

ALABAMA MEDIA GROUP



ADVERTISING THAT WORKS

YOU NEED TO REACH CUSTOMERS.

WE HAVE THE AUDIENCE YOU NEED TO REACH THEM.



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 social brands like Reckon and People of Alabama, and Alabama's most prominent newspapers: The Birmingham News, The Huntsville Times and Mobile's Press-Register.

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 advertising to readers 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



LIFE

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

YES!

- Huntsville, Gulf Coast and Birmingham shopping publication

NATIONAL REACH

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.

- ▶ One of the largest publishers in the nation
- ▶ Network of nine local media groups – each of them holds the #1 position in their market – just sayin'
- ▶ 52,000,000 monthly unique visitors
- ▶ 14,000,000 social fans and followers
- ▶ 700+ awards for journalism excellence



AL.com

cleveland.com

lehighvalleylive.com

MASS LIVE

m LIVE

nj.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:

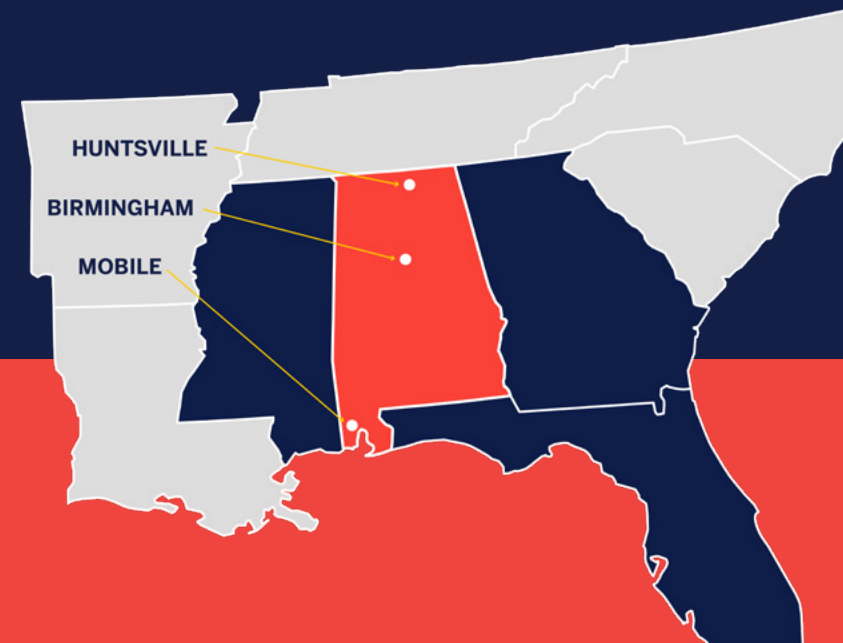
They call it Rocket City. Other than NASA, there are many other notable organizations that reside in this charming city, such as Boeing, U.S. Army Redstone Arsenal and Cummings Research Park. Huntsville has grown into a metropolitan population of 444,752 with a median income of \$57,792. This talent 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 South.



AL.COM REACH

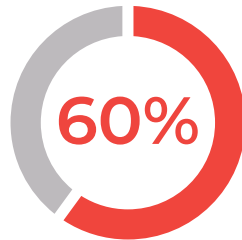
REACH NEARLY EVERY PERSON IN ALABAMA

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.

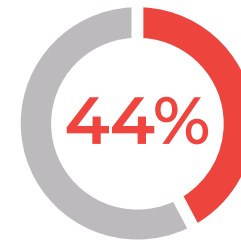
AL.com advertising opportunities include digital display advertising, sponsored articles and video.

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



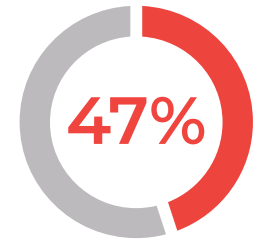
BIRMINGHAM DMA

REACH 690,020
POPULATION 1,151,801



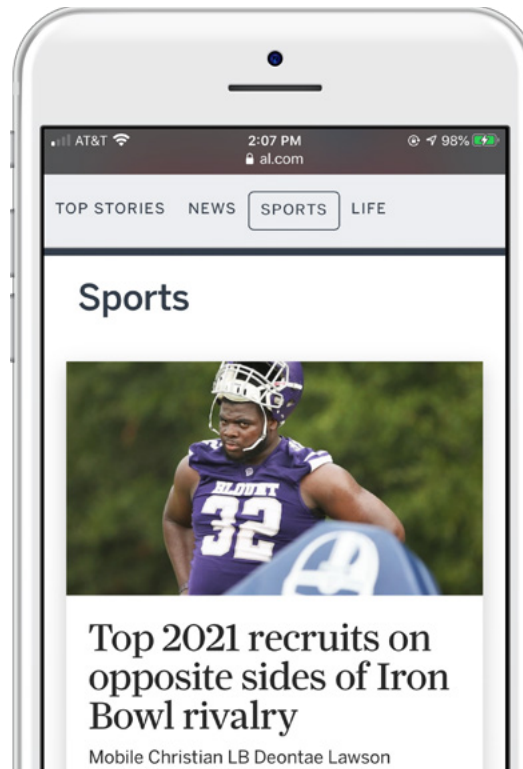
HUNTSVILLE DMA

REACH 342,481
POPULATION 782,233



MOBILE DMA

REACH 246,151
POPULATION 524,390



ALABAMA'S LARGEST ONLINE AUDIENCE

10+ MILLION

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

48 MILLION
PAGE VIEWS PER MONTH

AL.COM REACH

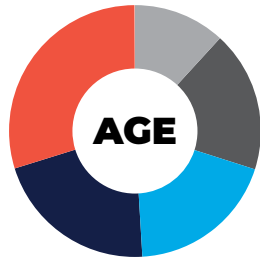
ABOUT OUR AUDIENCE



52%
MALE



49%
FEMALE



12% 18-24
19% 25-34
23% 35-44
20% 45-54
26% 55+

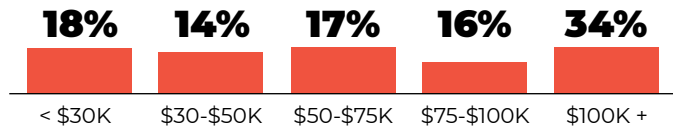


76%
SOME COLLEGE
OR MORE



38%
HAVE
CHILDREN
LIVING AT HOME

HOUSEHOLD INCOME



PRINT ADVERTISING

REACH NEARLY EVERY PERSON IN ALABAMA

Reach more than 430,000 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	215,657	74,132	140,236
SUNDAY AVG	181,783	63,171	130,044
WED/FRI AVG	130,474	48,957	60,723

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



33%
BETWEEN THE
AGES OF 18-49



51%
MARRIED



47%
HOUSEHOLD
INCOME \$50,000+



59%
SOME COLLEGE
OR MORE

Source: Birmingham Scarborough R1 2019; Huntsville Scarborough R1 2019; Mobile Scarborough R1 2019

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 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 ZIP 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.



94,921 Instagram followers



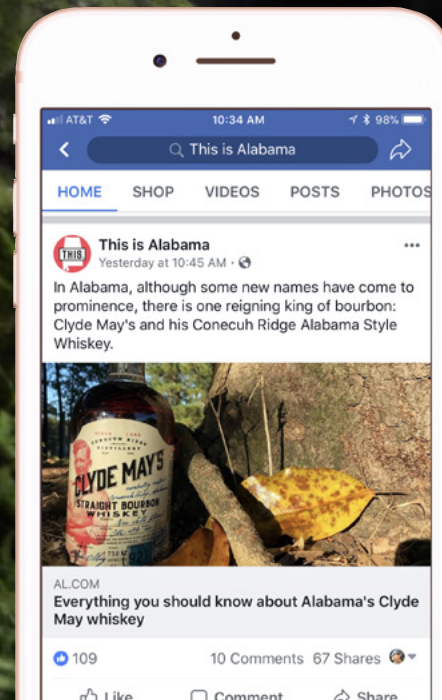
1.3 million video views per month



352,512 Facebook followers



18,000 weekly newsletter subscribers



GET SOCIAL

WE BELIEVE IN GREAT STORYTELLING POWERED BY VIBRANT SOCIAL MEDIA. OVER 1 BILLION VIDEO VIEWS EVERY YEAR.

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, YouTube and Instagram.

 **17.3 million** video views per month

 **2.9 million** Facebook followers

48.9 million people reached in the past month

Facebook Insights and analytics



DIGITAL SPECIFICATIONS

DESKTOP

Ad Name	Ad Size	Max Size	Animation	Formats Accepted
Leaderboard	728x90	60kb	15 sec.	JPG, GIF, PNG, ad tags
Rectangle	300x250	60kb	15 sec.	JPG, GIF, PNG, ad tags
Billboard	970x250	60kb	15 sec.	JPG, GIF, PNG, ad tags
Half Page	300x600	60kb	15 sec.	JPG, GIF, PNG, ad tags
Adhesion	970x90	60kb	15 sec.	JPG, GIF, PNG, ad tags
CTA Branded Footer	620x up to 200 high	60kb	none	JPG, PNG
Wide Sky (network only)	160x600	60kb	15 sec.	JPG, GIF, PNG, ad tags
Gmail Ad	300-650x300-1000	1mb	none	JPG, PNG, GIF
Native Display	1200x628	1200kb	none	JPG, PNG, no tags

MOBILE

Ad Name	Ad Size	Max Size	Animation	Formats Accepted
Leaderboard	728x90	60k	15 sec.	JPG, GIF, PNG, ad tags
Rectangle	300x250	60k	15 sec.	JPG, GIF, PNG, ad tags
Mobile Banner	320x50	60k	15 sec.	JPG, GIF, PNG, ad tags
Mobile Adhesion Banner	320x50	60k	15 sec.	JPG, GIF, PNG, no tags
Native Display	1200x628	1200kb	none	JPG, PNG, no tags

PRINT SPECIFICATIONS

NEWSPAPER STANDARD AD SPECIFICATIONS

For The Birmingham News, The Huntsville Times and Mobile Press-Register

Ad Name	Ad Size in Inches
1 x 2.5	1.53 x 2.5
1 x 5	1.53 x 5
2 x 2.5	3.2 x 2.5
2 x 5	3.2 x 5
2 x 10	3.2 x 10
1/16 Page Horizontal	4.87 x 2.5
1/8 Page	4.87 x 5
1/8 Page Strip	9.87 x 3
1/4 Page Vertical	4.87 x 10
1/4 Page Horizontal	9.87 x 5
1/2 Page Vertical	4.87 x 20.13
1/2 Page Horizontal	9.87 x 10
Full Page	9.87 x 20.13
Two Page Spread	20.5 x 20.13
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

**For pricing or more information, contact advertise@al.com.
Ad deadlines are 3 business days before publication.**

PRE-PRINT RESERVATIONS

DEADLINES AND INSTRUCTIONS

PRODUCT THICKNESS

Minimum - .007 inches (0.178 mm)
Maximum (broadsheet) - 96 pages
Maximum (tabloid) - 120 pages

PRODUCT WIDTH

Minimum - 5 inches folded edge
Maximum - 11 inches (over 11 must be quarter folded prior delivery)

PRODUCT HEIGHT

Minimum - 5 inches
Maximum 11 inches

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 including 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.

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. DAILY AND/OR SUNDAY INSERTS MUST BE DELIVERED NO LATER THAN 10 DAYS PRIOR TO THE DISTRIBUTION DATE.

3. DELIVERY TIMES:

MON - FRI | 7:00 A.M. TO 4:30 P.M. CST.

4. BILL OF LADING INFORMATION MUST INCLUDE:

- Advertiser
- Distribution dates
- Total number of inserts
- Total number of skids in shipments

5. INSERTS SHOULD BE SENT TO:

**MOBILE PRESS-REGISTER
270 BEAUREGARD STREET
MOBILE, ALABAMA 36603**

6. PACKING REQUIREMENTS:

All preprints must be stacked on nonreturnable skids. Skids should be a maximum in height of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skids contents against damage. Inserts should never extend beyond the edge of the skid.

Skids must be securely banded to prevent spillage 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.

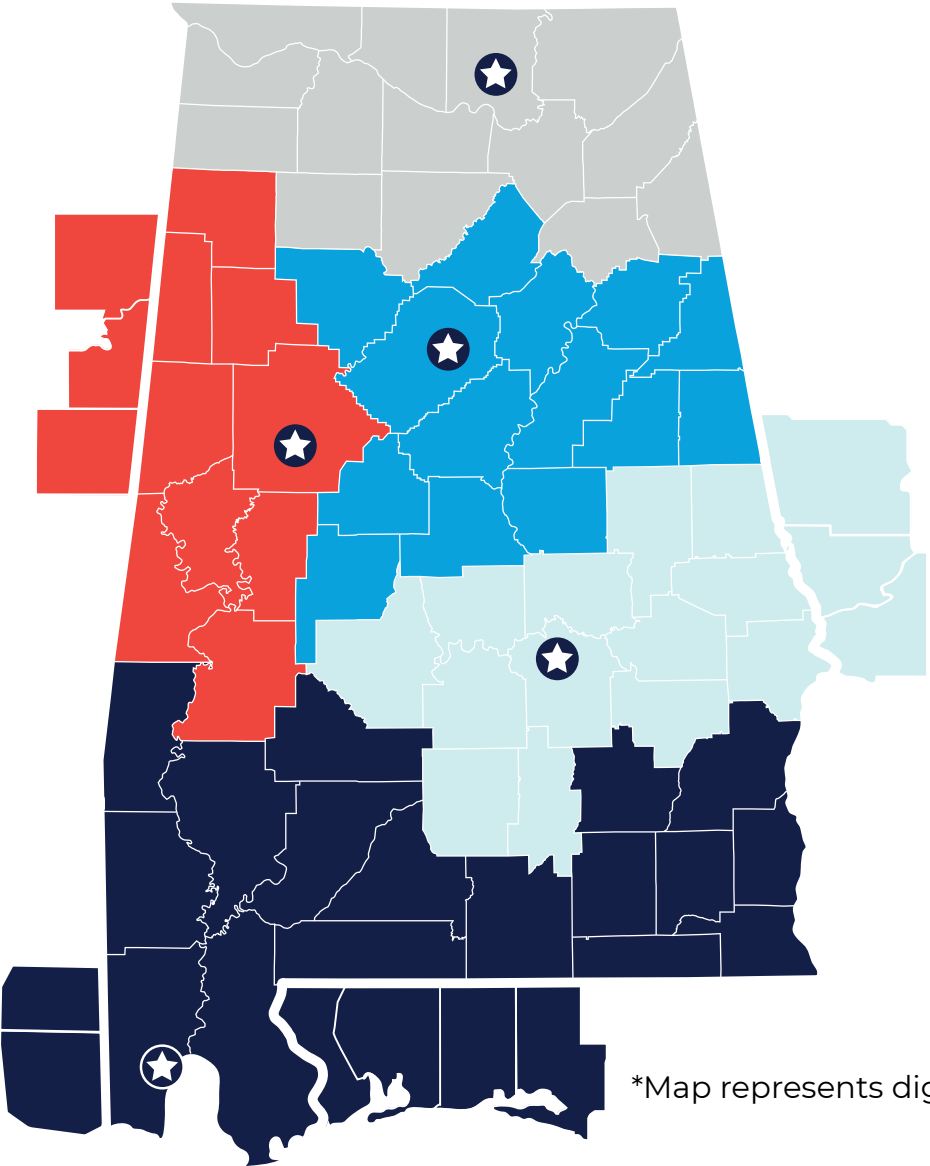
Underlayments should be used every 18 inches and on the bottom and top of each skid.

No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

7. 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.

ADVERTISING ZONES



-  NORTH ZONE
AL.com | The Huntsville Times
-  CENTRAL ZONE
AL.com | The Birmingham News
-  TUSCALOOSA ZONE
AL.com
-  MONTGOMERY ZONE
AL.com
-  SOUTH ZONE
AL.com | Press-Register

*Map represents digital advertising

OUR CLIENTS



CONTACT US

For more information, contact us at:

1731 1st Avenue N.
Birmingham, Alabama 35203
advertise@al.com
www.alabamamediagroup.com

ALABAMA
M E D I A G R O U P