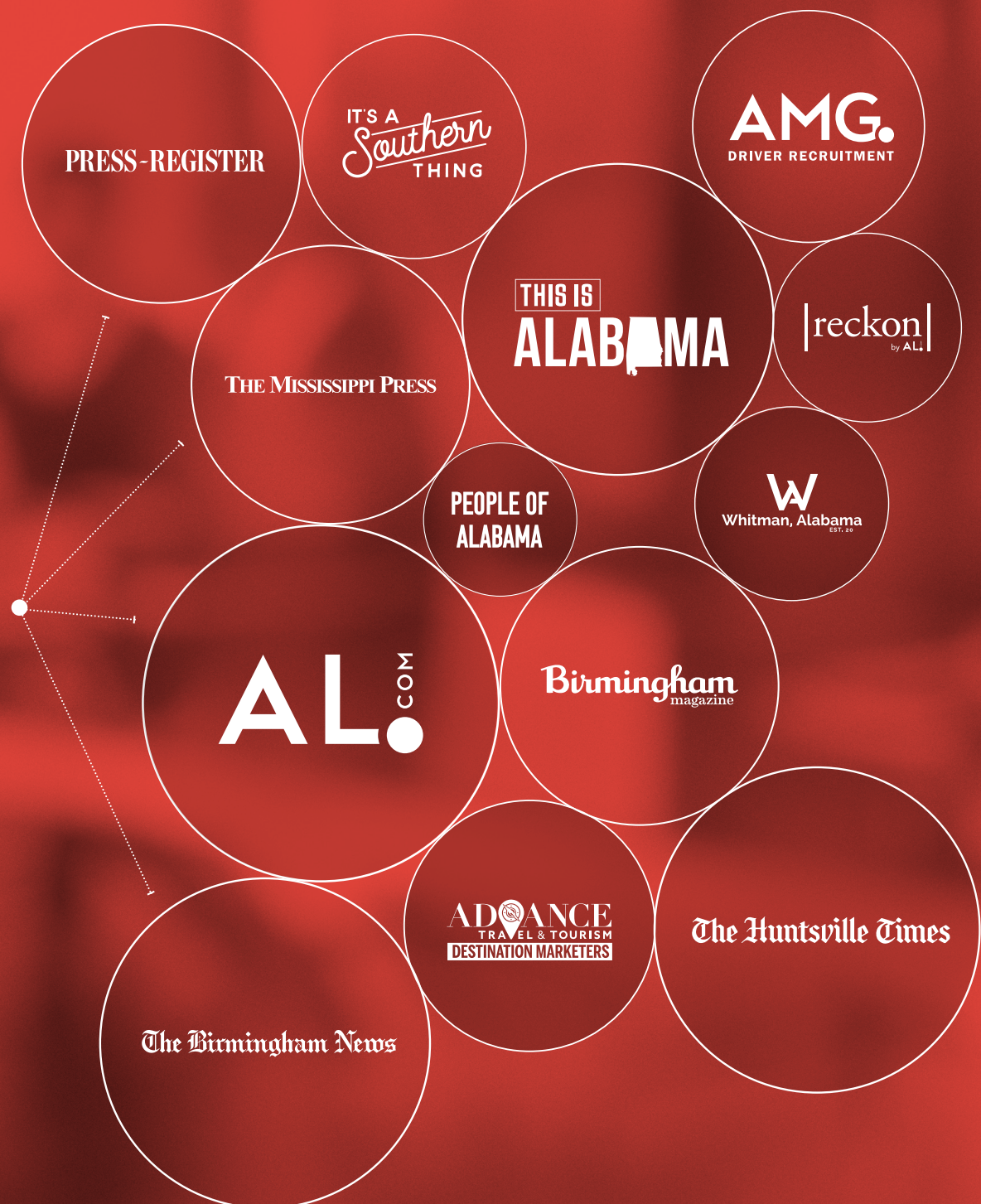


# AL.ABAMA MEDIA GROUP



CONNECTING BRANDS TO PEOPLE



# HERE'S THE SCOOP

HAVE SOMETHING TO SAY? WE HAVE A CHANNEL FOR IT.



**ALABAMA MEDIA GROUP** produces AL.com, the state's largest news and entertainment network, social brands like This is Alabama and It's a Southern Thing, popular video programming like Reckon and People of Alabama, and Alabama's most prominent newspapers: The Birmingham News, The Huntsville Times and Press-Register, as well as Birmingham magazine. **We produce all these things and provide the best advertising solutions for our customers.**

# DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH, ANYTIME, ANYWHERE.

## VIDEO CREATION

- Advertising
- Publishing

## VIDEO SPONSORSHIP

- This is Alabama
- It's a Southern Thing
- College Football

## ONLINE DISPLAY ADVERTISING

- Direct sold AL.com digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- Video and Rich Media
- Graphic Design

## EMAIL MARKETING

- Data appends
- List rental
- Display retargeting

## SOCIAL MEDIA

- Management
- Optimization
- Advertising

## CONTENT MARKETING

- Sponsored Content across publisher network
- Content creation

## SEARCH ENGINE OPTIMIZATION

## SEARCH ENGINE MARKETING

## WORDPRESS WEBSITE DEVELOPMENT

**WHAT WE DO:** We connect brands to people through world-class advertising solutions, local expertise and premium brands.

# PRINT SOLUTIONS

DO WE LOOK FAMILIAR? YOU'VE PROBABLY SEEN US AROUND.



## LOCAL NEWSPAPERS

- Birmingham, Huntsville, Mobile
- Mississippi



## BIRMINGHAM MAGAZINE

- Showcases Birmingham and surrounding areas

## LIFE

- Huntsville, Gulf Coast and Birmingham lifestyle publication
- Total Market Coverage (TMC)

## YES!

- Huntsville, Gulf Coast and Birmingham shopping publication
- Total Market Coverage (TMC)





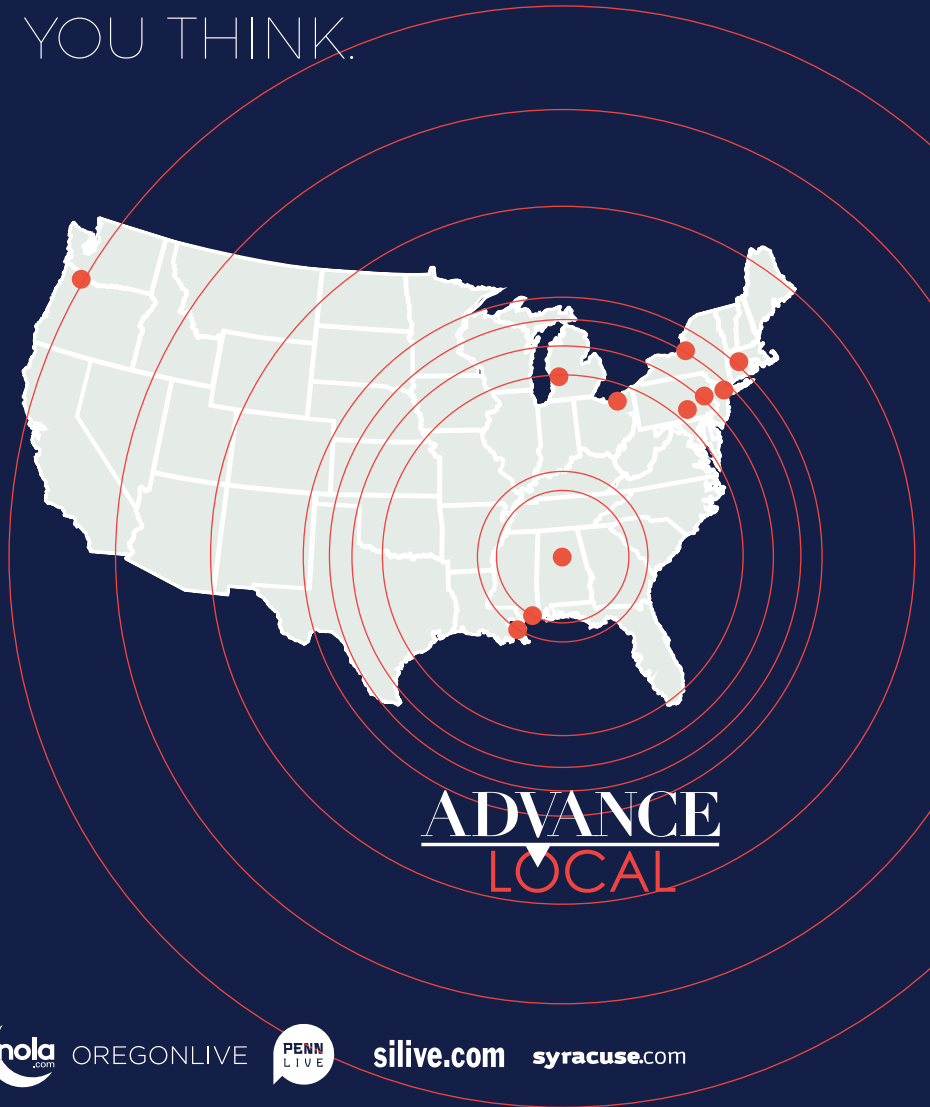
# NATIONAL REACH

WE'RE BIGGER THAN YOU THINK.

## WE'RE EVERYWHERE.

We are part of Advance Local Media. Our national size affords us the best digital marketing technology, as well as, in-house data management platform, search solutions and content marketing.

- ▶ 9th largest publisher in the nation
- ▶ Network of ten local media groups – each of them holds the #1 position in their market – just sayin'.
- ▶ 52,000,000 monthly unique visitors
- ▶ 11,000,000 social fans and followers
- ▶ 700+ awards for journalism excellence



AL.com

cleveland.com

lehighvalleylive.com

MASS LIVE

m LIVE

nj.com

hola.com

OREGONLIVE

PENN LIVE

silive.com

syracuse.com

reddit

VOGUE

epicurious

THE NEW YORKER

GQ

WIRED

Golf Digest

All Advance Local data sourced from: Advance Digital Analytics 2017

Advance Publications Ranking from: <https://www.similarweb.com/blog/us-media-publishers-august-2016>

# OUR CLIENTS RECEIVE:

- Local, personal service
- Direct placement on Alabama's #1 news site, AL.com
- Guaranteed Google ad network compliance
- Google Adwords certified experts
- Comprehensive digital reach capabilities
- Transparent reporting
- Ongoing optimization
- World's best data and technology partners
- Fair, custom quotes based on individual needs



*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**





# ALABAMA

## ALABAMA'S MAJOR METRO AREAS

### **BIRMINGHAM:**

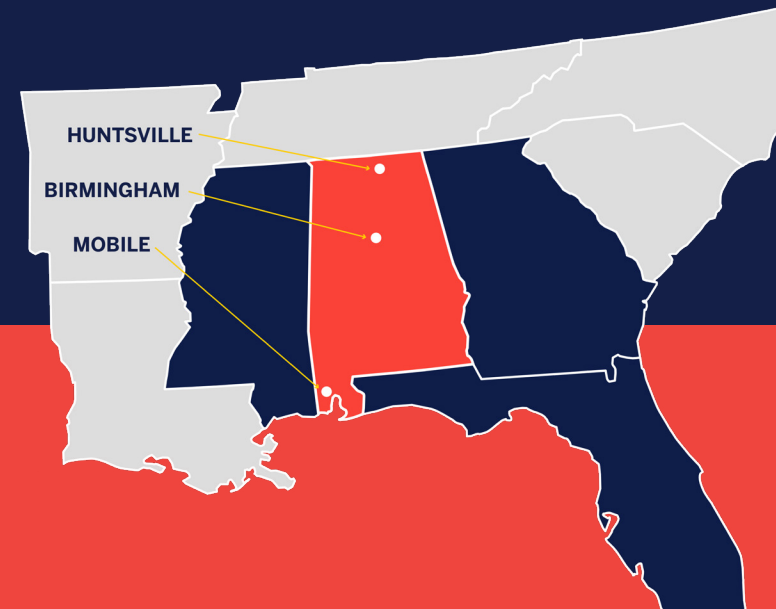
The Magic City is the largest in the state with a metro population of 1.15 million and median household income of \$51,459. People who visit get a taste of the variety that the city offers—in entertainment, cuisine, the arts, nightlife and the great outdoors. Birmingham was born out of iron and steel, and remnants of these early beginnings are preserved in places such as Sloss Furnaces National Historic Landmark. The city is also well-known for its prominent role in the Civil Rights Movement of the 1960s. A visit to the Birmingham Civil Rights Institute gives visitors an in-depth look at that important era.

### **HUNTSVILLE:**

They call it Rocket City. Other than NASA, there are many other notable organizations that reside in this charming city, such as Boeing, U.S. Army Redstone Arsenal and Cummings Research Park. Huntsville has grown into a metropolitan population of 444,752 with a median income of \$57,792. This talent is the result of a diverse industry base including aerospace & defense, advanced manufacturing, bioscience and information technology.

### **MOBILE:**

Alabama's only saltwater port brings a population of 415,395 and median household income of \$42,699. Mobile is a place where a melting pot of people, flavors, cultures and traditions become one voice to lead all of life's celebrations. Once called Paris of the South and home to America's original Mardi Gras that rolls through the streets of its historic downtown, Mobile has long been the cultural center of the Gulf Coast.



### **Southeastern US:**

Although our name is **Alabama Media Group**, our imprint reaches far beyond the state of Alabama. Our SEC college football coverage and social brands like It's a Southern Thing resonate with people all across the Southeast.

# AL.COM REACH

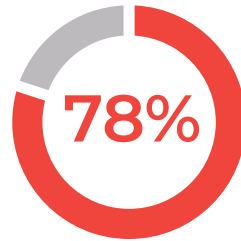
REACH NEARLY EVERY PERSON IN ALABAMA

**AL.com**, Alabama's #1 news source for important stories Alabamians are talking about, including Alabama and Auburn football, breaking news, special investigations, politics, Alabama culture and trending topics.

On AL.com you'll find the best in-state college football coverage, buzz-worthy trending topics, important news investigations, breaking news, politics, people and places that impact Alabama and its people.

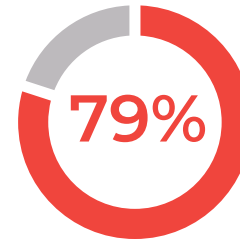
AL.com advertising opportunities include digital display advertising, sponsored articles and video.

AL.com also offers special platforms for job listings, auto listings, obituaries, celebrations and for sale ads.



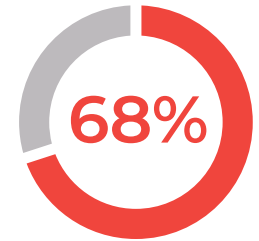
## BIRMINGHAM METRO

REACH	895,534
POPULATION	1,147,417



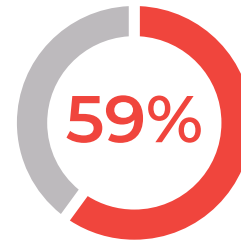
## HUNTSVILLE METRO

REACH	355,464
POPULATION	449,720



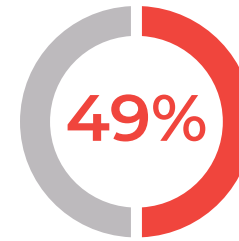
## MOBILE METRO

REACH	254,184
POPULATION	376,163



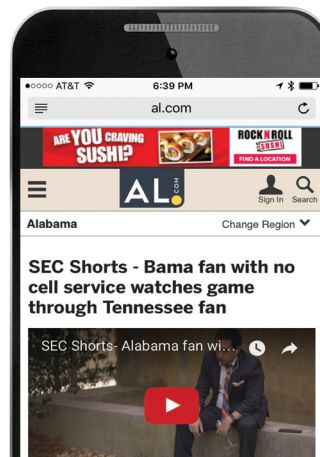
## MONTGOMERY METRO

REACH	221,628
POPULATION	376,163



## TUSCALOOSA METRO

REACH	117,209
POPULATION	239,593



## ALABAMA'S LARGEST ONLINE AUDIENCE

**10.4+ MILLION**

AL.com reaches 10,481,000 unique visitors each month.

**57 MILLION**  
**PAGE VIEWS PER MONTH**



# AL.COM REACH

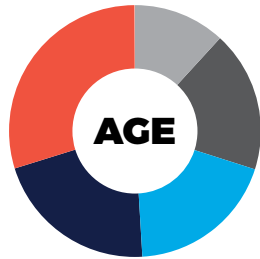
## ABOUT OUR AUDIENCE



**53%**  
MALE



**47%**  
FEMALE



11% 18-24  
21% 25-34  
23% 35-44  
19% 45-54  
27% 55+

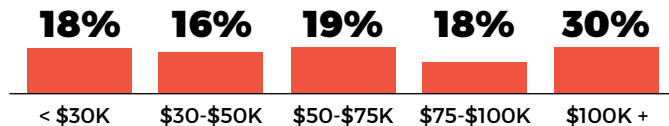


**73%**  
SOME COLLEGE  
OR MORE



**43%**  
HAVE  
CHILDREN

### HOUSEHOLD INCOME



# PRINT ADVERTISING

REACH NEARLY EVERY PERSON IN ALABAMA

Reach more than **458,429** loyal and affluent readers in the state's largest newspapers. Our high-quality content draws an engaged and influential readership.

Publishing every Sunday, Wednesday and Friday plus Thanksgiving Day.

READERSHIP	BIRMINGHAM NEWS	HUNTSVILLE TIMES	PRESS-REGISTER
WEEKLY AVG	232,588	68,425	157,416
SUNDAY AVG	200,321	59,394	142,004
WED/FRI AVG	139,889	43,202	70,529

The **Birmingham News**, **Huntsville Times** and **Press-Register** publish every Sunday, Wednesday, Friday and Thanksgiving Day. Expanded distribution coverage is available to nonsubscribers midweek in **Birmingham Life**, **Gulf Coast Life** and **Huntsville Life**. Additional households can be reached on Sundays with **Birmingham Yes!**, **Huntsville Yes!** and **Press-Register Yes!**

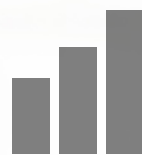
## READER PROFILE



**44%**  
MALE



**56%**  
FEMALE



**31%**  
BETWEEN THE  
AGES OF 18-49



**54%**  
MARRIED



**45%**  
HOUSEHOLD  
INCOME \$50,000+



**56%**  
SOME COLLEGE  
OR MORE

Source: Birmingham Scarborough R2 2018; Huntsville Scarborough R2 2018; Mobile Scarborough R2 2018



# PRE-PRINT ADVERTISING

REACH MORE CUSTOMERS EVERY WEEK WITH TMC

Reach hundreds of thousands of engaged readers in The Birmingham News, The Huntsville Times and Press-Register with a variety of targeting options for preprint advertisers.

We offer a wide variety of options to target your message, including geo-targeting by zip code.

The weekly non-subscriber package (TMC) includes local grocery and select shopping inserts that your customers look forward to receiving - all in a welcoming design format. The TMC's story-features reflect the evolving content desires of our readers including:

- Local lifestyle features
- Weekly entertainment calendar
- Dining and recipe highlights





# PRE-PRINT ADVERTISING

REACH MORE SHOPPERS IN PRIME AREA CODES



The “Life” TMC program provides advertisers the ability - when combined with newspaper coverage - to attain optimum household penetration within targeted zip codes and zip zone coverage areas. Delivery is mid-week and verified through GPS and supervised distribution procedures.





# PRE-PRINT ADVERTISING

REACH EVEN MORE SHOPPERS WITH SUNDAY SELECT

Sunday Select Yes! offers national and local retailers an opportunity to reach more shoppers on Sunday by delivering pre-printed advertising to a targeted audience in prime zip codes most valued by advertisers.

Sunday Select coverage, when combined with the newspaper, delivers:

- Expanded, non-duplicated Sunday home distribution.
- Households with higher disposable incomes and significant buying power; shoppers who are most likely to shop at your business.





# GET SOCIAL


WE MAKE THE STORIES YOU LOVE TO SHARE


## THIS IS ALABAMA

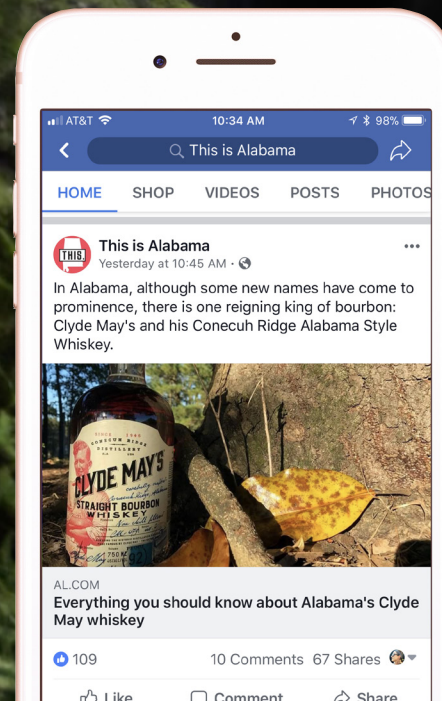
This is Alabama celebrates the great state of Alabama and uncovers the amazing people, places and experiences she has to offer. We share daily videos, photos and articles that tell real stories about our innovators, natural wonders, good food, events, places to visit and more. You will be inspired to explore new things and be proud to call Alabama home. Follow us on Facebook, Instagram and YouTube.

 **72,200** Instagram followers

 **1.6 million** video views per month

 **329,622** Facebook followers

 **17,068** weekly newsletter subscribers





# GET SOCIAL

WE BELIEVE IN GREAT STORYTELLING POWERED BY  
VIBRANT SOCIAL MEDIA

## IT'S A *Southern* THING

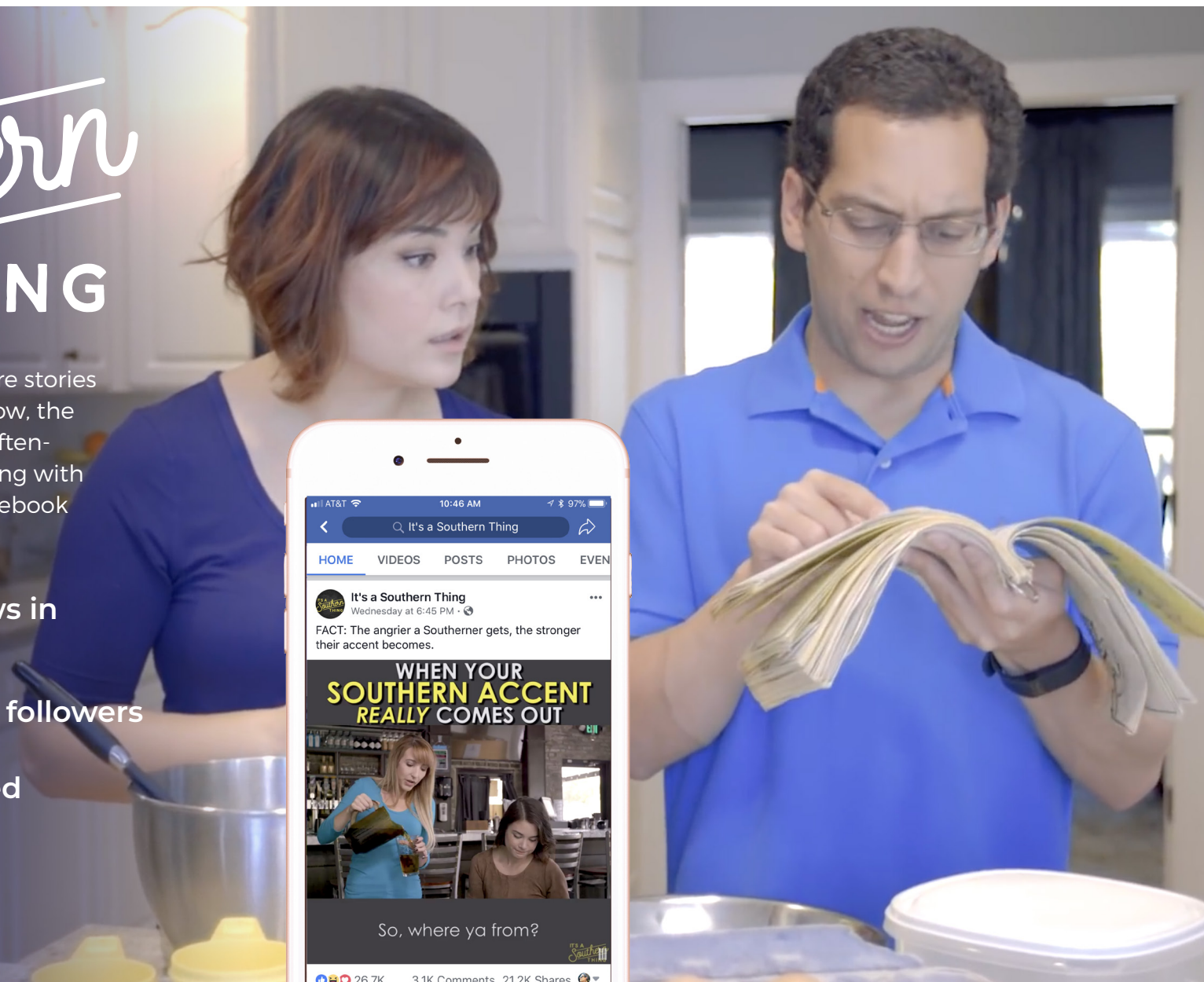
On It's a Southern Thing we feature stories about the people you want to know, the places you want to visit and the often-hilarious moments that come along with life in the South. Follow us on Facebook and YouTube.

 **3,426,080** video views in  
the past month

 **1.4 million** Facebook followers

**53,856,903** people reached  
in the past month

Facebook Insights and analytics



# BIRMINGHAM MAGAZINE

THE DEFINITIVE GUIDE TO LIFE IN AND AROUND THE MAGIC CITY

**119,023**  
6 month average  
readership



**50%**  
women

**47%**  
under 49

**31%**  
ages 45-64



**55%**  
have some college education

**26%**  
earn over \$100,000 per year



**38%**  
more likely to have significant investments

Nearly **9x** more likely to purchase a vehicle valued at over \$45,000



**6x** more likely to own a second home





# DIGITAL SPECIFICATIONS

## STANDARD DISPLAY

Ad Name	Ad Size	Max File Size	Animation	Formats Accepted
Leaderboard	728x90	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Rectangle (Story)	300x250	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Half Page	300x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Skyscraper (extended network only)	160x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Mobile Banner	320x50	60k	no	JPG, GIF, HTML5, 3rd Party Tags
Mobile Adhesion Banner	320x50	60k	yes - 15 sec.	JPG, GIF, HTML5

## RICH MEDIA *article pages only*

Ad Name	Ad Size	Expanded	Max Size	Max Polite	Max Video Size	Max Video Length
Leaderboard	728x90	728x315	200k	100k	2.2MB	30 sec.
Rectangle (Story)	300x250	600x250	200k	100k	2.2MB	30 sec.
Half Page	300x600	600x600	200k	100k	2.2MB	30 sec.
Tile (Mobile)	320x50	320x416	200k	100k	2.2MB	30 sec.

Download the complete advertising specifications guide at [www.alabamamediagroup.com/resources/ad-specs](http://www.alabamamediagroup.com/resources/ad-specs)

# PRINT SPECIFICATIONS

## NEWSPAPER STANDARD AD SPECIFICATIONS

Birmingham & Huntsville		Press-Register	
Ad Name	Ad Size in Inches	Ad Name	Ad Size in Inches
1 x 2.75.....	1.53 x 2.75	1 x 2.5.....	1.53 x 2.5
1 x 5.5.....	1.53 x 5.5	1 x 5.....	1.53 x 5
2 x 2.75.....	3.2 x 2.75	2 x 2.5.....	3.2 x 2.5
2 x 5.5.....	3.2 x 5.5	2 x 5.....	3.2 x 5
2 x 10.5.....	3.2 x 10.5	2 x 10.....	3.2 x 10
1/16 Page Horizontal.....	4.87 x 2.75	1/16 Page Horizontal.....	4.87 x 2.5
1/8 Page.....	4.87 x 5.5	1/8 Page.....	4.87 x 5
1/4 Page Vertical.....	4.87 x 10.5	1/8 Page Strip.....	9.87 x 3
1/2 Page Vertical.....	4.87 x 21.5	1/4 Page Vertical.....	4.87 x 10
1/8 Page Strip.....	9.87 x 3	1/4 Page Horizontal.....	9.87 x 5
1/4 Page Horizontal.....	9.87 x 5.5	1/2 Page Vertical.....	4.87 x 20.13
1/2 Page Horizontal.....	9.87 x 10.5	1/2 Page Horizontal.....	9.87 x 10
Full Page.....	9.87 x 21.5	Full Page.....	9.87 x 20.13
Two Page Spread.....	20.5 x 21.5	Two Page Spread.....	20.5 x 20.13
Spadea Front.....	4.5 x 21.5	Spadea Front.....	4.5 x 20.13

All Spadea ads are color.

Download the complete advertising specifications guide at [www.alabamamediagroup.com/resources/ad-specs](http://www.alabamamediagroup.com/resources/ad-specs)

For pricing or more information, contact [advertise@al.com](mailto:advertise@al.com).  
Ad deadlines are 3 business days before publication.



# PRE-PRINT RESERVATIONS

## DEADLINES AND INSTRUCTIONS

**A minimum of 2% spoilage is required for all materials that meet preprint specifications.**

Preprints that fail to meet the standard weight and size specifications as stated above (or include a wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
- Receive less than scheduled distribution because of waste
- Require extra handling, the cost of which will be billed to the advertiser
- **SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS:** envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.
  - » A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

### RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

### PREPRINT DELIVERY INSTRUCTIONS

1. Each skid must be labeled with the following information:

Advertiser  
Distribution date  
Skid number/Total number of skids  
Number of inserts per skid  
Total number of inserts for distribution  
Publication name on each skid  
Bulk shipments will not be accepted

2. Bill of Lading information must include:

Advertiser  
Distribution date  
Total number of inserts  
Total number of skids in shipment

3. Packing requirements:

- All preprints must be stacked on nonreturnable skids.
- Skids should be a maximum of 52 inches and skid tops should match but not exceed the size of the skid.
- Tops should protect skid contents against damage. Inserts should never extend beyond any edge of the skid.
- Skids must be securely banded to prevent slippage of preprints.
- Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.
- Underlayments should be used every 18 inches and on the bottom and top of each skid.
- No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

4. Damaged Shipments & Preprints:

Photos are taken upon arrival of visible damage and sent to responsible parties.  
We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages.  
Contacts will be notified as soon as possible.

5. Daily and/or Sunday inserts must be delivered no later than 10 days prior to the distribution date.

6. Inserts should be sent to:

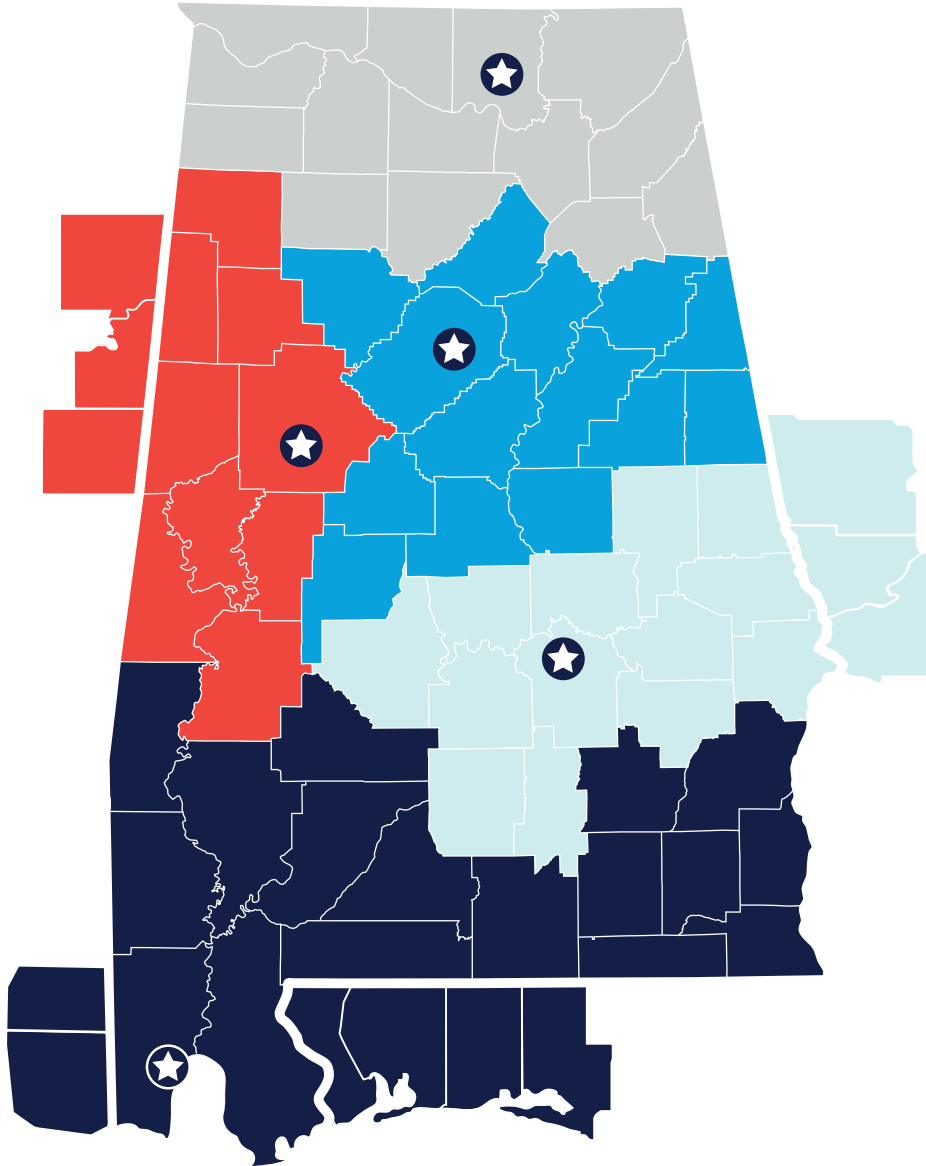
- The Birmingham News  
c/o Atlanta Journal Constitution  
6455 Best Friend Road  
Norcross, Georgia 30071
- The Huntsville Times  
c/o Mobile Press-Register  
270 Beauregard Street  
Mobile, Alabama 36603
- Mobile Press-Register  
270 Beauregard Street  
Mobile, Alabama 36603

7. Delivery times:

Birmingham:  
Mon - Fri / 7:30 a.m. to 7:30 p.m. (EST)

Mobile & Huntsville:  
Mon - Fri / 7:30 a.m. to 4:30 p.m. (CST)

# ADVERTISING ZONES



**NORTH ZONE**  
AL.com | The Huntsville Times



**CENTRAL ZONE**  
AL.com | The Birmingham News  
Birmingham Magazine



**TUSCALOOSA ZONE**  
AL.com



**MONTGOMERY ZONE**  
AL.com



**SOUTH ZONE**  
AL.com | Press-Register

# OUR CLIENTS





# CONTACT US

For more information, contact us at:

1731 1st Avenue. N.  
Birmingham, Alabama 35203  
205.325.2211  
advertise@al.com  
[www.alabamamediagroup.com](http://www.alabamamediagroup.com)

**ALABAMA**  
M E D I A G R O U P