SOLUTIONS GUIDE

2013

AL.com **PRESS-REGISTER**
ALABAMA MEDIA GROUP

AlabamaMediaGroup.com
Sales@AL.com

YOUR PARTNER IN SUCCESS

▶ Make our audience your audience

With the 3 largest newspapers in Alabama[1], the #1 news website in the state[2], 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 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 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.
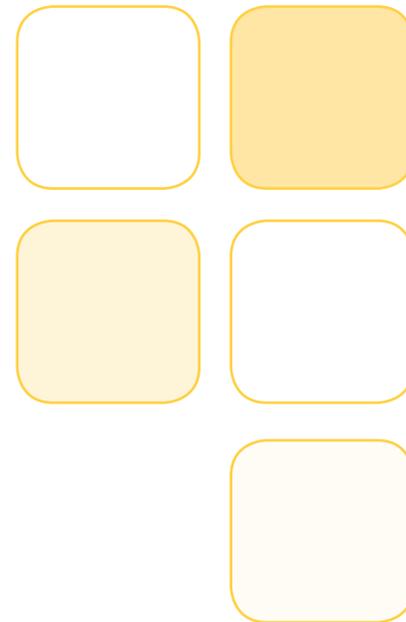
1. Scarborough, R1 2012
2. comScore Media Metrix, December 2012

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

ALABAMA'S **LARGEST ONLINE AUDIENCE**

4.2 MILLION
» Monthly Unique Visitors[1]

AND

64 MILLION
» Monthly Page Views[2]

ALABAMA'S **LARGEST PRINT AUDIENCE**

900,000
» Weekly Readership[3]
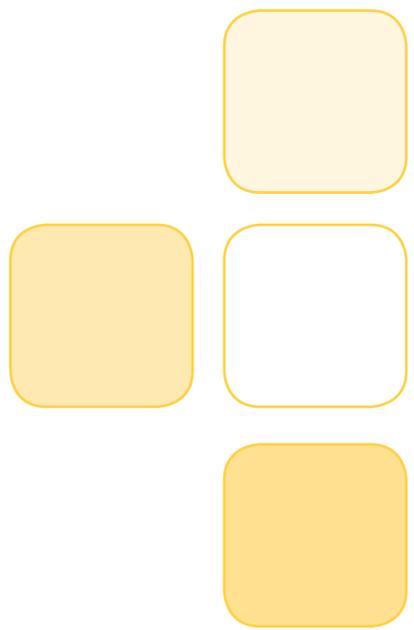
THE ALABAMA MEDIA GROUP REACHES AN AVERAGE OF 8 OUT OF EVERY 10 ALABAMA RESIDENTS EVERY MONTH[3].

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

Mobile:
Coastal Alabama's Hub

The Mobile metro area continues to grow, bolstered by Baldwin County, one of the fastest-growing counties in Alabama.

Mobile showcases its economic diversity as a center for finance, healthcare, construction, distribution, retail trade and technology.

«

South Alabama: The coastal region

The south region of Alabama shares borders with Mississippi, Florida and Georgia and has a population of over 1 million[1] residents in its 16-county area, accounting for almost a quarter of Alabama's population.

Reaching the largest, local Mobile area audience[1]

Combined, Alabama Media Group's Press-Register and AL.com reach 365,998 adults every month, 80.9% of the combined population of Mobile and Baldwin counties.[1]

Mobile is wired![1]

*89% have cell phones, and smartphone usage has increased by 48% in the past year*

76% of Mobile area adults have Internet access

More than 70% of adults between the ages of 18 and 49 use social media
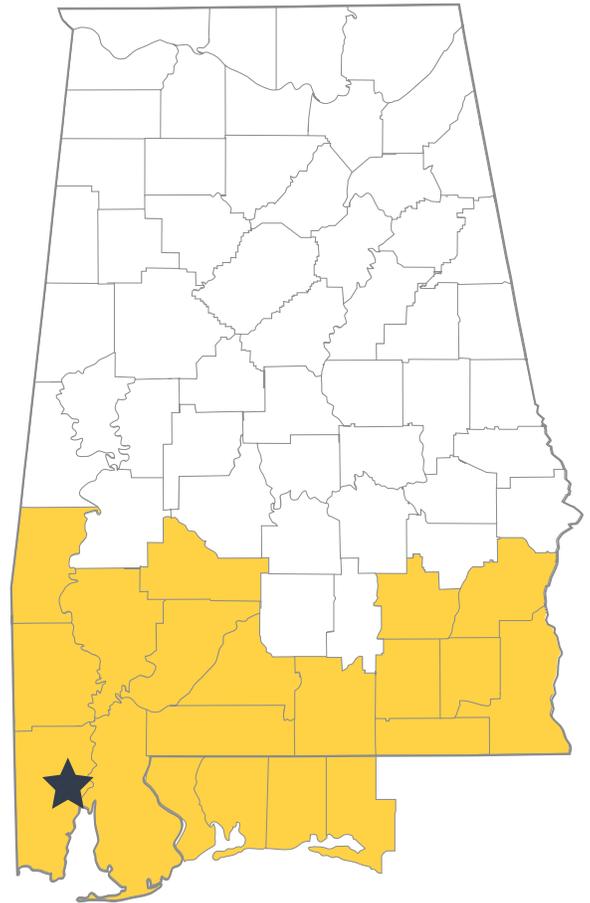
1. Mobile Scarborough, R2, 2012.
2. The Media Audit, June 2012.

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 PROFILE[3]

$62,286

AUDIENCE MEDIAN HOUSEHOLD INCOME

48% WOMEN

52% MEN

62% HOUSEHOLD INCOME $50,000+

68% BETWEEN AGES OF 25-54

68% SOME COLLEGE OR MORE

75% MARRIED
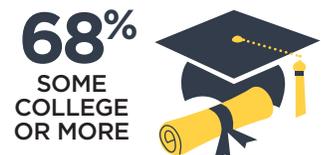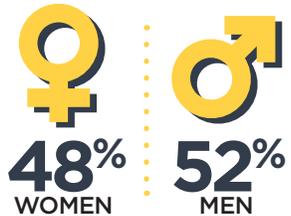
1. comScore Media Metrix, December 2012 2. The Media Audit, June 2012
3. Mobile Scarborough Research, R1, 2012, A18+ who have visited AL.com in the past 30 days.

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.
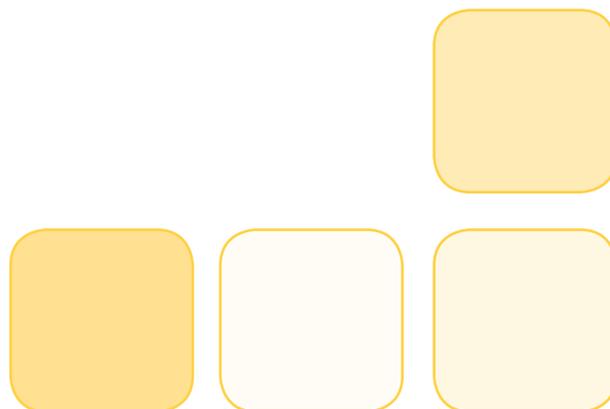
PRINT
ADVERTISING SOLUTIONS

Mobile's strongest print medium

The Press-Register is Alabama's oldest and second largest newspaper and services Mobile as well as Baldwin County. Press-Register strives to be the common point of contact where all of the Mobile area's counties, cultures and communities interact with each other.

Readership[1]

252,086
Sunday Average Readership

176,577
Wed/Fri Average Readership

299,000
Weekly Average Readership

## Circulation[2]

91,167
Average Sunday Circulation

71,826
Average Wed/Fri Circulation

More than just newsprint

In addition to in-paper advertising campaigns, you can reach our statewide audience of 900,000 weekly newspaper readers[1] with an array of custom print solutions, including pre-printed inserts, sticky notes and polybags. We also offer affordable, targeted direct mail campaigns.

READER PROFILE[1]

$46,000
AUDIENCE MEDIAN HOUSEHOLD INCOME

54% WOMEN

46% MEN

46% HOUSEHOLD INCOME $50,000+

60% MARRIED

54% SOME COLLEGE OR MORE

World

Local
For new UA ch

Opinion

Business
ALABAMA
Trinity's move to 28

InDepth
SPECIAL REPORT
'It's very clea

Comics

Living arts
MARTIE'S MISSION:

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

Newspaper Advertising

Reach hundreds of thousands of readers in Alabama's 2nd largest newspaper, the Press-Register.

Pre-printed Inserts

The Press-Register can 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

The Press-Register 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 in the Mobile area and across the state.

Fast Find Autos

Powered by AL.com, Fast Find Autos is published every Friday in the Press-Register and is the most comprehensive current source of used vehicle listings in Mobile.

Bay Weekend

BW, Mobile's weekend entertainment guide, is the place to unwind and plan your weekend. Look for it Fridays in the Press-Register

Subscriber Plus

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

Special Sections

The Press-Register publishes more than 15 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.

Coastal Alabama™

JAN/FEB 2013

special
Mardi Gras
issue

Courts, Parades, History and More

High Flying

Gulf State Park
Zipline

SHOWCASING THE FACES, PLACES, RESTAURANTS AND EVENTS THAT MAKE MOBILE AND BALDWIN COUNTIES DYNAMIC AND VIBRANT.

Gulf Coast Lifestyle Publication

Created to capture the one-of-a-kind lifestyle of the Gulf Coast, Coastal Alabama is maturing in to a magazine that reflects the rich diversity of people, food, arts, music, travel, sports and entertainment that make this small corner of the world so very special.

A Growing Subscriber Base

In its sophomore year, Coastal Alabama magazine continues to gain readership and grow its subscriber base.

Two Tiered Distribution Plan

Over 11,000 copies of Coastal Alabama magazine are printed each month with 5,300 hand delivered to affluent homes and the remaining copies placed in key retail and services locations throughout Mobile and Baldwin counties.

Targeting Affluent Women

Published monthly, Coastal Alabama magazine primarily targets women between the ages of 35 and 54 who live in homes with household incomes of $150,000 or higher.

DISTRIBUTION

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

Complimentary delivery 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, and local business groups.

5,000 complimentary copies handed out and special subscription rates offered at key magazine and magazine-partner events.

Growing newsstand placement at over 350 retail outlets including select:

Winn-Dixie
Publix
Bruno's
Rite-Aid Locations

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

ROP / Classified Dimensions

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

Broadsheet Modular Ad Dimensions

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

Special Sections Dimensions (Tab Size)

Covers & Full Page

2/3 Page

Half Page (V)

1/3 Pg (V)

Half Page (H)

1/3 Page (H)

1/6 Page (H)

1/6 Pg (V)
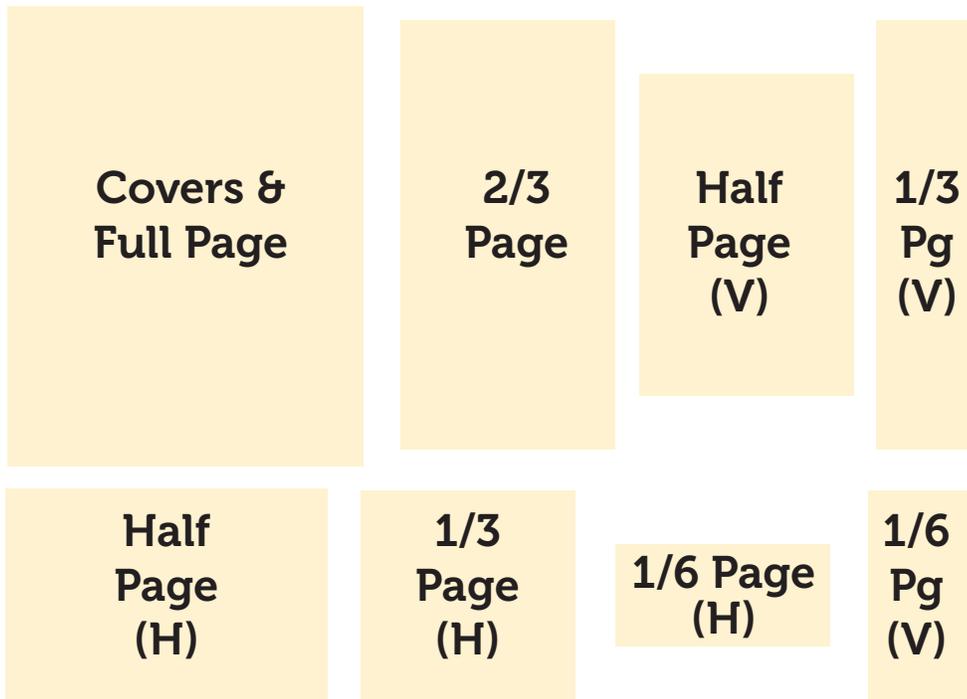
Size	Bleed	Dimensions
Inside Covers	Bleed	8.750" x 11.250"
Full Page	Bleed	8.750" x 11.250"
2/3 Page	No Bleed	5.00" x 10.00"
1/2 Page Horizontal	No Bleed	7.500" x 5.00"
1/2 Page Vertical	No Bleed	5.00" x 7.50"
1/3 Page Horizontal	No Bleed	5.00" x 4.875"
1/3 Page Vertical	No Bleed	2.375" x 10.00"
1/6 Page Horizontal	No Bleed	5.00" x 2.375"
1/6 Page Vertical	No Bleed	2.375" x 4.875"

Print Ad Sizes

300dpi, submitted in PDF format

Standard Ad Unit Specifications

Ad Unit	Dimensions	File Size	Animation	Rich Media	IAB Std.
Rectangle*	300×250	40k	15 seconds	YES	YES
Leader*	728×90	40k	15 seconds	YES	YES
Tower*	160×600	40k	15 seconds	YES	YES
Sky	160×400	40k	15 seconds	YES	NO
Half Page	300×600	40k	15 seconds	YES	NO
Banner	468×60	40k	15 seconds	YES	YES
Half Banner	234×60	15k	NO	YES	YES
Section Sponsor	170×30	6k	NO	NO	NO
Site Sponsor	170×30	6k	NO	NO	NO
Listings Sponsor	170×30	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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