

SOLUTIONS GUIDE

STATEWIDE 2013



AlabamaMediaGroup.com
Sales@AL.com

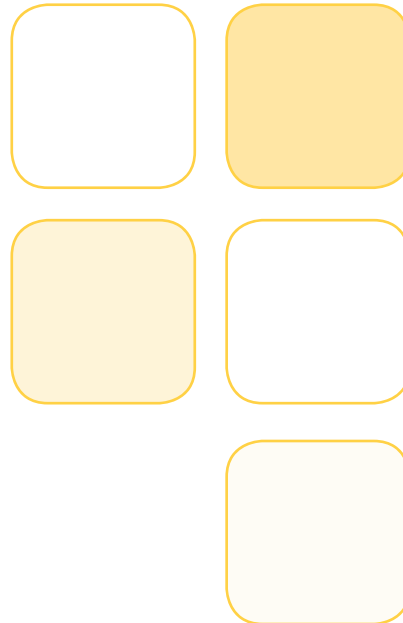
YOUR PARTNER IN SUCCESS



OUR AUDIENCE

➤ Make our audience your audience

With the 3 largest newspapers in Alabama¹, the #1 news website in the state², and a vast regional and national network of digital products, we offer Alabama's most diverse portfolio of print and online products. We can help get your marketing message in front of your most relevant and valuable target audience and direct your message to consumers who are already looking for your products and services.



➤ Leverage the power of our experience

As an advertiser, you need the ability to reach existing customers and target potential customers who are most likely to spend money with you. Whether you know your target demographic, or need guidance in helping you determine who you should target – AL.com, The Birmingham News, The Huntsville Times and the Press-Register deliver highly-targeted advertising campaigns utilizing our comprehensive suite of print and digital products to craft a personalized message for your audience.

➤ Grow your business

Before we make a recommendation, we strive to understand your business, and your unique challenges and opportunities in order to develop a customized package that fits your budget and goals that will grow your business.

➤ Realize a measurable ROI

AL.com, The Birmingham News, The Huntsville Times and the Press-Register deliver your target audience. When you advertise with us you can be confident knowing your money has been wisely invested, helping you generate more revenue to grow your business.

ALABAMA'S LARGEST ONLINE AUDIENCE

4.2 MILLION

➤➤ Monthly Unique Visitors¹

AND

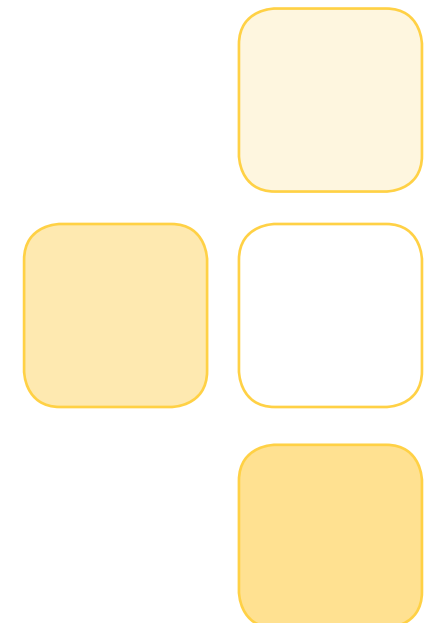
64 MILLION

➤➤ Monthly Page Views²

ALABAMA'S LARGEST PRINT AUDIENCE

900,000

➤➤ Weekly Readership³



EXPAND YOUR BUSINESS BY
PARTNERING WITH THE STATE'S
LARGEST MEDIA COMPANY.

THE ALABAMA MEDIA GROUP REACHES
AN AVERAGE OF 8 OUT OF EVERY 10
ALABAMA RESIDENTS EVERY MONTH³.

1. Scarborough, R1 2012
2. comScore Media Metrix, December 2012

1. comScore Media Metrix, December 2012
2. Omniture (internal stats), December 2012
3. Source: Scarborough, R2 2012



➤ Number One Online

AL.com is Alabama's #1 news and information website, attracting over 4.2 million unique monthly visitors.¹ AL.com is a results-driven online advertising platform, helping you reach your marketing goals and objectives; whether launching a new product or service, driving traffic to your store or website, or building brand awareness.

AL.com is ranked in the Top 10 nationwide out of more than 200 newspaper websites across the nation.²

➤ Delivering Measurable Results Through Digital Marketing

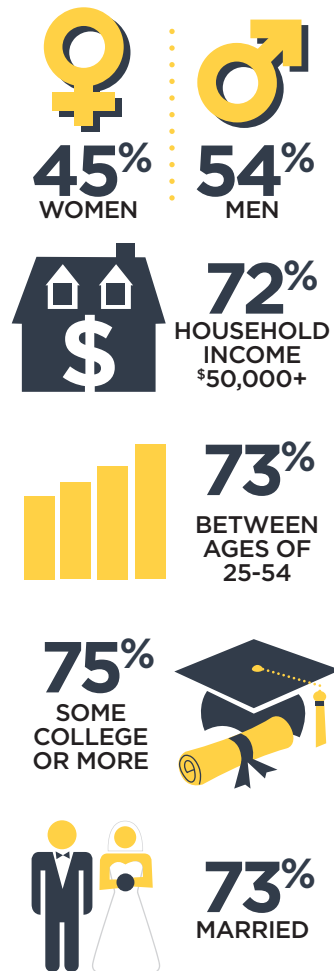
Many businesses are unsure about how to track the effectiveness of their marketing campaigns, and spend thousands of dollars each year without a clear sense of what is working and what is not.

With AL.com and our extended reach network, our digital team will help you develop a comprehensive digital marketing campaign that will give you clear visibility into your campaign's effectiveness while delivering a clear ROI for your business.

➤ Nationwide Digital Network + Targeted Local Reach = Highly Engaged Customers

We offer a comprehensive suite of online advertising solutions to help you reach your potential customer. We can create targeted programs that deliver your advertising message to a specific audience based on geography, demographics and behaviors across various online and mobile platforms.

➤ AUDIENCE PROFILE³



THE MOST COMPREHENSIVE SUITE OF Digital Advertising Solutions

REACHES YOUR
TARGET CUSTOMERS
WHEREVER THEY ARE

➤ Online Display & Mobile

Reach key local markets on Alabama's #1 site, AL.com and on our national network.

➤ Behavioral Targeting

Reach the online audience that has already shown interest in your business or services

➤ SEO & Paid Search

Optimize your website and tie advertising directly to customers searching for your products or services online.

➤ Reputation Monitoring

Know what ratings your customers are giving you and how to respond.

➤ Extended Reach Network

Place your marketing message on our network of over 250 national websites.

➤ Social Media Marketing

Build your fan base and increase brand awareness on sites like Facebook, Twitter, Google, and YouTube.

➤ High Impact

Dominate areas of AL.com with high impact ads like peelbacks, wallpaper and roadblocks.

¹. comScore Media Metrix, December 2012 ². The Media Audit, June 2012
³. Birmingham, Mobile and Huntsville Scarborough, 2012 – weighted in proportion to population

PRINT ADVERTISING SOLUTIONS

NEWSPAPER // PRE-PRINTS // DIRECT MAIL
TOTAL MARKET COVERAGE // FAST FIND AUTOS
FOOTBALL U // ENTERTAINMENT // SPECIAL SECTIONS

The Birmingham News
PRESS-REGISTER
The Huntsville Times

➤ More than just newsprint

In addition to in-paper advertising campaigns, you can reach our statewide audience of 900,000 weekly newspaper readers¹ with an array of custom print solutions, including pre-printed inserts, sticky notes and polybags. We also offer affordable, targeted direct mail campaigns.

➤ The Birmingham News

Readership¹
438,282
Sunday Average
258,934
Wed/Fri Average
476,000
Weekly Average

Circulation²
150,510
Average Sunday
101,070
Average Wed/Fri

➤ The Huntsville Times

Readership¹
137,303
Sunday Average
79,143
Wed/Fri Average
171,000
Weekly Average

Circulation²
68,433
Average Sunday
44,592
Average Wed/Fri

➤ Press-Register

Readership¹
252,086
Sunday Average
176,577
Wed/Fri Average
299,000
Weekly Average

Circulation²
91,167
Average Sunday
71,826
Average Wed/Fri



➤ Newspaper Advertising

Reach hundreds of thousands of readers in Alabama's newspapers, The Birmingham News, The Huntsville Times and the Press-Register.

➤ Pre-printed Inserts

Deliver your pre-printed inserts to both subscribers and non-subscribers. You can reach the entire market or target key ZIP codes for less than 5¢ per piece.

➤ Direct Mail Services

Our direct mail services are completely turn-key. We will design, print and mail your direct marketing message to the best demographic, behavioral and geographic target audience.

➤ Sports & Football U

Sports fans will find unparalleled coverage of college and high school sports across the state.

➤ Fast Find Autos

Powered by AL.com, Fast Find Autos is published every Friday in the newspaper and is the most comprehensive current source of used vehicle listings in the metro area.

➤ Entertainment

Our weekend entertainment guides are the place to unwind and plan your weekend. Look for it Fridays.

➤ Total Market Coverage

Reach non-subscribing households with this weekly home delivery product filled with lifestyle content and pre-print advertising.

➤ Special Sections

Each newspaper publishes more than 10 special sections each year. Each is designed to target a unique segment with relevant and compelling content.

➤ Sunday Select

Sunday Select delivers your pre-print advertising to an opt-in audience in the targeted ZIP codes most valued by advertisers.

¹ Source: Scarborough, R1 2012 ² Alliance for Audited Media, March 2012.



BIRMINGHAM MAGAZINE

FOR OVER HALF A CENTURY, THE PREMIERE CITY
MAGAZINE FOR ART, CULTURE, STYLE, CUISINE AND
LOCAL PERSONALITIES IN THE HEART OF ALABAMA

Longest established readership

Birmingham magazine's loyal readers have made it Alabama's longest running lifestyle publication, now celebrating 51 years.



Unrivaled Reach

Birmingham magazine's Cumulative Readership (those who have seen at least one of the last four issues) is 165,054.² Monthly Readership (those who see every monthly issue) is 75,986. When compared to the readership of our next closest competitor, only Birmingham magazine reaches 135,060 of the total 176,717 readers reached.³



Special Events & Publications

We provide you exclusive opportunities to reach high-end guests directly and personally via our special events held throughout the year. Birmingham magazine also produces two popular annual publications that provide year-long marketing opportunities: *Weddings & Celebrations* and *City Guide*.

DISTRIBUTION

Our overall readership continues to grow as a result of our aggressive circulation and marketing efforts.

Complimentary mailings to an ongoing selection of businesses and key waiting rooms in the area.

Aggressive pricing and renewal opportunities mailed directly into homes—either with the publication itself or as independent messages.

Bulk subscriber lists, including realtors, business groups including the Birmingham Business Alliance and Birmingham Venture Club and more.

10,000 complimentary copies handed out and special subscription rates offered at key magazine and magazine-partner events.

Growing newsstand placement including the following locations:

Barnes & Noble · Western Books-A-Million · Joe Muggs Little Professor · Piggly Wiggly Publix · Whole Foods Sam's Club · Walgreens Urban Standard



SPARK MAGAZINE

A CELEBRATION OF THE STYLE, CHARACTER AND
ALLURE OF NORTH ALABAMA AND THE REGIONAL
AUTHORITY ON LIVING WELL.

North Alabama's Lifestyle Publication

As a guide to the best in entertainment, home design, food and travel, Spark Magazine shares insight on the history and culture of one of the South's most vibrant metro areas.

In Every Issue

FAMILIAR FACES
Beautiful people and the swankiest soirees.

ON THE TOWN
Stylish people and businesses; local bars and eateries; worthy causes; buzz-worthy events; concerts and exhibitions.

THE GOOD LIFE
Wellness, beauty, sustainable living, finances, tech gadgets, families and more.

AT HOME
Luxe and unique local dwellings; design tips from the pros.

SPARK CALENDAR
A comprehensive guide to the region's upcoming events

DISTRIBUTION

Our overall readership continues to grow as a result of our aggressive circulation and marketing efforts.

With six issues per year, spark offers targeted, direct-delivered distribution to the homes of more than 23,000 affluent subscribers of The Huntsville Times. An additional 7,000 copies are distributed to upscale retailers and professional offices.

¹. comScore Media Metrix, December 2012 ². The Media Audit, June 2012 ³. When compared to B Metro, 76.4% of Birmingham magazine's reach is unduplicated.

» Birmingham magazine

Size	Bleed	Dimensions
Full Page	Bleed	8.625" x 11.125"
2/3 Page	No Bleed	4.625" x 10.000"
1/2 Page Horizontal	No Bleed	7.000" x 4.875"
1/2 Page Vertical	No Bleed	3.500" x 10.000"
1/3 Page Vertical	No Bleed	2.250" x 10.000"
1/3 Page Vertical	Full Bleed	2.800" x 11.125"
1/3 Page Square	No Bleed	4.625" x 4.875"
1/4 Page	No Bleed	3.500" x 4.875"
1/6 Page Vertical	No Bleed	2.250" x 4.875"
2 Page Spread	Full Bleed	17.000" x 11.125"
2 Page Spread	Gutter Bleed Only	16.250" x 10.375"
1/2 Page Spread	Full Bleed	17.000" x 5.000"
1/2 Page Spread	Gutter Bleed Only	16.250" x 4.875"

» Spark Magazine

Size	Bleed	Dimensions
Premium Full Page	Bleed	8.625" x 11.125"
Full Page	No Bleed	7.375" x 10.000"
2/3 Page Vertical	No Bleed	4.9375" x 10.00"
1/2 Page Horizontal	No Bleed	7.500" x 4.875"
1/2 Page Vertical	No Bleed	4.9375" x 7.50"
1/3 Page Vertical	No Bleed	2.3125" x 10.00"
1/3 Page Square	No Bleed	4.9375" x 4.875"
1/6 Page Vertical	No Bleed	2.3125" x 4.875"
1/6 Page Horizontal	No Bleed	4.9375" x 2.250"

Print Ad Sizes

300dpi, submitted in PDF format

Column Width	Inches	Picas
1 column	1.55"	9p3.6
2 column	3.22"	19p3.84
3 column	4.87"	29p2.64
4 column	6.52"	39p1.44
5 column	8.18"	49p0.96
6 column	9.85"	59p1.2
Double Truck	20.563"	124p9
Page Depths	1" to 20.13"	6p0 to 120p9.36

Size	Inches	Picas
1/96 Page	1.55" x 1.25"	9p3.6 x 7p6
1/48 Page	1.55" x 2.50"	9p3.6 x 15p0
1/24 Page Vertical	1.55" x 5.00"	9p3.6 x 30p0
1/24 Page Horizontal	3.22" x 2.50"	3p2.64 x 15p0
1/16 Page Horizontal	3.22" x 3.75"	3p2.64 x 22p6
1/12 Page	3.22" x 5.00"	3p2.64 x 30p0
1/8 Page Vertical	3.22" x 7.50"	3p2.64 x 45p0
1/8 Page Square	4.87" x 5.00"	29p2.64 x 30p0
1/5 Page	4.87" x 7.50"	29p2.64 x 45p0
1/4 Page Vertical	4.87" x 10.00"	29p2.64 x 60p0
2/5 Page	6.52" x 12.50"	39p1.44 x 75p0
1/2 Page Vertical	4.87" x 20.13"	29p2.64 x 120p9.36
1/2 Page Tall	6.52" x 20.13"	39p1.44 x 120p9.36
1/2 Page Horizontal	9.87" x 10.00"	59p2.64 x 60p0
3/4 Page	8.18" x 18.00"	49p0.96 x 108p0
Banner	9.87" x 3.00"	59p2.64 x 18p0
Full Pg. Broadsheet	9.87" x 20.13"	59p2.64 x 120p9.36
Double Truck Broadsheet	20.50" x 20.13"	123p0 x 120p9.36

Size	Inches	Picas
1/16 Page Horizontal	4.87 x 1.20	29p2.64 x 7p2.4
1/16 Page Vertical	1.55 x 3.65	9p3.6 x 21p10.8
1/8 Page Horizontal	4.87 x 2.42	29p2.64 x 14p6.24
1/4 Page Horizontal	9.87 x 2.42	59p2.64 x 14p6.24
1/4 Page	4.87 x 4.85	29p2.64 x 29p1.2
2/5 Page Horizontal	6.52 x 6.00	39p1.44 x 36p0
1/2 Page Vertical	4.87 x 9.70	29p2.64 x 58p2.4
1/2 Page Horizontal	9.87 x 4.85	59p2.64 x 29p1.2
Full Page Tabloid	9.87 x 9.70	59p2.64 x 58p2.4
Double Truck Tabloid	20.13 x 9.70	120p9.36 x 58p2.4

ROP / Classified Dimensions

Broadsheet Modular Ad Dimensions

Special Sections Dimensions (Tab Size)

Standard Ad Unit Specifications

Ad Unit	Dimensions	File Size	Animation	Rich Media	IAB Std.
Rectangle*	300x250	40k	15 seconds	YES	YES
Leader*	728x90	40k	15 seconds	YES	YES
Tower*	160x600	40k	15 seconds	YES	YES
Sky	160x400	40k	15 seconds	YES	NO
Half Page	300x600	40k	15 seconds	YES	NO
Banner	468x60	40k	15 seconds	YES	YES
Half Banner	234x60	15k	NO	YES	YES
Section Sponsor	170x30	6k	NO	NO	NO
Site Sponsor	170x30	6k	NO	NO	NO
Listings Sponsor	170x30	6k	NO	NO	NO

Mobile Specifications

Ad Unit	Dimensions	File Size	Animation	Rich Media	IAB Std.
Mobile	320 x 53	40k	15 seconds	NO	NO
	300 x 50	40k	15 seconds	NO	NO
Expandable	320 x 53 ➔ 320 x 416	40k	NO	NO	NO
High School	300 x 50	40k	15 seconds	NO	NO
Sports Mobile	640 x 106	40k	15 seconds	NO	NO
	480 x 79	40k	15 seconds	NO	NO
Classifieds Sites	300 x 50	40k	15 seconds	NO	NO
Leader iPad	728 x 90	40k	15 seconds	NO	NO
Rectangle iPad	300 x 250	40k	15seconds	NO	NO

These are the standard dimension and file size standards for advertising served through OAS.

FILE SIZE LIMIT STRICTLY ENFORCED.

All of our specifications can be found here:
www.alabamamediagroup.com/ad-specs

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blog.AL.com/press-releases

» **Submit an event:**
AL.com/events



ALABAMAMEDIAGROUP.COM

» STATE REGIONS MAP

South Zone
Press-Register, Coastal Alabama

AL.com
Statewide Coverage

AL.com // The Birmingham News // Press-Register
The Huntsville Times // The Mississippi Press
Montgomery // Tuscaloosa
Birmingham Magazine // Beaches // gulflive.com