



THE ATLANTA INQUIRER INCORPORATED

947 Martin Luther King Drive , N. W.
Phone (404) 523-6086

Post Office Box 92367
Atlanta, Georgia 30314

ADVERTISING RATES

EFFECTIVE AUGUST 1, 2010

1. GENERAL ADVERTISING

OPEN/NATIONAL	(\$2.31 per line).....per inch \$32.34
OPEN/LOCAL	(\$1.83 per line).....per inch \$25.88
o 1,000 Column Inches	(\$1.66 per line).....per inch \$23.23
o 2,000 Column Inches	(\$1.30 per line).....per inch \$18.09
o 10,000 Column Inches	(\$1.09 per line).....per inch \$15.15
o 20,000 Column Inches	(\$0.87 per line).....per inch \$12.08

2. CLASSIFIED ADVERTISING

Minimum Charge.....	\$12.97
One Insertion..... per line	\$1.86
Four Insertions.....per line	\$1.66
Ten Insertions..... per line	\$1.42
Thirteen Insertions.....per line	\$1.14

3. POLITICAL ADVERTISING (payable in advance)

Less than 1,000 Column Inches.....per inch	\$23.03
More than 1,000 Column Inches.....By	Quotation

4. READING NOTICES

\$1.58 per line, 8 point type for body, 16 to 30 point for headings

5. ADDITIONAL INSTRUCTIONS

30% extra for special position.
Minimum size of display advertisement is one column inch.
Weekly issues, distribution begins on Thursday evenings with a Saturday publication date.

6. MECHANICAL REQUIREMENTS

- *Ads can be sent via
- 1.) E-Mail to ads@atlinq.com
- 2.) Delivered via mail or courier on ZIP disk or CD-ROM
- 3.) Ad send to **GAFFN**.

Preferred method of transmission is via E-Mail (ads@atlinq.com).

We can also download from FastChannel (AdDirect) if you are a client.

*Preferred format for ads, pictures, photos, images, etc. is **Tagged Information File (TIF/TIFF)** or **Quark Xpress files**.

* Preferred resolution is **300 Dots per Inch (DPI) or higher**.

7. INSERTS OR HI-FI PREPRINTS BY QUOTATION

8. COLOR BY QUOTATION

o Advertising Agencies are to add their commissions to these rates.

The Atlanta Inquirer, Incorporated has been an Award-winning Black Consumer newspaper since August, 1960 in the Atlanta Metropolitan Area.

For effective exposure, impact and penetration on Atlanta's Huge Black Consumer Dollar Market, *The Atlanta Inquirer* is the Key!

PHONE: 404.523.6086

ads@atlinq.com

FAX: 404.523.6088

Key To Atlanta's Huge Black Consumer Market

WEBSITE: www.atlinq.com **ADVERTISING:** ads@atlinq.com **EDITORIALS:** news@atlinq.com