

Destination Marketing Packages

Our packages achieve 3 foundational goals:



1 INCREASE AWARENESS WITH Digital Display

Increase awareness of your destination with simple, eye-catching interactions. Targeted messages and customized creative meet specific traveler audiences, reaching them across all devices.

2 EDUCATE TRAVELERS WITH Content Marketing

We compose articles positioning them alongside relevant news content. Sponsored content provides valuable information and experiences that guides decisions.



3 GET A DIRECT RESPONSE THROUGH Real Deals e-blast

Reach engaged, active shoppers and travelers with the AL.com Real Deals email. Emails feature exclusive discounts that are sent directly to local consumers who have actively signed up to receive great deals.

PACKAGES

	Level 1: Good	Level 2: Better	Level 3: Best
Display Advertising	800,000 impressions	1,200,000 impressions	2,000,000 impressions
Content Marketing	not included	4 articles	4 articles
Real Deals eBlast	2x	3x	6x
Length of Campaign	2 months	3 months	4 months
Monthly Investment	\$3,400	\$4,443	\$4,275

We capitalize on the strengths of each channel to tell your destination's unique story.

Contact your destination marketing specialist at **205.325.2398** or **advertise@al.com**.



Birmingham Magazine.

Expand your reach by advertising in Birmingham magazine, our premier lifestyle publication.

2017 SPECIAL SECTIONS INCLUDE:

- Beach Getaways
- Top Places for Fall Foliage
- 36 Hours in the City
- The Forgotten Coast

AD SIZE

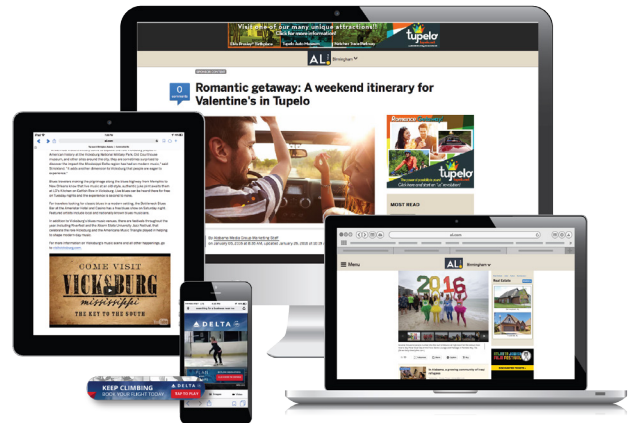
	Regular Price	Your Price
Full Page	\$2,275	\$1,865
1/2 Page	\$1,474	\$1,215



➤ Contact us for special advertorial pricing.

About Us

Advance Travel and Tourism Southeast is a team within Alabama Media Group that focuses on destination marketing throughout the Southeastern United States. Alabama Media Group produces AL.com, the state's largest news and entertainment network, popular video programming like *SEC Shorts* and *Head to Head*, and Alabama's most prominent newspapers: The Birmingham News, The Huntsville Times and Press-Register, as well as Birmingham magazine.



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