

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

# SOLUTIONS GUIDE

BIRMINGHAM 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



AlabamaMediaGroup.com  
Sales@AL.com

## YOUR PARTNER IN SUCCESS



## OUR AUDIENCE

### ➤ Make our audience your audience

With the 3 largest newspapers in Alabama<sup>1</sup>, the #1 news website in the state<sup>2</sup>, 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

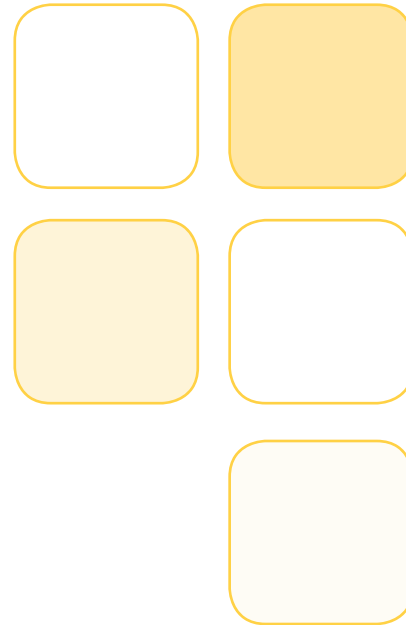
As an advertiser, you need the ability to reach existing customers and target potential customers who are most likely to spend money with you. Whether you know your target demographic, or need guidance in helping you determine who you should target – AL.com and The Birmingham News deliver highly-targeted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



### ALABAMA'S LARGEST ONLINE AUDIENCE

# 4.5 MILLION

➤ Monthly Unique Visitors<sup>1</sup>

AND

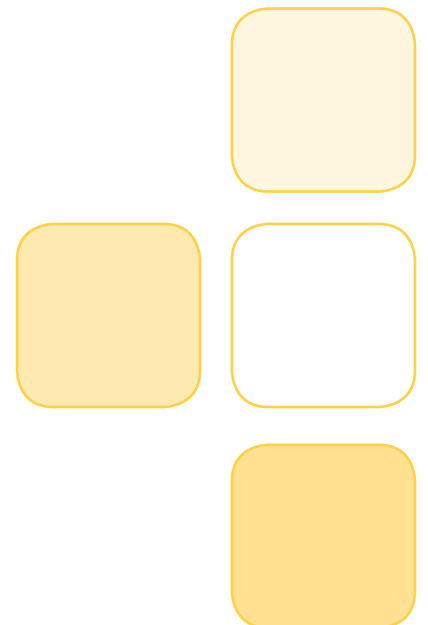
# 78 MILLION

➤ Monthly Page Views<sup>2</sup>

### ALABAMA'S LARGEST PRINT AUDIENCE

# 900,000

➤ Weekly Readership<sup>3</sup>



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

THE ALABAMA MEDIA GROUP REACHES  
AN AVERAGE OF 8 OUT OF EVERY 10  
ALABAMA RESIDENTS EVERY MONTH<sup>3</sup>.

1. Scarborough, R1 2012  
2. comScore Media Metrix, December 2012

1. comScore Media Metrix, August 2013  
2. Omniture (internal stats), August 2013  
3. Source: Scarborough, R2 2012



## Birmingham: Central Alabama's Hub

The 7 county Birmingham-Hoover metro area has a population of 1.4 million and a median household income of \$50,069. Birmingham's three core business sectors are Trade and Distribution, Finance and Insurance, and Healthcare Services.<sup>3</sup> It is also home to Shelby County, the fastest growing county in the state.



### Central Alabama: the state's largest market

Almost one in three Alabama residents lives in the central region of the state, home to more than 1.4 million people<sup>1</sup> and Alabama's largest city, Birmingham, the economic engine for the state.

### Reaching the largest, local Birmingham area audience<sup>1</sup>

AL.com, The Birmingham News and Birmingham magazine have a combined reach of 644,161 adults each month, 74% of the total Metro area population. AL.com has a 43% household market penetration and ranks as a Top 10 news site across the United States.<sup>2</sup>

### Birmingham is wired!<sup>1</sup>



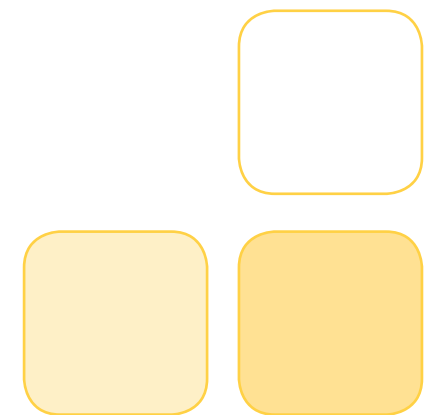
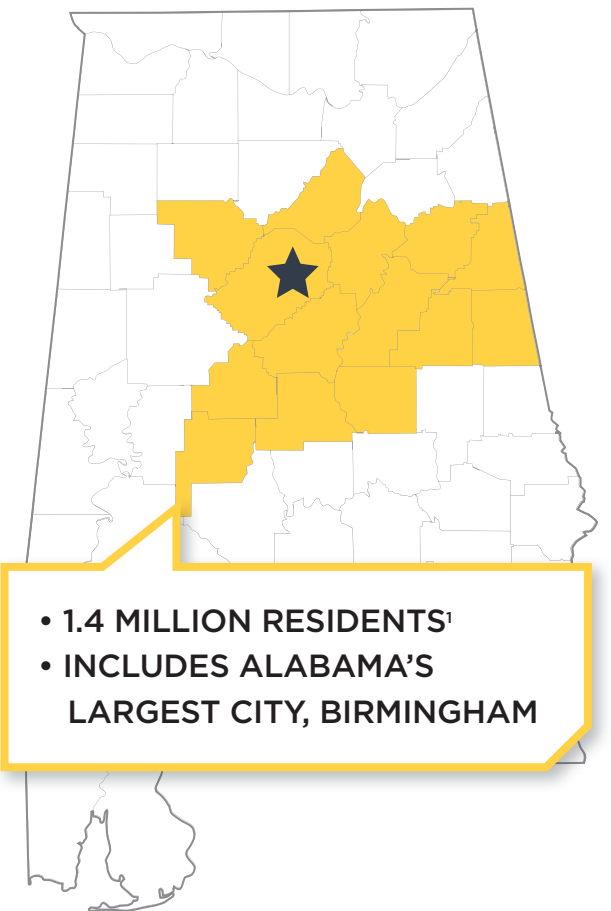
**88%** have cell phones, and smartphone usage has increased by **48%** in the past year



**88%** of Birmingham adults have Internet access



More than **500,000 adults** between the ages of 18 and 49 use social media



1. Birmingham Scarborough, R2, 2012.  
2. The Media Audit, June 2012.  
3. Birmingham Business Alliance, August 2012.



## ➤ Number One Online

AL.com is Alabama's #1 news and information website, attracting over 4.2 million unique monthly visitors.<sup>1</sup> 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.<sup>2</sup>

## ➤ 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.

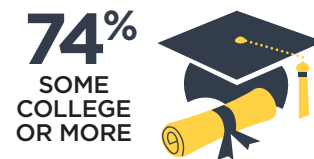
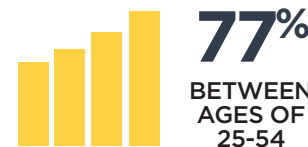
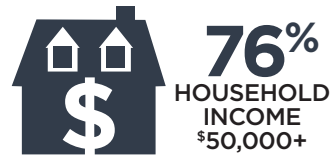
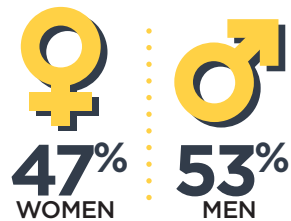
## ➤ Nationwide Digital Network + Targeted Local Reach = Highly Engaged Customers

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<sup>3</sup>



AUDIENCE MEDIAN HOUSEHOLD INCOME



# 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

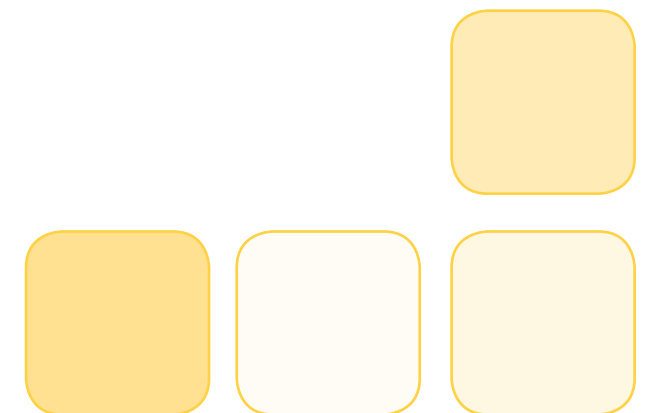
Place your marketing message on our network of over 250 national websites.

### ➤ 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.



<sup>1</sup>. comScore Media Metrix, December 2012 <sup>2</sup>. The Media Audit, June 2012  
<sup>3</sup>. Birmingham Scarborough Research, R1, 2012, A18+ who have visited AL.com in the past 30 days.

# PRINT ADVERTISING SOLUTIONS

THE BIRMINGHAM NEWS // PRE-PRINTS // DIRECT MAIL  
NEWS EXTRA // SUNDAY SELECT // FAST FIND AUTOS  
FOOTBALL U // CITY SCENE // SPECIAL SECTIONS



## Birmingham's strongest print medium

The Birmingham News is Alabama's largest newspaper<sup>1</sup> and has served the Birmingham community for 125 years, building trust with the people of this region. The Birmingham News has always been and will continue to be thorough, forthright and responsible with the news of Birmingham. So no matter where you're reading us—know there's a shared history in every word.

### Readership<sup>1</sup>

**438,282**  
Sunday Average Readership

**258,934**  
Wed/Fri Average Readership

**476,000**  
Weekly Average Readership

### Circulation<sup>2</sup>

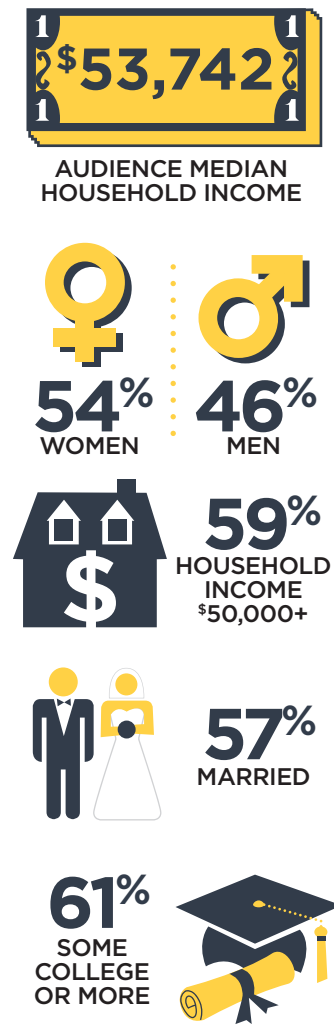
**150,510**  
Average Sunday Circulation

**101,070**  
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<sup>1</sup> 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<sup>1</sup>



### Newspaper Advertising

Reach hundreds of thousands of readers in Alabama's largest newspaper, The Birmingham News.

### Pre-printed Inserts

The Birmingham News 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 Birmingham News 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 Birmingham area and across the state.

### Fast Find Autos

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

### City Scene

City Scene, Birmingham's weekend entertainment guide, is the place to unwind and plan your weekend. Look for it Fridays in The Birmingham News.

### News Extra

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

### Special Sections

The Birmingham News 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.



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

# Birmingham

## ➤ Special Events

We provide you exclusive opportunities to reach high-end guests directly and personally via our special events held throughout the year.

## ➤ Publications

Weddings & Celebrations and City Guide  
Two popular annual publications that provide year-long marketing opportunities.

## ➤ The Buzz

Reach over 8,000 opt-in readers every Thursday through our e-newsletter.

## ➤ Social Media

Interact with an expanding market of more than 18,000 engaged fans/followers.



bhammag.com

## Online

Birmingham magazine provides an interactive platform to reach our high-profile audience. A lively companion to the magazine, the site provides the latest on what to see and do in Birmingham and is the source for the arts set to preview and book their arts calendars. BHAMMAG.com is an integral part of Alabama's largest website, AL.com, extending your ability to access an online audience of over 4.2 million unique readers every month<sup>1</sup>.

SOUL // TABLE // THREAD // WELL BEYOND

**BIRMINGHAM  
MAGAZINE**

## ➤ Longest established readership

Birmingham magazine's loyal readers have made it Alabama's longest running lifestyle publication, now celebrating 51 years.



## ➤ Unrivaled Reach

Birmingham magazine's Cume Readership (those who have seen at least one of the last four issues) is 165,054.<sup>2</sup> Monthly Readership (those who see every monthly issue) is 75,986. When compared to the readership of our next closest competitor, only Birmingham magazine reaches 135,060 of the total 176,717 readers reached.<sup>3</sup>



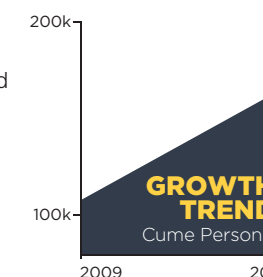
## ➤ Most Affluent Households

Birmingham magazine has the largest local readership of persons with a household income higher than \$100,000 per year: an unmatched 34%.



## ➤ Reach a strong growing audience

Birmingham magazine has a strong history of growth and 2013 promises to be another great year.



## ➤ DISTRIBUTION

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

Complimentary mailings 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, business groups including the Birmingham Business Alliance and Birmingham Venture Club and more.

10,000 complimentary copies handed out and special subscription rates offered at key magazine and magazine-partner events.

Growing newsstand placement including the following locations:

- Barnes & Noble
- Western Books-A-Million
- Joe Muggs
- Little Professor
- Piggly Wiggly
- Publix
- Whole Foods
- Sam's Club
- Walgreens
- Urban Standard

<sup>1</sup>. comScore Media Metrix, December 2012 <sup>2</sup>. The Media Audit, June 2012 <sup>3</sup>. When compared to B Metro, 76.4% of Birmingham magazine's reach is unduplicated.

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

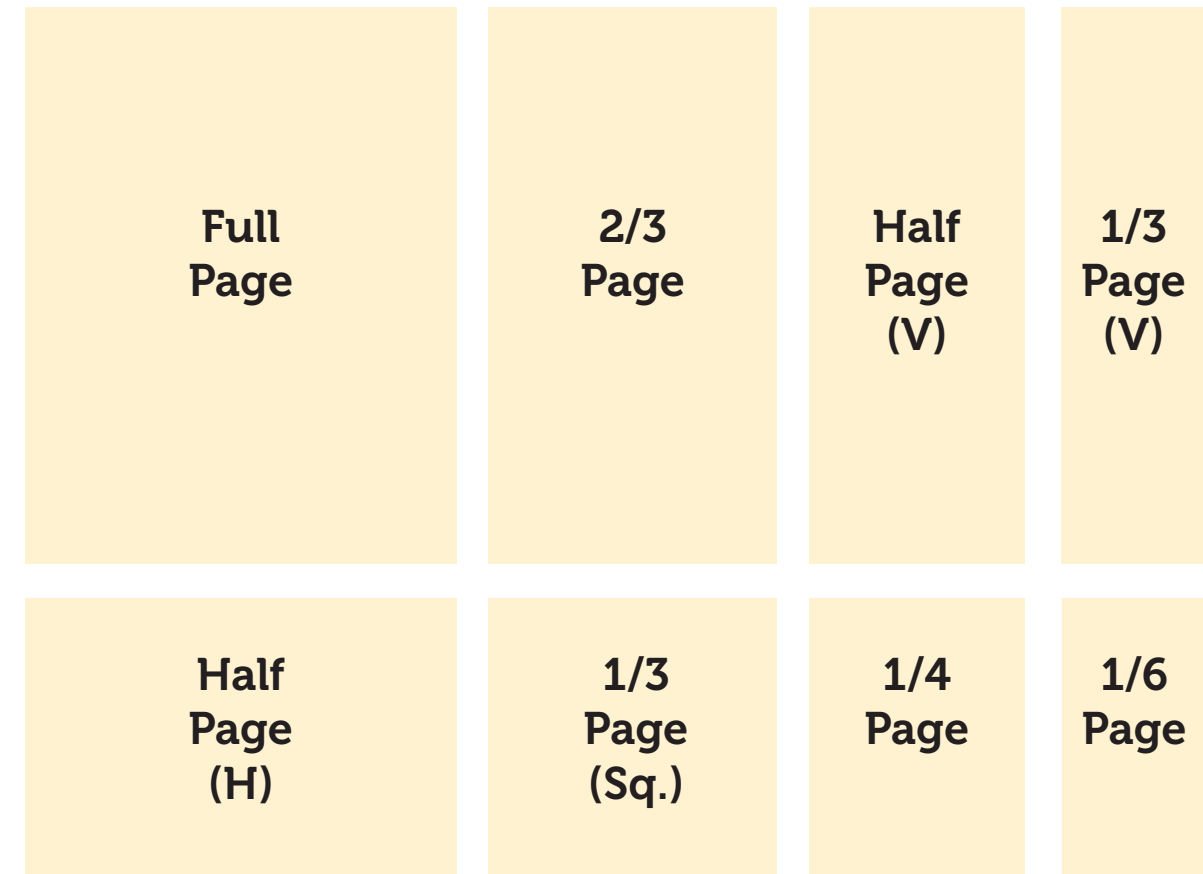
Size	Inches	Picas
1/96 Page	1.55" x 1.25"	9p3.6 x 7p6
1/48 Page	1.55" x 2.50"	9p3.6 x 15p0
1/24 Page Vertical	1.55" x 5.00"	9p3.6 x 30p0
1/24 Page Horizontal	3.22" x 2.50"	3p2.64 x 15p0
1/16 Page Horizontal	3.22" x 3.75"	3p2.64 x 22p6
1/12 Page	3.22" x 5.00"	3p2.64 x 30p0
1/8 Page Vertical	3.22" x 7.50"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

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

**ROP / Classified Dimensions**

**Broadsheet Modular Ad Dimensions**

**Special Sections Dimensions (Tab Size)**



Size	Bleed	Dimensions
Full Page	Bleed	8.625" x 11.125"
Full Page	No Bleed	7.375" x 10.000"
2/3 Page	No Bleed	4.625" x 10.000"
1/2 Page Horizontal	No Bleed	7.000" x 4.875"
1/2 Page Vertical	No Bleed	3.500" x 10.000"
1/3 Page Vertical	No Bleed	2.250" x 10.000"
1/3 Page Vertical	Full Bleed	2.800" x 11.125"
1/3 Page Square	No Bleed	4.625" x 4.875"
1/4 Page	No Bleed	3.500" x 4.875"
1/6 Page Vertical	No Bleed	2.250" x 4.875"
2 Page Spread	Full Bleed	17.000" x 11.125"
2 Page Spread	Gutter Bleed Only	16.250" x 10.375"
1/2 Page Spread	Full Bleed	17.000" x 5.000"
1/2 Page Spread	Gutter Bleed Only	16.250" 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*	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 53 300 x 50	40k 40k	15 seconds 15 seconds	NO NO	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 106 480 x 79	40k 40k	15 seconds 15 seconds	NO NO	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](http://www.alabamamediagroup.com/ad-specs)

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 Calendar Listings: bhamcalendar@al.com  
 Local Sports: bhamsports@al.com  
 Letters: bhamletters@al.com  
 Advertising: sales@al.com  
 Marketing: marketing@al.com

### » Submit a press release:

[blog.AL.com/press-releases](http://blog.AL.com/press-releases)

### » Submit an event:

[AL.com/events](http://AL.com/events)



[ALABAMAMEDIAGROUP.COM](http://ALABAMAMEDIAGROUP.COM)





AL.com // The Birmingham News // Press-Register  
The Huntsville Times // The Mississippi Press  
Montgomery // Tuscaloosa  
Birmingham Magazine // Beaches // gulfive.com