



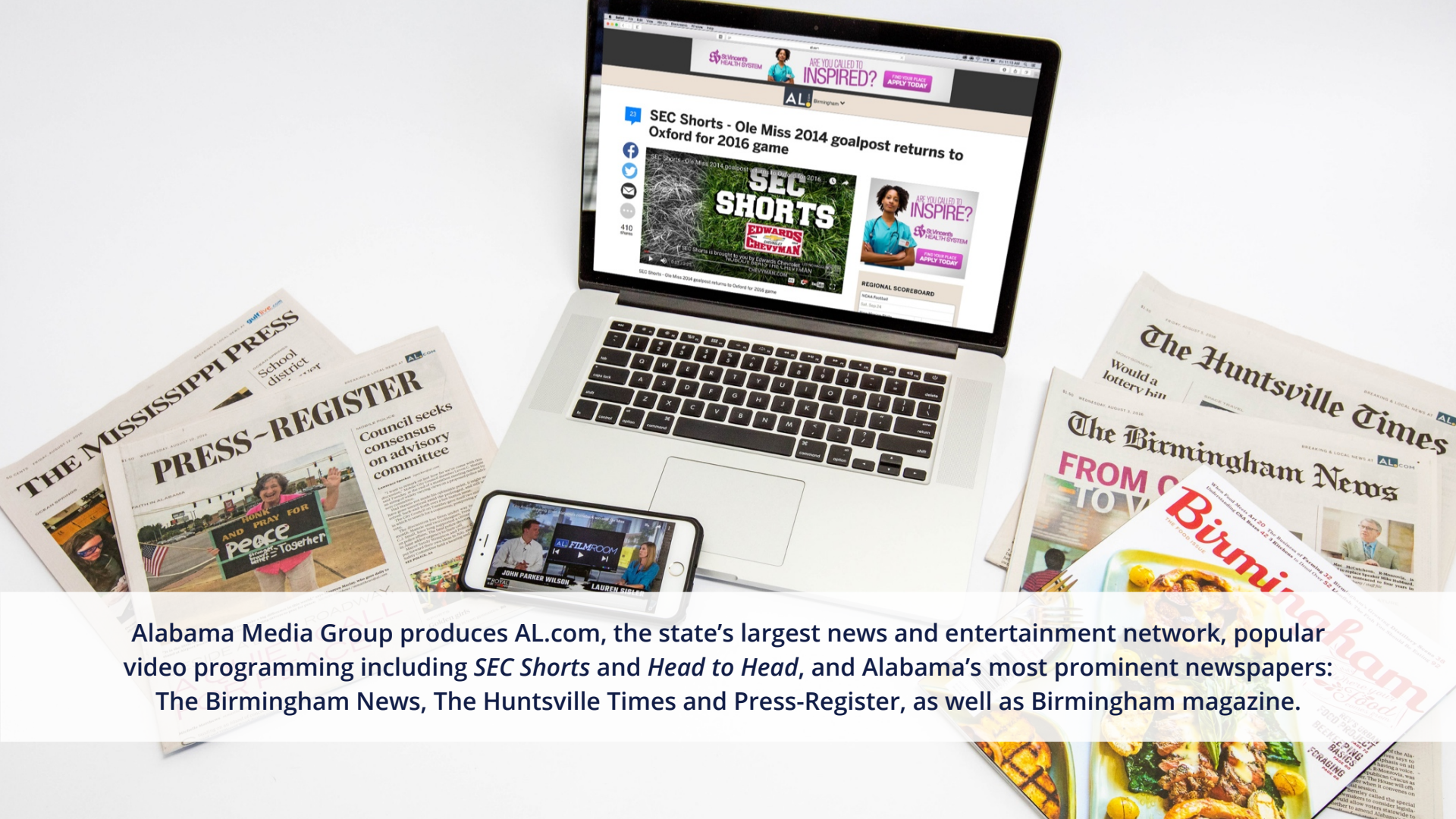
2017 MEDIA KIT



“ FROM THE WASHINGTON POST:

“Anyone who has doubts about the importance of journalists in 2016 need be acquainted only with the reporting team at *AL.com*, the largest statewide news organization in Alabama.”

(Note: this quote was in response to AL.com's coverage of Alabama government officials.)



Alabama Media Group produces AL.com, the state's largest news and entertainment network, popular video programming including *SEC Shorts* and *Head to Head*, and Alabama's most prominent newspapers: The Birmingham News, The Huntsville Times and Press-Register, as well as Birmingham magazine.

Reaching all of Alabama.

Our products reach more people in Alabama than any other news source.

Market	% Reach
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Huntsville	41%
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Birmingham	64%
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Tuscaloosa	44%
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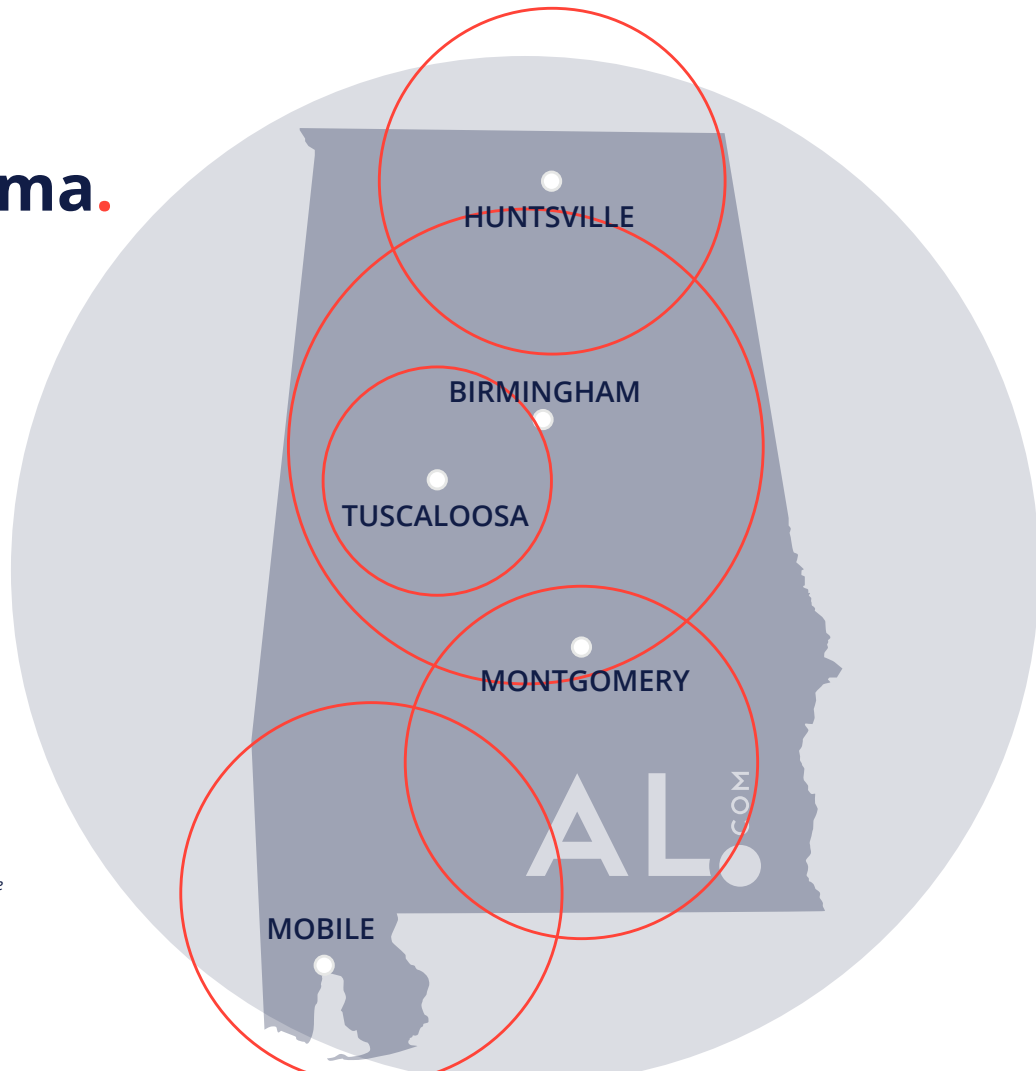
Montgomery	25%
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Mobile	34%
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Statewide	41%
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Map represents total unduplicated Alabama Media Group reach in key markets.

Sources: Scarborough Market/Release: Birmingham/Huntsville/Mobile 2016 R1, US Census 2010 (Montgomery), and Burt Analytics last 30 days, pulled September 30, 2016 (based on an average of 2 devices per unique visitor).



Bigger than you think.

We are a part of Advance, the 5th largest publisher in the U.S., reaching 500 million consumer devices nationwide every month.

Our scale gives you access to the best-in-class advertising delivery technology, to drive a higher ROI for your business.



VOGUE

epicurious

THE NEW YORKER



WIRED

Golf Digest



cleveland.com

lehighvalleylive.com

MASS LIVE



nj.com



OREGONLIVE



silive.com

syracuse.com

Source: <https://www.similarweb.com/blog/us-media-publishers-april-2016>

“ CLIENT TESTIMONIAL

“The concentration and allocation of talent at Alabama Media Group provides my firm a competitive advantage that I view as indispensable. I would and commonly do recommend the superior services provided by Alabama Media Group to any small, medium-sized or big business that I have the opportunity to interact with.”

James T. Laura, Jr.

Alexander Shunnarah Gulf Coast, LLP



Advertising and marketing for your business.

Reach your next customers on Alabama's largest news and entertainment network, AL.com and beyond. We have a complete suite of solutions to help you tell your story.



ONLINE DISPLAY
ADVERTISING



NEWSPAPER DISPLAY
ADVERTISING &
INSERTS



SOCIAL MEDIA
ADVERTISING



CONTENT MARKETING



VIDEO SPONSORSHIP



TARGETED EMAIL
+ DISPLAY REMESSAGING



EVENT SPONSORSHIP



SEARCH ENGINE
MARKETING



BIRMINGHAM
MAGAZINE



Online display advertising.

Increase brand awareness, announce a special event or educate your customers with display advertising. We offer both mass market and geo/behavior-targeted advertising on AL.com and our extended network.

SERVING:

- ▶ Standard IAB ad units
- ▶ In-stream video ads
- ▶ Responsive Rich Media ads
- ▶ High-impact takeovers

Ad specifications available at: www.alabamamediagroup.com/resources/ad-specs

“ CLIENT TESTIMONIAL

“Working with Alabama Media Group has been more valuable than I ever expected. Coming in, we wanted to see an increase in customers — and we have. What I didn’t expect is the amount of information they could share with me about my customers. I value our partnership and the level of transparency and passion AMG brings to our meetings.”

Curt Morris | Owner
La-Z-Boy Furniture Galleries



Print display advertising.

Put your message in the hands of your best prospects.

Reach more than **695,000** loyal and affluent readers in the state's largest newspapers.



Scarborough Birmingham 2016 Release 1, Huntsville
2015 Release 2, Mobile 2016 Release 1, weekly
average, Sun/W/F unduplicated

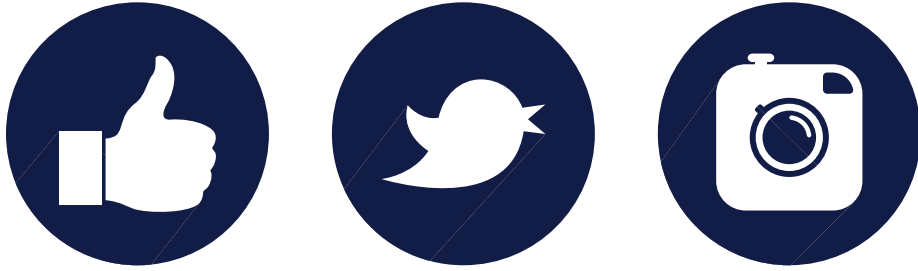


Preprinted inserts.

Reach the entire market or target key regions and ZIP codes.

Geo-target your advertising message to reach customers around your store locations or blanket the entire market using our Total Market Coverage (TMC) program.

Social media advertising.



Extend your display ad campaign onto social platforms to increase reach and frequency. Paid social advertising allows your business to control and measure your social interaction with a specific, targeted audience.

Baur, Jay. Blog Post "53% of Americans who follow brands in social are more loyal to those brands" Convince and Convert, 2014.



Content marketing.

Entertain, inform, inspire, and relate to consumer needs.

Reinforce your expertise and value in a non-intrusive, authentic way. Our content marketing programs create dynamic content to increase your brand equity and generate leads for your business.

WE SPECIALIZE IN:

- ▶ Sponsored Content
- ▶ Website Content
- ▶ Blog Content

- ▶ Social Posts
- ▶ Press Releases
- ▶ White Papers
- ▶ eBooks





Video sponsorship.

Build awareness for your brand as an exclusive sponsor of some of Alabama's most popular new shows, including *SEC Shorts* and *Head to Head*.

Our award winning studio team can also create original video that promotes your business and reaches your best targets on Facebook, YouTube, AL.com Roku and Apple TV.



Event sponsorship.

Pair your brand with some of the most popular business events in Alabama, including the Young Professionals Summit, Best of Birmingham and Women Who Shape the State. As a sponsor, you'll benefit from multi-media promotional campaigns – and have the opportunity to showcase products and entertain your best clients.

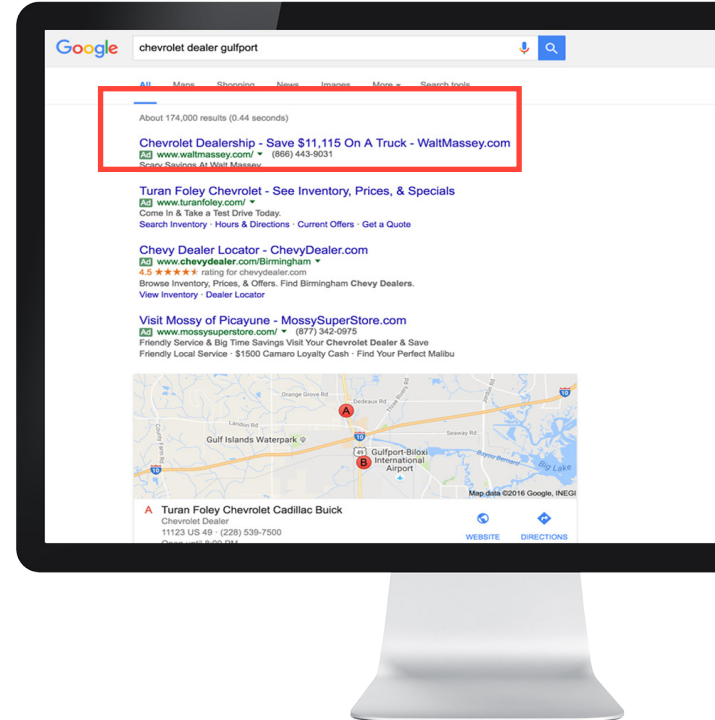
Search engine marketing.

If you're not found online, your competitors will be.

Don't waste your search budget on expensive, ineffective clicks. Our SEM campaigns are planned, implemented and monitored by on-staff Google-certified experts.



- Paid search and search retargeting
- In-depth Google AdWords expertise
- ROI-maximizing management
- Detailed campaign performance reporting





Birmingham magazine.

The definitive guide to life in and around the Magic City.

Each issue celebrates the cultural events, flourishing food scene and warmth of Birmingham through lively writing and stunning photography. Special issues, including Best of Birmingham, offer great sponsorship opportunities.

48,680 total
readership

89% paid
circulation

Source: Scarborough Birmingham 2016 and CVC Audit 2015

“ CLIENT TESTIMONIAL

“Alabama Media Group has been committed from day one to optimizing our campaign to achieve the best results possible, and in the most efficient and cost-effective manner to help reach our goals. We would recommend that any business looking to upgrade their digital marketing strategy should consider AMG and their services.”

PALACE CASINO RESORT



Resources.

AD SPECIFICATIONS

To view or download our complete ad specifications guide, please visit:

➤ www.alabamamediagroup.com/resources/ad-specs/

MARKETING BLOG

A blog of digital marketing insights from a creative and expert line-up:

➤ www.alabamamediagroup.com/blog/

CASE STUDIES

Explore real life examples of how our marketing expertise makes an impact.

➤ www.alabamamediagroup.com/results/

CONTACT US

We look forward to speaking with you.

You can email us at advertise@al.com or visit: ➤ www.alabamamediagroup.com/contact



www.alabamamediagroup.com