

## 2019 Sponsorship Packages



“

*Best of Birmingham has proven to be a mark of distinction for us. It highlights great work by our employees, while attracting new customers who can trust us with their business.*

”

**Allie Farlow**

Marketing & Merchandising Manager  
Diamonds Direct - Birmingham



## Make it happen.

### 1. Get out the Vote!

- Remind your best customers to vote for your business
- Earn the recognition you deserve

### 2. Amplify your credibility

- Sponsor the Best of Birmingham event

### 3. Spread the word

- Align your brand with Best of Birmingham with greatly reduced year-end Birmingham magazine pricing



Results are in

Celebrate

Spread the Word

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

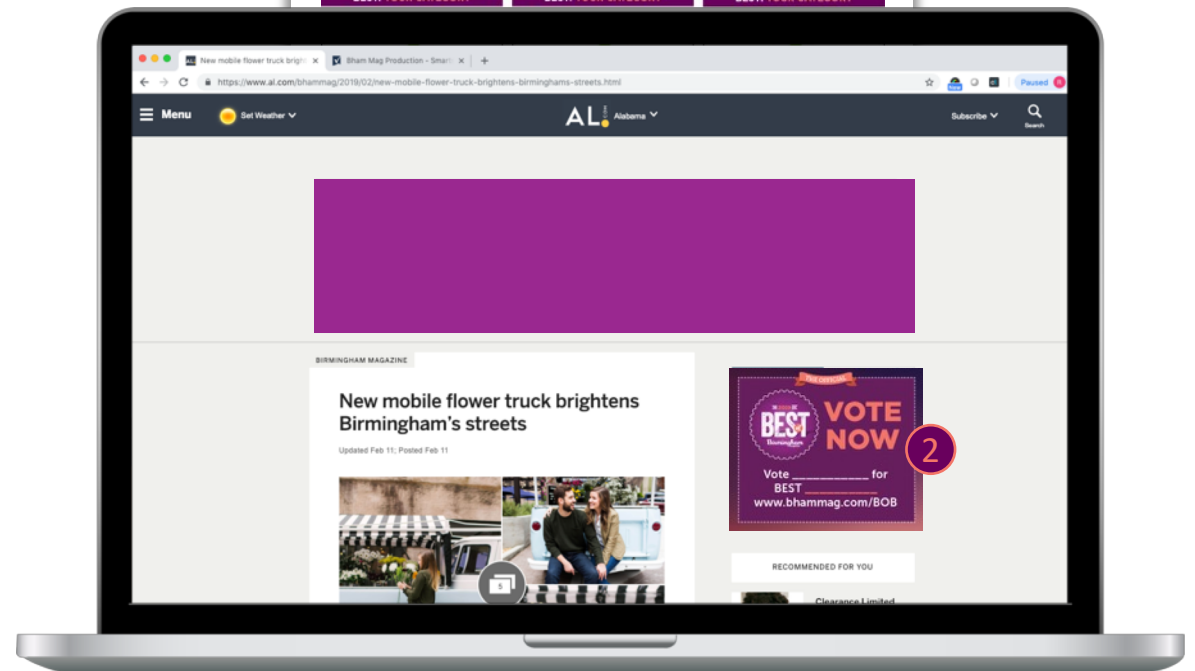
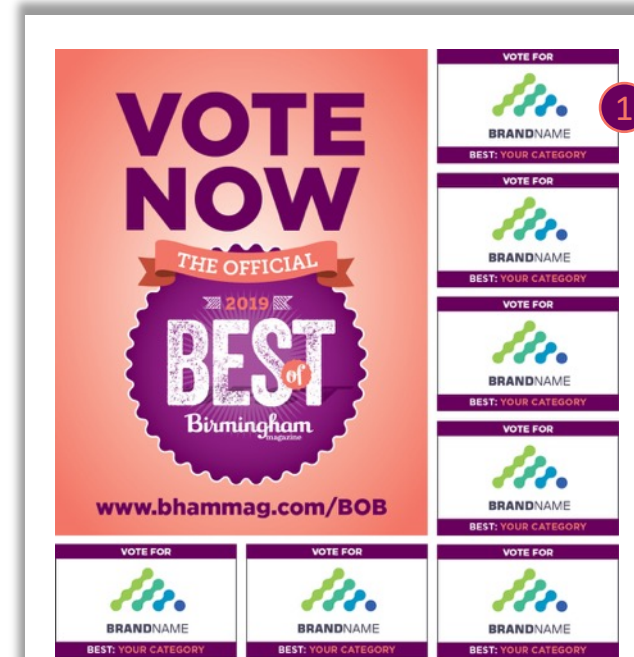
get out  
the **VOTE**

## Make a Spark

### Make a Spark Package

1. 4 Print Advertisements
  - “Vote for me” ads (2 col x 2.5”) on our Best of page in The Birmingham News
    - April 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> and 28<sup>th</sup>
2. 75,000 Digital Display Ads
  - AL.com impressions in April

*Investment: \$1,000*



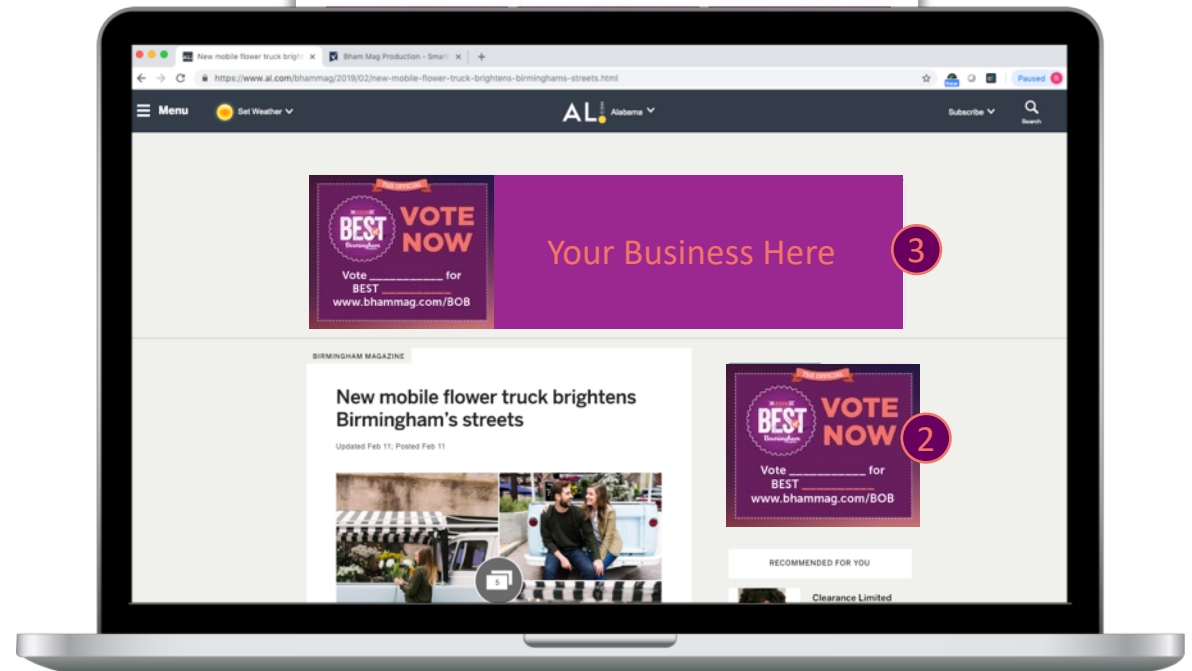
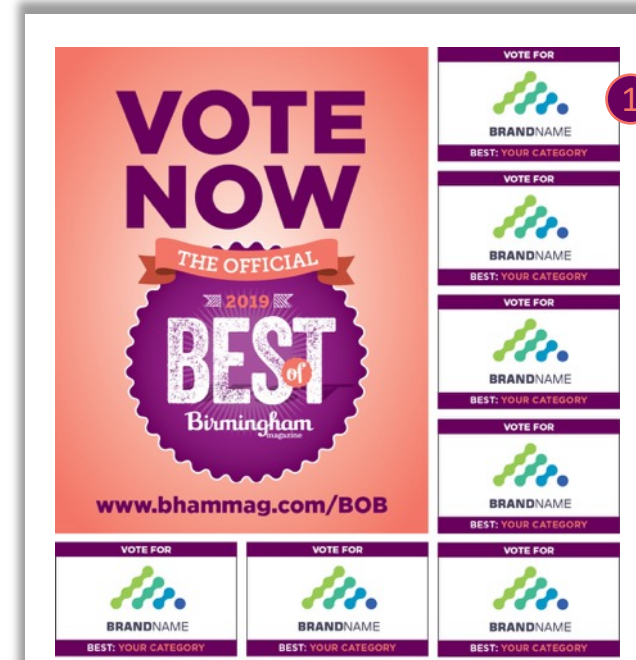
get out  
the **VOTE**

Smokin'

## Smokin' Package

1. 8 Print Advertisements
  - "Vote for me" ads (2 col x 2.5") on our Best of page in The Birmingham News
    - April 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> and 28<sup>th</sup>
    - May 1<sup>st</sup>, 5<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup>
2. 100,000 Standard Digital Display Ads
  - 100,000 AL.com impressions April 1-31
3. 50,000 Dominant Billboard Impressions May 1-17

*Investment: \$2,000*



get out  
the **VOTE**

## Fan the Flames



### Fan the Flames Package

- 8 Print Advertisements**
  - “Vote for me” ads (2 col x 2.5”) on our Best of page in The Birmingham News
    - April 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> and 28<sup>th</sup>
    - May 1<sup>st</sup>, 5<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup>
- 125,000 Standard Digital Display Ads on AL.com**
  - 50,000 impressions April 1-31
  - 75,000 impressions May 1 -17
- 50,000 Billboard Digital Display Ads**
  - Dominant Impressions May 1-17
- 40,000 Sponsored Content Impressions**
  - Custom written Sponsored Content Article
  - April 1-31
  - Includes companion display ads
  - Quality, sharable content

*Investment: \$3,600*



get out  
the **VOTE**

Sound the Alarm!

### Sound the Alarm! Package

- 8 Print Advertisements**
  - “Vote for me” ads (2 col x 2.5”) on our Best of page in The Birmingham News
    - April 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> and 28<sup>th</sup>
    - May 1<sup>st</sup>, 5<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup>
- 200,000 Standard Digital Display Ads on AL.com**
  - 200,000 Impressions, April 1-31
- 50,000 Billboard Digital Display Ads**
  - 50,000 Dominant Billboard Impressions May 1-17
- 60,000 Sponsored Content Impressions**
  - Custom Sponsored Content Article, April 1-31
  - Includes companion display ads
  - Quality, sharable content
- 2 Print Ads in The Birmingham News**
  - 3 col x 5” full color ads
  - Sunday, May 5 and May 12

Investment: \$4,700

