embedded or turned to outlines, or as high-resolution (300 dpi or more) jpg images. Publisher will not be held accountable for poor reproduction arising from improperly created ad files.

Ads larger than size specifications will be reformatted accordingly, or charged at next full ad size if resizing is impossible.

All ads will print in full color without surcharges.

### Submittal Requirements

Ads should be submitted via e-mail to [info@lampe-farley.com](mailto:info@lampe-farley.com) and to [tammy.washington@decaturga.com](mailto:tammy.washington@decaturga.com). Ads may also be provided on CD if too large for email. For recordkeeping, a hard copy should be delivered with payment.

### Production Fees

Production of advertisements or of necessary alterations to advertisements will be billed to advertiser. For assistance in production of ads, including design, photography, typesetting and paste-up, contact the DDA at 404-371-8386.

## Advertising Regulations

### Short Rates

If, within the term of an advertiser's contract, the advertiser does not use the amount of space contracted for, the advertiser will be billed for full price of each ad without discount.

### Advertising Responsibility

The advertiser agrees to indemnify and hold harmless from and against any loss or expenses resulting from any disputes or legal claims based upon the contents or subject matter of such advertisement, including claims or suits for defamation, libel, violation of privacy, plagiarism, and copyright infringement.

Advertisements are published upon the representation that the advertiser is authorized to publish the submitted matter. Publishers of the Decatur FOCUS reserve the right to print the word "advertisement" on any copy which, in the publisher's opinion, resembles editorial copy. Publishers reserve the right to reject any advertising submitted. Publishers assume no responsibility for artwork or photographs left 30 days or longer after the last contract insertion date.

### Advertising Deadline

Ad space reservations and camera ready materials are due the first of the month prior to publication. For example, deadline for January/February issue is December 1.

### Cancellations

One-time insertions must be cancelled prior to noon on the first day of the preceding issue month. Contracted cancellations must be submitted in writing and received by publishers prior to 4 p.m. on the first day of the preceding issue month.

### Billing Procedures

All first-time ads must be paid at the time of submission.

# Decatur Focus

## Advertising Contract



Date: \_\_\_\_\_

This will authorize you to run our advertising in the following issues of the Decatur Focus:

AD SIZE	DIMENSIONS	PRICE	SEPT	OCT	NOV	DEC	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG
1/4 page	3 <sup>5</sup> / <sub>8</sub> w x 4 <sup>3</sup> / <sub>4</sub> h	\$310										
2-column width	3 <sup>5</sup> / <sub>8</sub> w x 2 <sup>3</sup> / <sub>4</sub> h	\$255										
Business Card	3 <sup>5</sup> / <sub>8</sub> w x 2 h	\$215										

Firms advertising in every issue receive a 10 percent discount. Six-time advertisers receive a 5 percent discount.  
DBA members receive a 5 percent discount. Maximum discount is 15 percent.

Cost per insertion: \$ \_\_\_\_\_ × number of insertions \_\_\_\_\_ = \$ \_\_\_\_\_ - discount (see above) \$ \_\_\_\_\_ = \$ \_\_\_\_\_ Total

BUSINESS/FIRM NAME

STREET ADDRESS

CITY/STATE/ZIP

SIGNATURE

PHONE NUMBER

FAX

E-MAIL

AD MATERIALS (check one) ☐ Enclosed ☐ Due by the 1st \_\_\_\_\_ ☐ Repeat our ad from the \_\_\_\_\_ issue

**Note:** All first-time ads must be paid at the time of submission. Advertisers renewing multiple insertion contracts are treated as first time ads.

**Please return to:** Decatur Focus  
P.O. Box 220  
Decatur, GA 30031