

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

# SOLUTIONS GUIDE

MOBILE 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

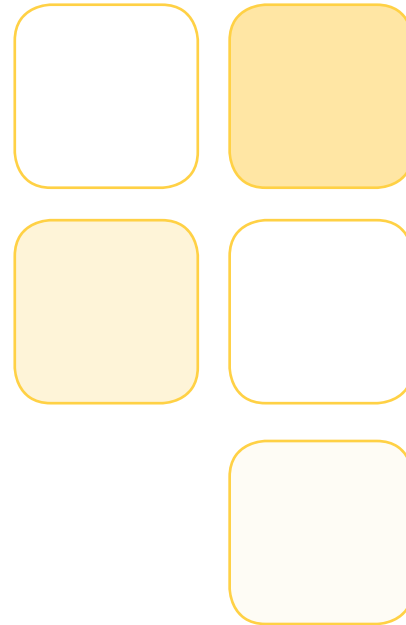
As an advertiser, you need the ability to reach existing customers and target potential customers who are most likely to spend money with you. Whether you know your target demographic, or need guidance in helping you determine who you should target – AL.com and the Press-Register deliver highly-targeted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



### ALABAMA'S LARGEST ONLINE AUDIENCE

# 4.5 MILLION

➤ Monthly Unique Visitors<sup>1</sup>

AND

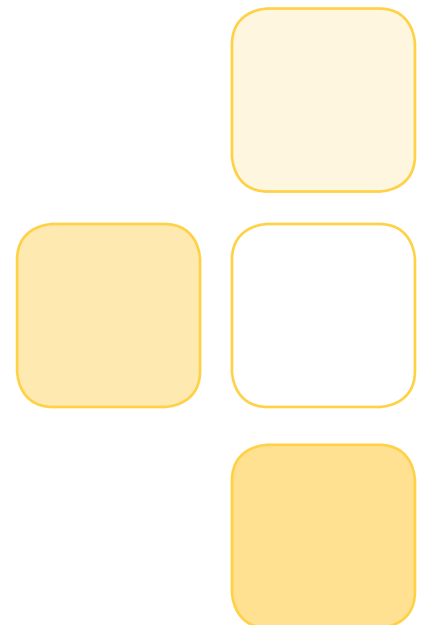
# 78 MILLION

➤ 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



## 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<sup>1</sup> residents in its 16-county area, accounting for almost a quarter of Alabama's population.

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

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.<sup>1</sup>

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



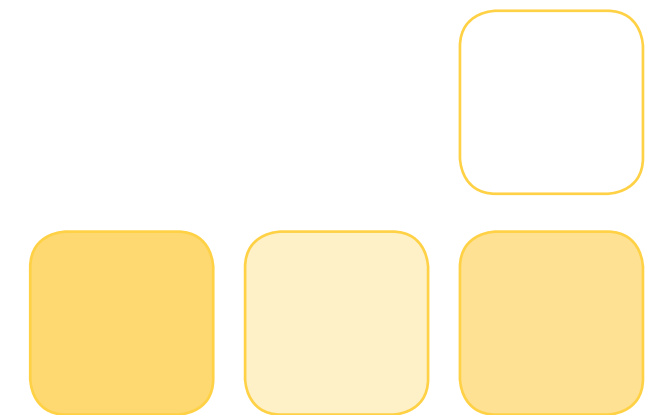
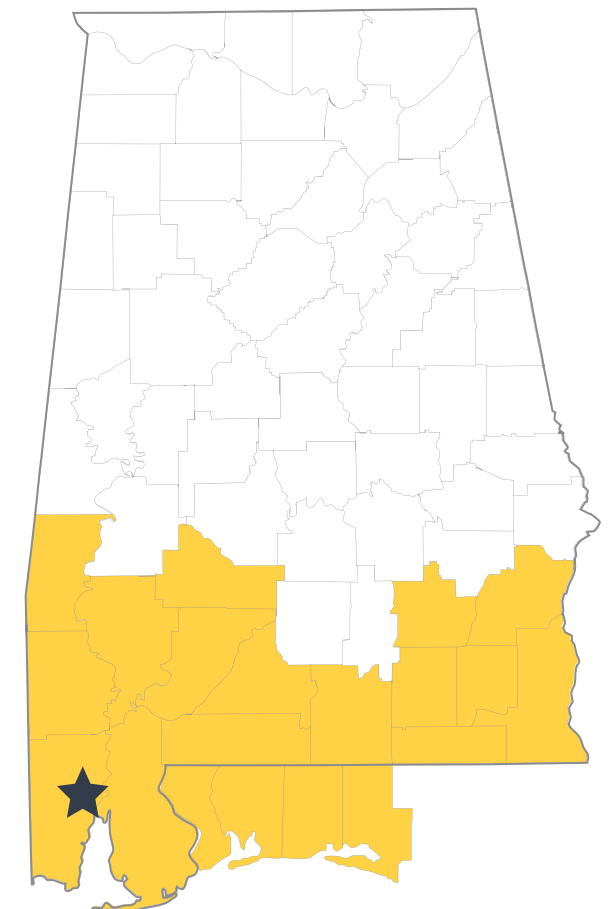
**89%** have cell phones, and smartphone usage has increased by **48%** in the past year



**76%** of Mobile area adults have Internet access



More than **70% of adults** between the ages of 18 and 49 use social media



<sup>1</sup> Mobile Scarborough, R2, 2012.  
<sup>2</sup> 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.<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



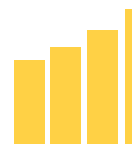
48%  
WOMEN



52%  
MEN



62%  
HOUSEHOLD INCOME \$50,000+



68%  
BETWEEN AGES OF 25-54

68%  
SOME COLLEGE OR MORE



75%  
MARRIED

# 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.

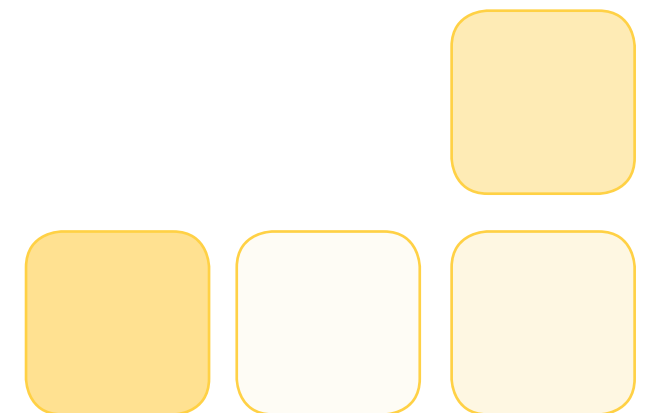
### ➤ Social Media Marketing



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>. Mobile Scarborough Research, R1, 2012, A18+ who have visited AL.com in the past 30 days.

# PRINT ADVERTISING SOLUTIONS

**PRESS-REGISTER // PRE-PRINTS // DIRECT MAIL**  
**SUBSCRIBER PLUS // SUNDAY SELECT // FAST FIND AUTOS**  
**FOOTBALL U // BW MOBILE // SPECIAL SECTIONS**



## 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<sup>1</sup>

**252,086**

Sunday Average Readership

**176,577**

Wed/Fri Average Readership

**299,000**

Weekly Average Readership

## Circulation<sup>2</sup>

**91,167**

Average Sunday Circulation

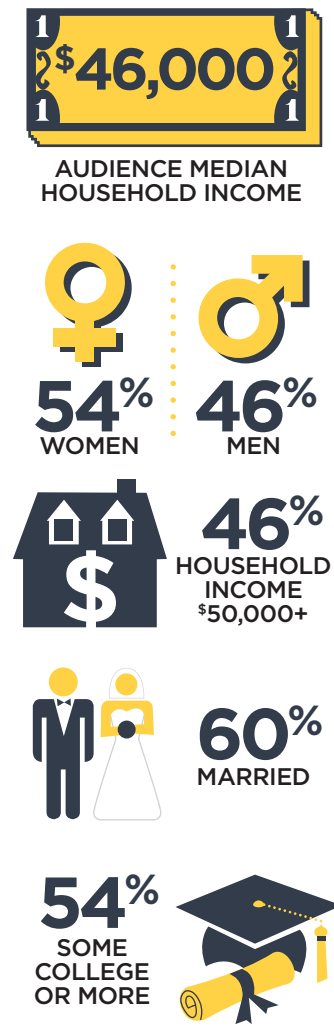
**71,826**

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<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 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.



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

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

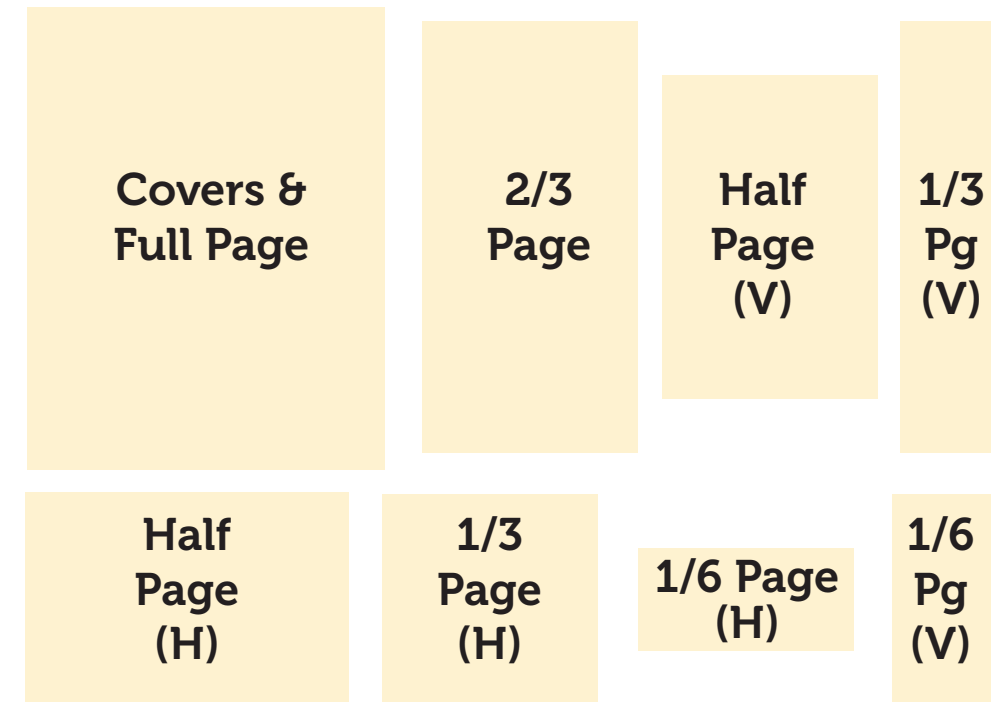
Size	Inches	Picas
1/96 Page	1.55" x 1.25"	9p3.6 x 7p6
1/48 Page	1.55" x 2.50"	9p3.6 x 15p0
1/24 Page Vertical	1.55" x 5.00"	9p3.6 x 30p0
1/24 Page Horizontal	3.22" x 2.50"	3p2.64 x 15p0
1/16 Page Horizontal	3.22" x 3.75"	3p2.64 x 22p6
1/12 Page	3.22" x 5.00"	3p2.64 x 30p0
1/8 Page Vertical	3.22" x 7.50"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

### » Our Team:

**Matt Sharp**  
 President,  
 Alabama Media Group  
 msharp@al.com

**Michelle Holmes**  
 Vice President, Content  
 mholmes@al.com

**Natalie Pruitt**  
 Vice President, Sales  
 npruitt@al.com

**Vicki Applewhite**  
 Vice President, Marketing & Strategy  
 vapplewhite@al.com

**Marcy Maholovich**  
 Sales Director  
 mmaholovich@al.com

### » Contact Us:

Alabama Media Group  
 Mobile Hub  
 401 N. Water St.  
 Mobile, AL 36602  
 P: 251.219.5400 888.779.7759

### » Email Us:

Local News: mobilenews@al.com  
 Business News: mobilebusiness@al.com  
 Calendar Listings: mobilecalendar@al.com  
 Local Sports: mobilesports@al.com  
 Letters to the Editor: mobileletters@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