



Decaturish^{ink}

2025 PRINT MEDIA KIT

www.decatrish.com



ANNOUNCING: Decaturish^{ink}

Launching March 20th, Decaturish Ink is a dynamic new publication brought to you by Appen Media and Decaturish.com, Decatur's most trusted local news source since 2013. Distributed to 7,500 homes and businesses in and around Decatur, this high-quality community publication is the perfect way to connect with the vibrant, engaged community we call home. Here's why advertising in Decaturish Ink will be a smart choice for your business:

KEY DISTRIBUTION SCHEDULE

- **Monthly Launch:** March 20, April 17, and May 15, 2025
- **Biweekly Transition:** 2nd and 4th Thursdays from June through August
- **Weekly Format:** Every Thursday starting September 4th, 2025

WHY ADVERTISE WITH DECATURISH INK?

- **Reach Your Target Audience:** Our 7,500-issue distribution guarantees your brand will be seen by residents and business owners who value local connections.
- **Trusted Local Brand:** Decaturish.com has a proven track record of delivering impactful stories and engaging content, ensuring high readership for our new publication.
- **Flexible Advertising Options:** From display ads to sponsored content, we offer a range of options to fit your budget and marketing goals.
- **Localized Engagement:** Focus your advertising dollars on a hyper-local audience that's invested in supporting their community.

GET NOTICED

This is more than advertising — it's an opportunity to become a part of Decaturish's thriving community. Whether you're a retailer, restaurateur, or service provider, Decaturish Ink offers unmatched visibility and credibility for your business.

SPECIAL LAUNCH OFFER

Book your ad space by March 1st to take advantage of exclusive introductory rates! Early advertisers will receive premium placement and bonus exposure on Decaturish.com.

Reserve space in the first 3 editions of Decaturish Ink (March 20th, April 17th and May 15th) and receive 25% OFF your total price!

3 Full Pages – ~~\$3,128~~ – Just \$2,250!

3 Half Pages – ~~\$1,674~~ – Just \$1,250!

3 Quarter Pages – ~~\$850~~ – Just \$650!

AD DESIGN

Need help designing your ad? Our creative team can assist with custom layouts to make your brand shine.

SPECIAL SECTIONS

Education Focus

Real Estate Report

Health & Wellness

LET'S PARTNER FOR SUCCESS

Secure your spot in Decaturish Ink today! For rates, deadlines, and more information, contact our advertising team at advertising@appenmedia.com or 770-442-3278.

Call your account executive today
770-442-3278

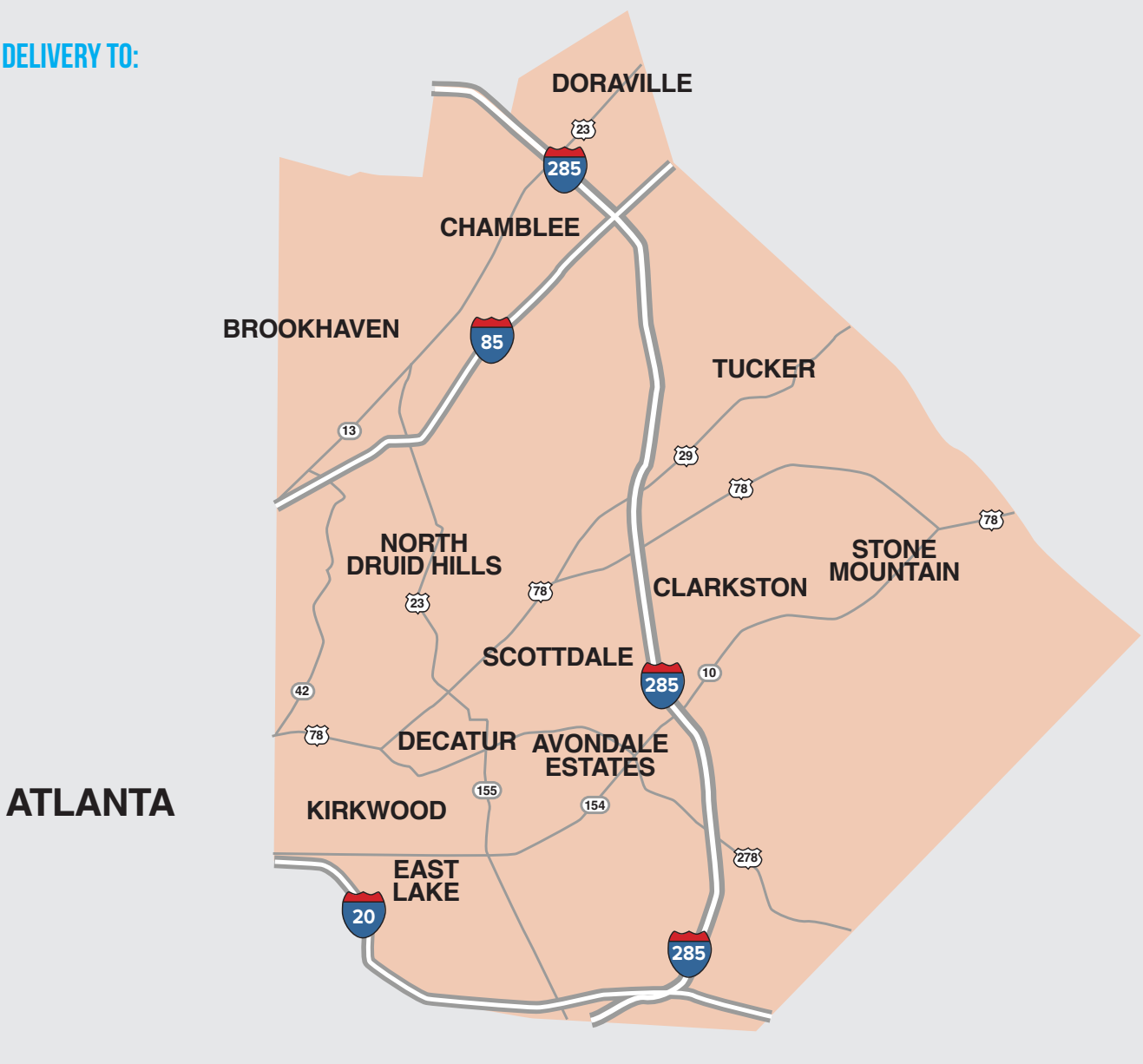
e: advertising@appenmedia.com | 319 North Main Street, Alpharetta, GA 30009



PRINT REACH

HOME DELIVERY TO:

30030
30002
30033



Circulation & Distribution are independently audited annually by the Circulation Verification Council, one of the largest newspaper audit firms in the country (www.CVCaudit.com).



2022



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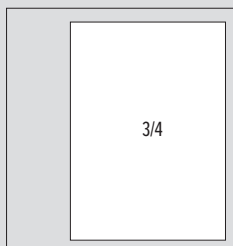


PRINT AD SIZES AND SPECS

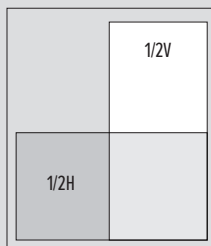


Full: 10.25" x 10.2"

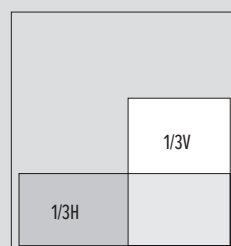
Center Spread (not pictured):
21.5" x 10.2"



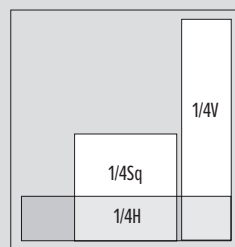
3/4: 7.65" x 10.2"



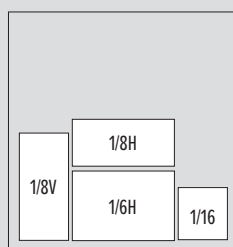
1/2H: 10.25" x 5.01"
1/2V: 5.04" x 10.2"



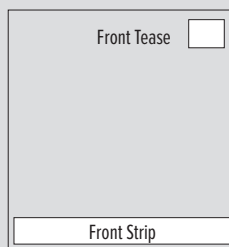
1/3H: 10.25" x 3.25"
1/3V: 5.04" x 6.745"



1/4H: 10.25" x 2.425"
1/4Sq: 5.04" x 5.01"
1/4V: 2.43" x 10.2"



1/6H: 5.04" x 3.25"
1/8H: 5.04" x 2.425"
1/8V: 2.43" x 5.01"
1/16: 2.43" x 2.425"



Front Strip: 10.25" x 1.5"
Front Tease: 2.27" x 2.1"

FILE TYPES ACCEPTED

PDF
300dpi, CMYK, Fonts Embedded, No Bleeds
JPEG
300dpi, CMYK, No Bleeds

2025 PRINT AD PRICING

DECATURISH INK RATES*

Size	52 weeks	26 weeks	13 weeks	6 weeks	1 week
Full	\$414	\$581	\$639	\$669	\$802
3/4	\$291	\$349	\$471	\$496	\$583
1/2	\$243	\$307	\$333	\$360	\$429
1/3	\$158	\$228	\$239	\$247	\$310
1/4	\$124	\$173	\$181	\$184	\$218
1/6	\$105	\$156	\$160	\$162	\$205
1/8	\$65	\$80	\$82	\$86	\$106
1/16	\$32	\$45	\$49	\$57	\$74
Front Strip	\$120	\$165	\$200	\$240	\$275
Front Tease	\$65	\$80	\$100	\$115	\$125
Center Spread	\$621	\$870	\$960	\$1,003	\$1,202

* +30% for full color ads

LET US DESIGN YOUR AD

**COST TO YOU TO
DESIGN YOUR AD**

0

**IMAGES/ILLUSTRATION
WE HAVE ACCESS TO**

30M+

**APPEN AWARDS
FOR AD DESIGN**

65



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