

news legacy community for
education sports reporting reliable 24/7AL.com
photography on-the-go

SOLUTIONS GUIDE 2013

business diverse issues information delivery
breaking statewide technology healthcare advertising
politics sports content more choices
online business living accurate local
local family commitment knowledge industry
media fun children culture journal
news legacy com
education sports reporting reliable
photography on-the-go

YOUR PARTNER IN SUCCESS



➤ Make our audience your audience

With the 3 largest newspapers in Alabama¹, the #1 news website in the state², 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

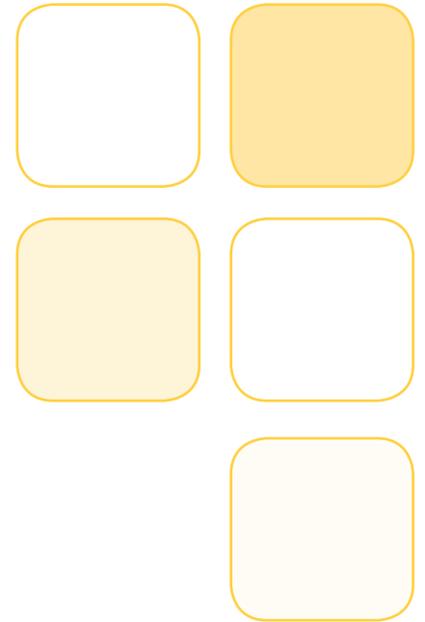
As an advertiser, you need the ability to reach existing customers and target potential customers who are most likely to spend money with you. Whether you know your target demographic, or need guidance in helping you determine who you should target – AL.com and The Huntsville Times deliver highly-targeted 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 Huntsville Times 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.**



OUR AUDIENCE

ALABAMA'S LARGEST ONLINE AUDIENCE

4.2 MILLION

» Monthly Unique Visitors¹

AND

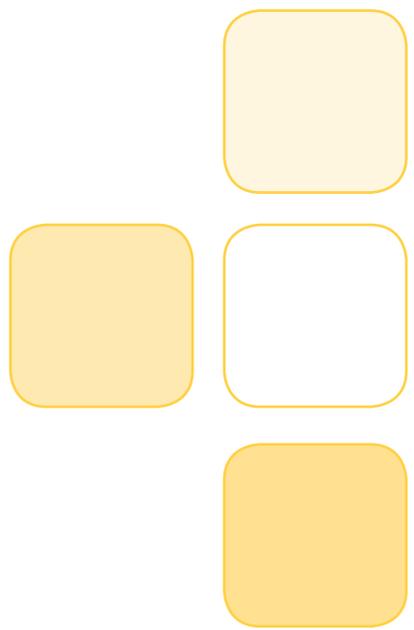
64 MILLION

» Monthly Page Views²

ALABAMA'S LARGEST PRINT AUDIENCE

900,000

» Weekly Readership³



THE ALABAMA MEDIA GROUP REACHES AN AVERAGE OF 8 OUT OF EVERY 10 ALABAMA RESIDENTS EVERY MONTH³.

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



Huntsville: North Alabama's Technology Hub

Huntsville has continued to grow, becoming Alabama's second largest Metropolitan area as of the 2010 Census.¹ This growth is the result of a diverse industry base, including aerospace, defense, biotechnology, computer science and advanced manufacturing.



➤ North Alabama: Home to the Rocket City

The Huntsville Times, Alabama's third largest newspaper, has been serving Huntsville and the surrounding areas for more than 100 years. The core values of credibility, integrity, sustainability, competitive spirit and passion are the driving forces behind AL.com | The Huntsville Times' strong relationship with its community.

➤ Reaching the largest, local Huntsville area audience¹

Home to a quarter of Alabama's population, North Alabama is a 14-County region with a population of more than 1.2 million.² The major cities in this region of the state include Huntsville, Madison, Florence, Decatur, Gadsden and Fort Payne.

➤ Huntsville is wired!¹



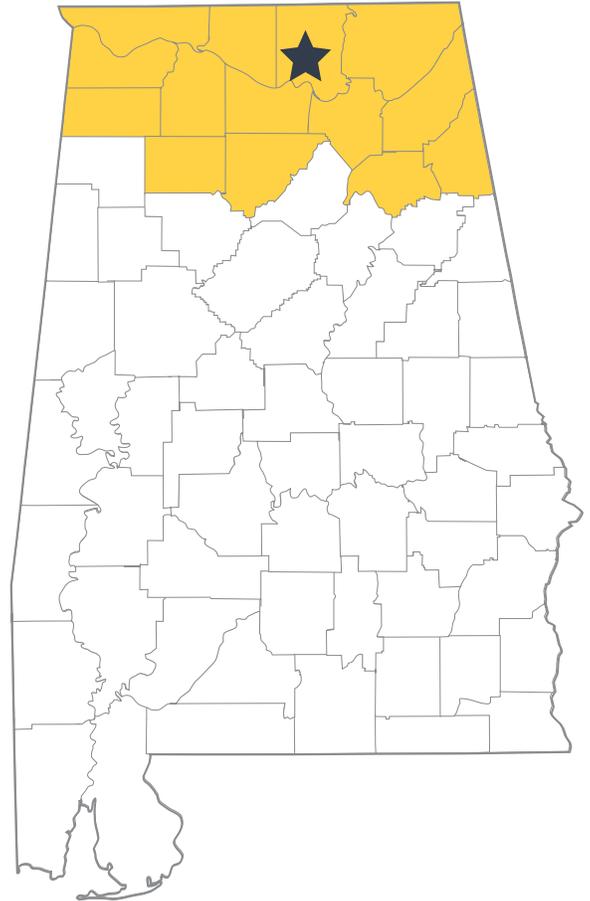
94% have cell phones, and more than **100,000** residents are smartphone users.



87% of Huntsville area adults have Internet access



46% use social media



1. Huntsville Scarborough, R2, 2012.
2. MapInfo TargetPro, Total Population, 2011

DIGITAL ADVERTISING SOLUTIONS

➤ 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.

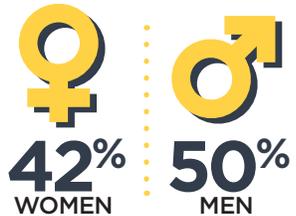
➤ Nationwide Digital Network + Targeted Local Reach = Highly Engaged Customers

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 PROFILE³



AUDIENCE MEDIAN HOUSEHOLD INCOME



¹. comScore Media Metrix, December 2012 ². The Media Audit, June 2012
³. Huntsville Scarborough Research, R2, 2012, A18+ who have visited AL.com in the past 30 days.

ONLINE DISPLAY // BEHAVIORAL TARGETING // SEO
PAID SEARCH // SOCIAL MEDIA // REPUTATION
MOBILE // EXTENDED REACH // HIGH IMPACT



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.

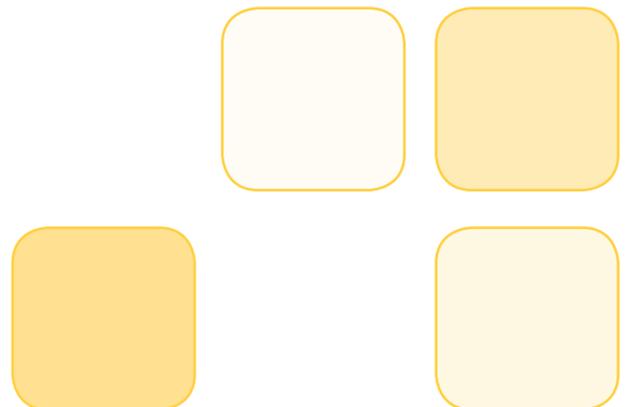
➤ **Social Media Marketing**



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

Huntsville's strongest print medium

Reaching more than 171,000 readers each week,¹ The Huntsville Times continues to be the most efficient print media to deliver your message to affluent, well-educated North Alabama consumers.

Readership¹

137,303

Sunday Average Readership

79,143

Wed/Fri Average Readership

171,000

Weekly Average Readership

Circulation²

68,433

Average Sunday Circulation

44,592

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 readers¹ with an array of custom print solutions, including pre-printed inserts, sticky notes and polybags. We also offer affordable, targeted direct mail campaigns.

READER PROFILE¹



AUDIENCE MEDIAN HOUSEHOLD INCOME



50%
WOMEN



50%
MEN



57%
HOUSEHOLD INCOME \$50,000+



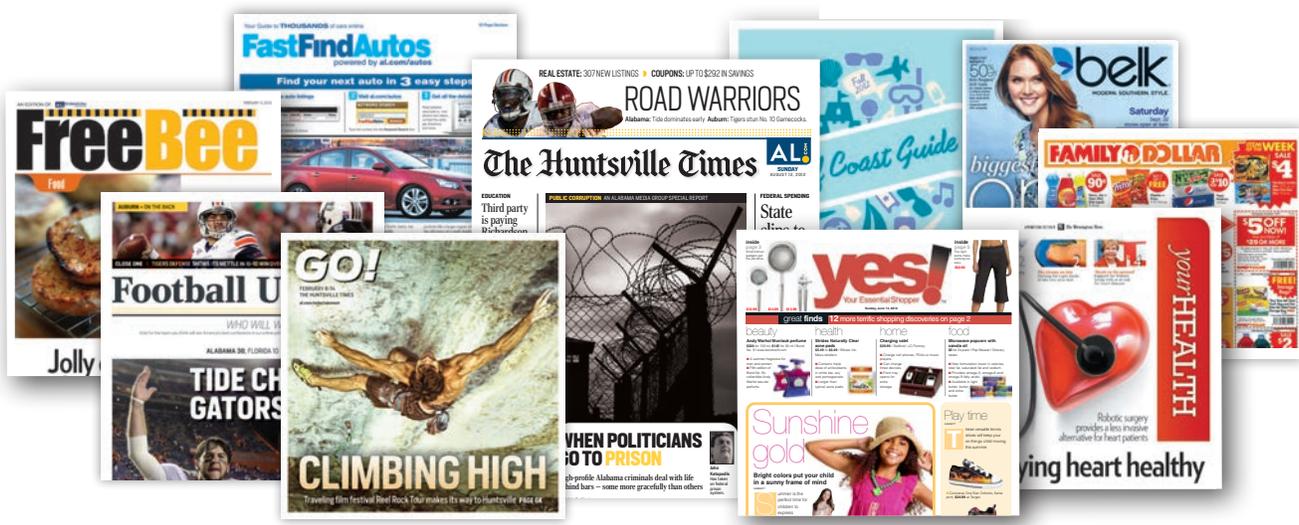
61%
MARRIED

53%
SOME COLLEGE OR MORE



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

**PRESS-REGISTER // PRE-PRINTS // DIRECT MAIL
FREEBEE // SUNDAY SELECT // FAST FIND AUTOS
FOOTBALL U // GO HUNTSVILLE // SPECIAL SECTIONS**



➤ Newspaper Advertising

Reach hundreds of thousands of readers in Alabama's 3rd largest newspaper, The Huntsville Times.

➤ Pre-printed Inserts

The Huntsville Times 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 Huntsville Times 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 Huntsville area and across the state.

➤ Fast Find Autos

Powered by AL.com, Fast Find Autos is published every Friday in The Huntsville Times and is the most comprehensive current source of used vehicle listings in Huntsville.

➤ GO! Huntsville

GO!, Huntsville's weekend entertainment guide, is the place to unwind and plan your weekend. Look for it Fridays in The Huntsville Times.

➤ Freebee

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

➤ Special Sections

The Huntsville Times publishes more than 10 special sections and niche publications 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.

FEBRUARY | MARCH 2013

Spark

a new kind of southern



**EAT YOUR
HEART
OUT**

MORE REASONS TO *love* THE FOODS WE *love* 

WEDDINGS: A FINE *Marriage* 22 BRIDESMAID *Gift Ideas* 24 HUNTSVILLE *Wedding Style* 25
MAN ON A *Mission* 13 ROCKET CITY *Renaissance* 14 SPRING *Garden Guide* 20

A CELEBRATION OF THE STYLE, CHARACTER AND ALLURE OF NORTH ALABAMA AND THE REGIONAL AUTHORITY ON LIVING WELL.

➤ North Alabama's Lifestyle Publication

As a guide to the best in entertainment, home design, food and travel, Spark Magazine shares insight on the history and culture of one of the South's most vibrant metro areas.

➤ In Every Issue

FAMILIAR FACES

Beautiful people and the swankiest soirees.

ON THE TOWN

Stylish people and businesses; local bars and eateries; worthy causes; buzz-worthy events; concerts and exhibitions.

THE GOOD LIFE

Wellness, beauty, sustainable living, finances, tech gadgets, families and more.

AT HOME

Luxe and unique local dwellings; design tips from the pros.

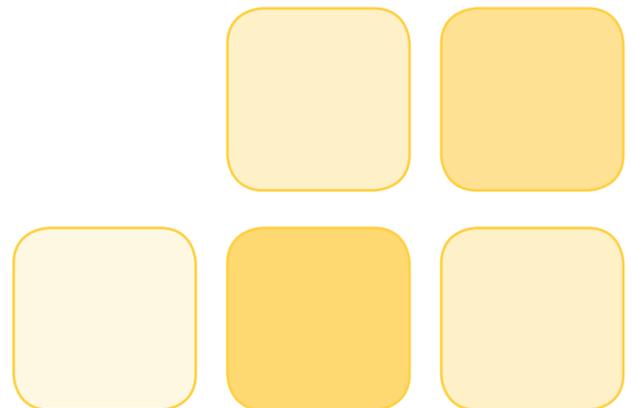
SPARK CALENDAR

A comprehensive guide to the region's upcoming events

DISTRIBUTION

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

With six issues per year, spark offers targeted, direct-delivered distribution to the homes of more than 23,000 affluent subscribers of The Huntsville Times. An additional 7,000 copies are distributed to upscale retailers and professional offices.



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

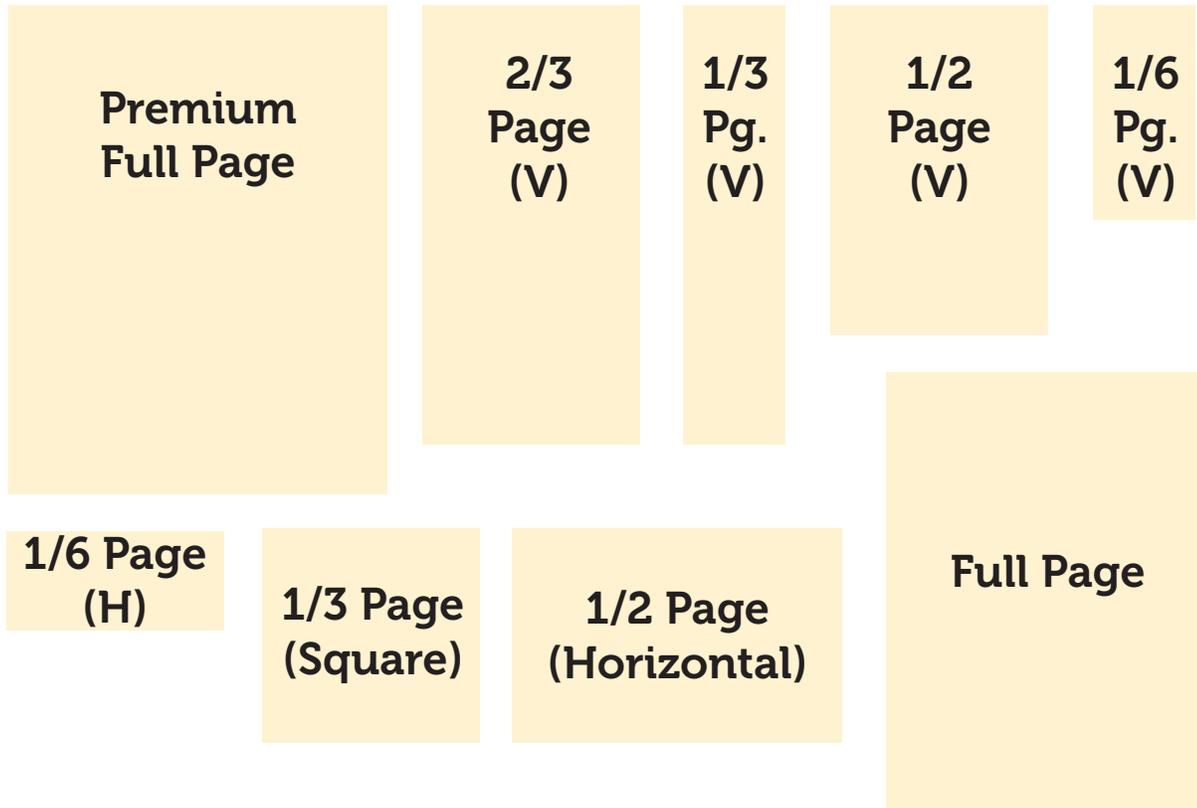
Size	Inches	Picas
1/96 Page	1.55" x 1.25"	9p3.6 x 7p6
1/48 Page	1.55" x 2.50"	9p3.6 x 15p0
1/24 Page Vertical	1.55" x 5.00"	9p3.6 x 30p0
1/24 Page Horizontal	3.22" x 2.50"	3p2.64 x 15p0
1/16 Page Horizontal	3.22" x 3.75"	3p2.64 x 22p6
1/12 Page	3.22" x 5.00"	3p2.64 x 30p0
1/8 Page Vertical	3.22" x 7.50"	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)

SPECS » PRINT » SPARK MAGAZINE



Size	Bleed	Dimensions
Premium Full Page	Bleed	8.625" x 11.125"
Full Page	No Bleed	7.375" x 10.000"
2/3 Page Vertical	No Bleed	4.9375" x 10.00"
1/2 Page Horizontal	No Bleed	7.500" x 4.875"
1/2 Page Vertical	No Bleed	4.9375" x 7.50"
1/3 Page Vertical	No Bleed	2.3125" x 10.00"
1/3 Page Square	No Bleed	4.9375" x 4.875"
1/6 Page Vertical	No Bleed	2.3125" x 4.875"
1/6 Page Horizontal	No Bleed	4.9375" x 2.250"

Print Ad Sizes

300dpi, submitted in PDF format

Standard Ad Unit Specifications

Ad Unit	Dimensions	File Size	Animation	Rich Media	IAB Std.
Rectangle*	300x250	40k	15 seconds	YES	YES
Leader*	728x90	40k	15 seconds	YES	YES
Tower*	160x600	40k	15 seconds	YES	YES
Sky	160x400	40k	15 seconds	YES	NO
Half Page	300x600	40k	15 seconds	YES	NO
Banner	468x60	40k	15 seconds	YES	YES
Half Banner	234x60	15k	NO	YES	YES
Section Sponsor	170x30	6k	NO	NO	NO
Site Sponsor	170x30	6k	NO	NO	NO
Listings Sponsor	170x30	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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