ADVERTISING RATE CARD

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

Ad Specifications and Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>3 3/8 w x 4 3/4 h</td>
<td>$310</td>
</tr>
<tr>
<td>2-column width</td>
<td>3 3/8 w x 2 3/4 h</td>
<td>$255</td>
</tr>
<tr>
<td>Business Card</td>
<td>3 3/4 w x 2 h</td>
<td>$215</td>
</tr>
</tbody>
</table>

Rates effective July 1, 2014

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 and to 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.
Date: ________________________________

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

<table>
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<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>PRICE</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN/FEB</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
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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: $__________ x 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