

**ALABAMA**  
MEDIA GROUP

PRESS-REGISTER

THIS IS  
**ALABAMA**

The Birmingham News

The Huntsville Times

PEOPLE OF  
ALABAMA

**reckon**

**AL.**  
COM

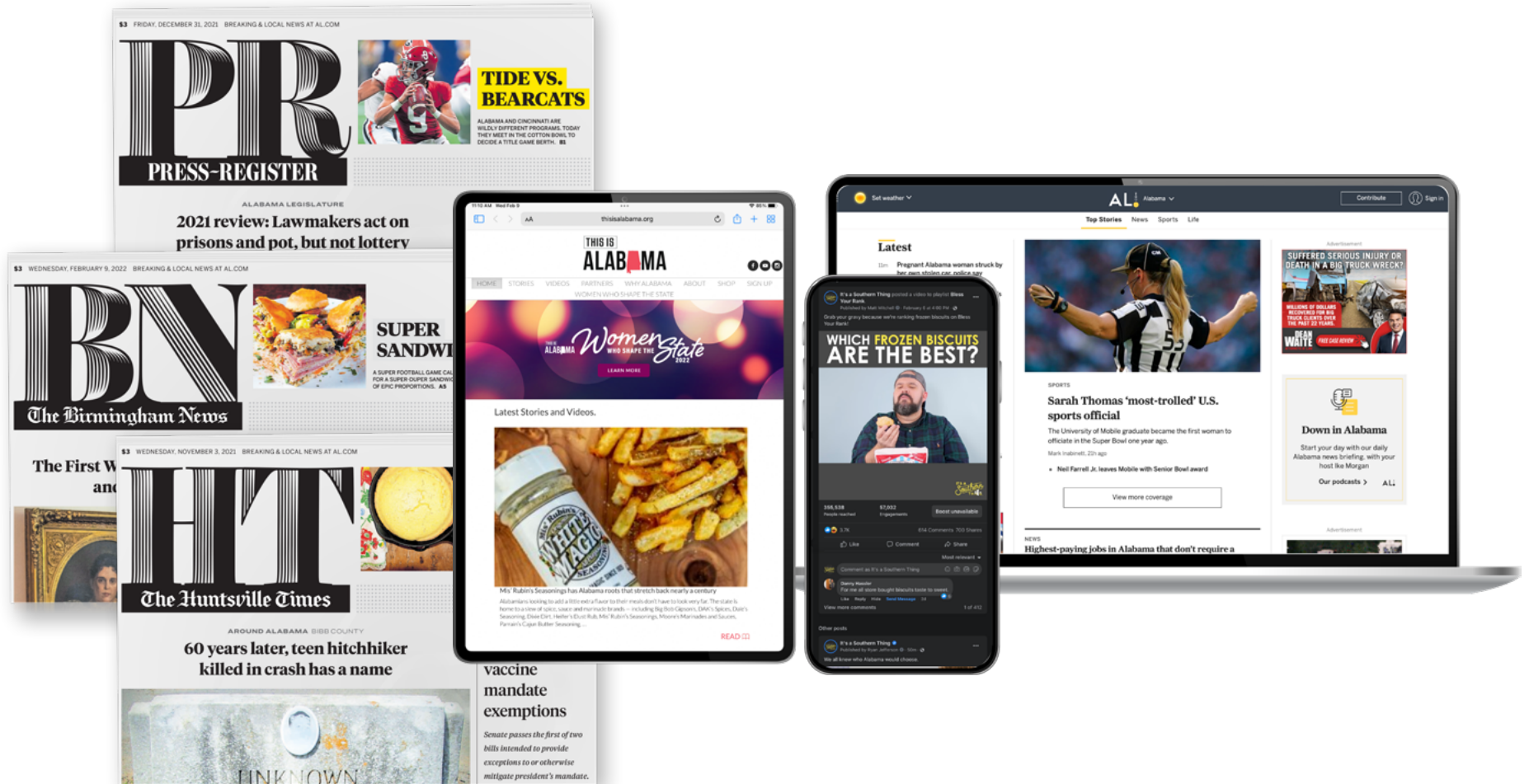
THE MISSISSIPPI PRESS

IT'S A  
*Southern*  
THING

ADVERTISING THAT WORKS

# GROW YOUR BUSINESS.

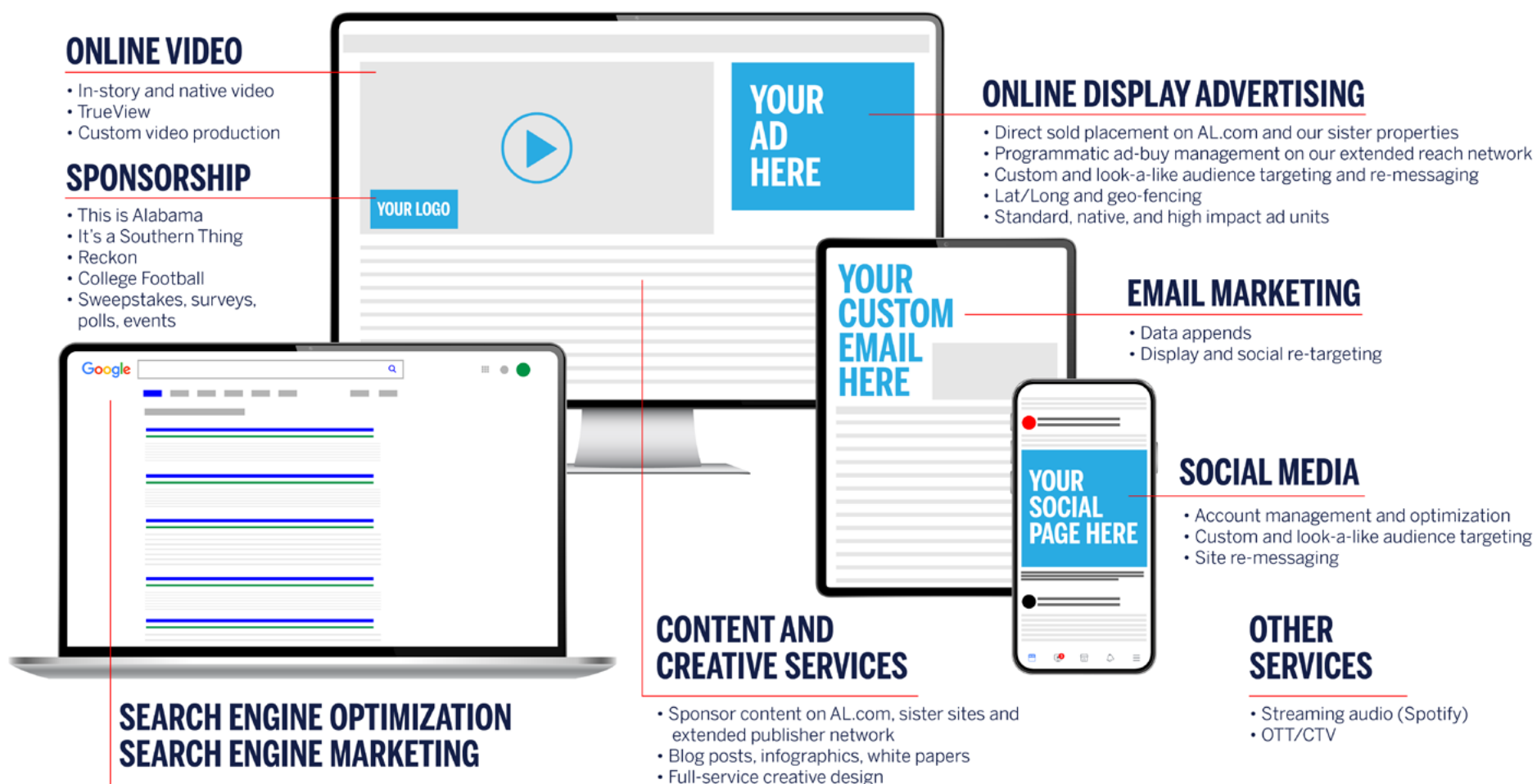
WE HAVE THE AUDIENCE YOU NEED TO REACH PROSPECTIVE CLIENTS.



**ALABAMA MEDIA GROUP** produces AL.com, the state's largest news source; popular social brands This is Alabama and It's a Southern Thing; Alabama's most prominent newspapers: The Birmingham News, The Huntsville Times and Mobile's Press-Register; and Reckon, a news brand committed to exploring important issues across the South.

# DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH, ANYTIME, ANYWHERE.



WHAT WE DO: We connect advertising to readers through world-class advertising solutions, local expertise and premium brands.



# PRINT SOLUTIONS

DO WE LOOK FAMILIAR? YOU'VE PROBABLY SEEN US AROUND.



## LOCAL NEWSPAPERS

- Birmingham, Huntsville, Mobile
- Mississippi

## LIFE

- Huntsville, Gulf Coast and Birmingham lifestyle publication
- Total Market Coverage (TMC)



# NATIONAL REACH

## WE'RE EVERYWHERE.

We are part of Advance Local Media. Our national size affords us the best digital marketing technology, as well as, in-house data management platform, search solutions and content marketing.

- One of the largest publishers in the nation
- Network of nine local media groups – each of them holds the #1 position in their market – just sayin'
- 52,000,000 monthly unique visitors
- 16,000,000 social fans and followers
- 700+ awards for journalism excellence



AL<sup>COM</sup>

cleveland.com

lehighvalleylive.com

MASS LIVE

m<sup>LIVE</sup>

nj<sup>com</sup>

OREGONLIVE

PENN LIVE

silive.com

syracuse.com

reddit

VOGUE

epicurious

THE NEW YORKER

GQ

WIRED

Golf Digest

All Advance Local data sourced from: Advance Digital Analytics 2017

Advance Publications Ranking from: <https://www.similarweb.com/blog/us-media-publishers-august-2016>

# OUR CLIENTS RECEIVE:

- Local, personal service
- Direct placement on Alabama's #1 news site, AL.com
- Guaranteed Google ad network compliance
- Google Adwords certified experts
- Comprehensive digital reach capabilities
- Transparent reporting
- Ongoing optimization
- World's best data and technology partners
- Fair, custom quotes based on individual needs



*In addition to consistent and creative messaging, our team at AMG brings stellar insight to communication at Shelton State. They are committed not only to our institutional goals, but also to personal connection and a unique plan for optimizing our budget. We are incredibly grateful for their expertise.*

**Lisa Waldrop | Shelton State Community College**



# ALABAMA

## ALABAMA'S MAJOR METRO AREAS

### BIRMINGHAM:

The Magic City is the largest in the state with a metro population of 1.09 million and median household income of \$50,513. People who visit get a taste of the variety that the city offers—in entertainment, cuisine, the arts, nightlife and the great outdoors. Birmingham was born out of iron and steel, and remnants of these early beginnings are preserved in places such as Sloss Furnaces National Historic Landmark. The city is also well-known for its prominent role in the Civil Rights Movement of the 1960s. A visit to the Birmingham Civil Rights Institute gives visitors an in-depth look at that important era.

### HUNTSVILLE:

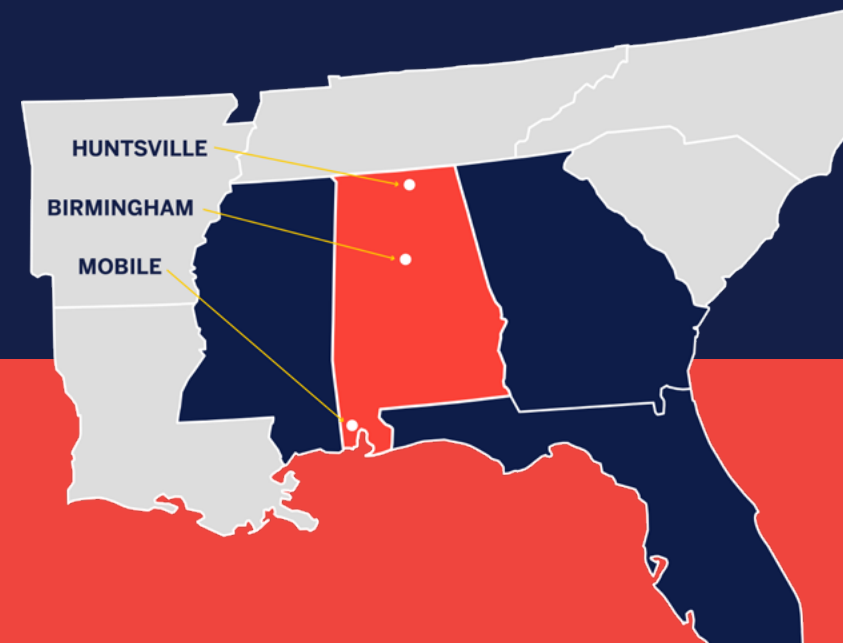
They call it Rocket City. Other than NASA, there are many other notable organizations that reside in this charming city, such as Boeing, U.S. Army Redstone Arsenal and Cummings Research Park. Huntsville has grown into a metropolitan population of 471,825 with a median income of \$66,630. This talent is the result of a diverse industry base including aerospace & defense, advanced manufacturing, bioscience and information technology.

### MOBILE:

Alabama's only saltwater port brings a population of 428,039 and median household income of \$42,878. Mobile is a place where a melting pot of people, flavors, cultures and traditions become one voice to lead all of life's celebrations. Once called Paris of the South and home to America's original Mardi Gras that rolls through the streets of its historic downtown, Mobile has long been the cultural center of the Gulf Coast.

### Southeastern US:

Although our name is **Alabama Media Group**, our imprint reaches far beyond the state of Alabama. Our SEC college football coverage and social brands like It's a Southern Thing resonate with people all across the South.





# AL.COM REACH

## REACH NEARLY EVERY PERSON IN ALABAMA

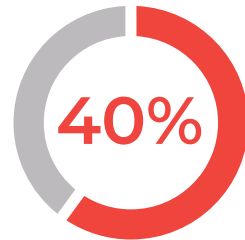
**AL.com**, Alabama's #1 news source for important stories Alabamians are talking about, including Alabama and Auburn football, breaking news, special investigations, politics, Alabama culture and trending topics.

On AL.com you'll find the best in-state college football coverage, buzz-worthy trending topics, important news investigations, breaking news, politics, people and places that impact Alabama and its people.

AL.com advertising opportunities include digital display advertising, sponsored articles and video.

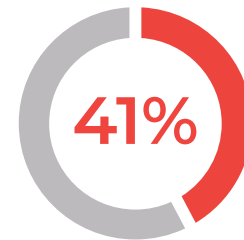
AL.com also offers special platforms for job listings, auto listings, obituaries, celebrations and for sale ads.

Comscore November 2021  
Google Analytics November 2021



### **BIRMINGHAM DMA**

REACH	626,799
POPULATION	1,583,264



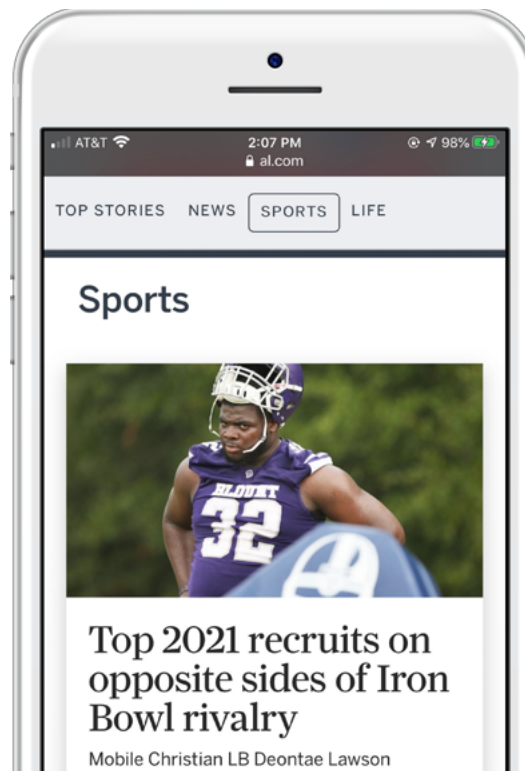
### **HUNTSVILLE DMA**

REACH	215,090
POPULATION	524,545



### **MOBILE DMA**

REACH	215,041
POPULATION	1,036,370



## **ALABAMA'S LARGEST ONLINE AUDIENCE**

# 12+ MILLION

AL.com reaches 12,742,914 unique visitors each month.

# 38+ MILLION

**PAGE VIEWS PER MONTH**

# AL.COM REACH

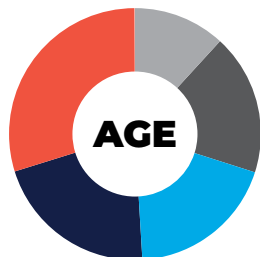
## ABOUT OUR AUDIENCE



**52%**  
MALE



**48%**  
FEMALE



**10%** 18-24  
**20%** 25-34  
**23%** 35-44  
**17%** 45-54  
**30%** 55+

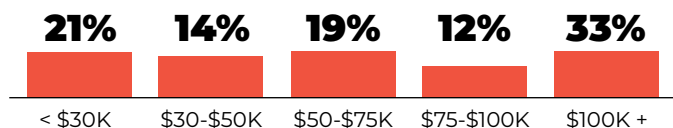


**75%**  
SOME COLLEGE  
OR MORE



**42%**  
HAVE  
CHILDREN  
LIVING AT HOME

### HOUSEHOLD INCOME





# PRINT ADVERTISING

## REACH NEARLY EVERY PERSON IN ALABAMA

Reach more than 350,000 loyal and affluent readers in the state's largest newspapers. Our high-quality content draws an engaged and influential readership.

Publishing every Sunday, Wednesday and Friday plus a special Thanksgiving edition.

### READERSHIP

### BIRMINGHAM NEWS

### HUNTSVILLE TIMES

### PRESS-REGISTER

#### WEEKLY AVG

164,617

81,846

104,796

#### SUNDAY AVG

124,072

65,986

86,468

#### WED/FRI AVG

102,538

51,533

63,951

The **Birmingham News**, **Huntsville Times** and **Press-Register** publish every Sunday, Wednesday, Friday and a Thanksgiving edition. Expanded distribution coverage is available to nonsubscribers midweek in **Birmingham Life**, **Gulf Coast Life** and **Huntsville Life**.

### READER PROFILE



**42%**  
MALE



**58%**  
FEMALE



**43%**  
BETWEEN THE  
AGES OF 18-49



**47%**  
MARRIED



**49%**  
HOUSEHOLD  
INCOME \$50,000+



**57%**  
SOME COLLEGE  
OR MORE

Birmingham Scarborough R2 2021; Huntsville Scarborough R1 2021; Mobile Scarborough R2 2021



# PRE-PRINT ADVERTISING

## REACH MORE CUSTOMERS EVERY WEEK WITH TMC

Reach hundreds of thousands of engaged readers in The Birmingham News, The Huntsville Times and Press-Register with a variety of targeting options for preprint advertisers.

We offer a wide variety of options to target your message, including by zip code.

The weekly non-subscriber package (TMC) includes local grocery and select shopping inserts that your customers look forward to receiving – all in a welcoming design format. The TMC's story-features reflect the evolving content desires of our readers including:

- Local lifestyle features
- Weekly entertainment calendar
- Dining and recipe highlights





# PRE-PRINT ADVERTISING

REACH MORE SHOPPERS IN PRIME ZIP CODES

The “Life” TMC program provides advertisers the ability – when combined with newspaper coverage – to attain optimum household penetration within targeted zip codes and zip zone coverage areas. Delivery is mid-week and verified through GPS and supervised distribution procedures.





# GET SOCIAL

WE MAKE THE STORIES YOU LOVE TO SHARE

## THIS IS ALABAMA

This is Alabama celebrates the great state of Alabama and uncovers the amazing people, places and experiences she has to offer. We share daily videos, photos and articles that tell real stories about our innovators, natural wonders, good food, events, places to visit and more. You will be inspired to explore new things and be proud to call Alabama home. Follow us on Facebook, Instagram and YouTube.



**149,345** Instagram followers



**1.3 million** video views per month

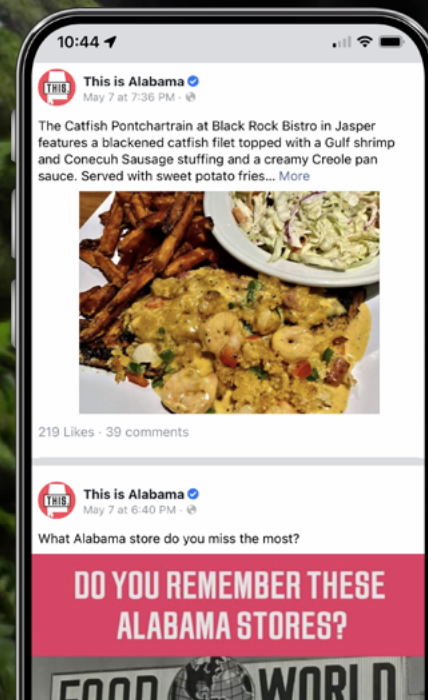


**370,800** Facebook followers



**30,000+** weekly newsletter subscribers

Facebook, Instagram, YouTube Analytics, 2019 Average





# GET SOCIAL

WE BELIEVE IN GREAT STORYTELLING POWERED BY VIBRANT SOCIAL MEDIA. OVER 1 BILLION VIDEO VIEWS EVERY YEAR.

## IT'S A Southern THING

On It's a Southern Thing we feature stories about the people you want to know, the places you want to visit and the often-hilarious moments that come along with life in the South. Follow us on Facebook, YouTube and Instagram.

 **17.3 million** video views  
per month

 **2.9 million** Facebook followers

**48.9 million** people  
reached in the past month

Facebook Insights and analytics



# DIGITAL SPECIFICATIONS

## STANDARD DISPLAY

Ad Name	Ad Size	Max File Size	Animation	Formats Accepted
Leaderboard	728x90	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Rectangle (Story)	300x250	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Half Page	300x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Skyscraper (extended network only)	160x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Desktop Adhesion Banner	970x90	60k	yes-15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Billboard	970x250	150k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Mobile Banner	320x50	60k	yes - 15 sec.	JPG, GIF, HTML5, 3rd Party Tags
Mobile Adhesion Banner	320x50	60k	yes - 15 sec.	JPG, GIF, HTML5

## RICH MEDIA *article pages only*

Ad Name	Ad Size	Expanded	Max Size	Max Polite	Max Video Size	Max Video Length
Leaderboard	728x90	728x315	200k	100k	2.2MB	30 sec.
Rectangle (Story)	300x250	600x250	200k	100k	2.2MB	30 sec.
Half Page	300x600	600x600	200k	100k	2.2MB	30 sec.
Tile (Mobile)	320x50	320x416	200k	100k	2.2MB	30 sec.

Download the complete advertising specifications guide at [www.alabamamedia group.com/resources/ad-specs](http://www.alabamamedia group.com/resources/ad-specs)

# PRINT SPECIFICATIONS

## NEWSPAPER STANDARD AD SPECIFICATIONS

For The Birmingham News, The Huntsville Times and Mobile Press-Register

Ad Name	Ad Size in Inches
1 x 2.5 .....	1.53 x 2.5
1 x 5 .....	1.53 x 5
2 x 2.5 .....	3.2 x 2.5
2 x 5 .....	3.2 x 5
2 x 10 .....	3.2 x 10
1/16 Page Horizontal .....	4.87 x 2.5
1/8 Page .....	4.87 x 5
1/8 Page Strip .....	9.87 x 2.5
1/4 Page Vertical .....	4.87 x 10
1/4 Page Horizontal .....	9.87 x 5
1/2 Page Vertical .....	4.87 x 20.13
1/2 Page Horizontal .....	9.87 x 10
Full Page .....	9.87 x 20.13
Two Page Spread .....	20.5 x 20.13
Spadea Front .....	4.5 x 20.13
Spadea Inside Front .....	4.5 x 20.13
Spadea Inside Page .....	9.84 x 20.13
Spadea Back Page .....	9.84 x 20.13

All Spadea ads are color.

Download the complete advertising specifications guide at  
[www.alabamamediagroup.com/resources/ad-specs](http://www.alabamamediagroup.com/resources/ad-specs)

**For pricing or more information, contact [advertise@al.com](mailto:advertise@al.com).  
Ad deadlines are 3 business days before publication.**



# PRE-PRINT RESERVATIONS

## DEADLINES AND INSTRUCTIONS

### PRODUCT THICKNESS

Minimum - .007 inches (0.178 mm)  
Maximum (broadsheet) - 96 pages  
Maximum (tabloid) - 120 pages

### PRODUCT WIDTH

Minimum - 5 inches folded edge  
Maximum - 11 inches (over 11 must be quarter folded prior delivery)

### PRODUCT HEIGHT

Minimum - 5 inches  
Maximum 11 inches

### A MINIMUM OF 2% SPOILAGE IS REQUIRED FOR ALL MATERIALS THAT MEET PREPRINT SPECIFICATIONS.

Preprints that fail to meet the standard weight and size specifications as stated above (or including wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
- Receive less than scheduled distribution because of waste
- Require extra handling, the cost of which will be billed to the advertiser

### SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS: envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.

A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

### RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

#### 1. EACH SKID MUST BE LABELED WITH THE FOLLOWING INFORMATION:

- Advertiser
- Distribution date
- Skid number/Total number of skids
- Number of inserts per skid
- Total number of inserts for distribution
- Publication name on each skid

*Bulk shipments will not be accepted*

#### 2. DAILY AND/OR SUNDAY INSERTS MUST BE DELIVERED NO LATER THAN 10 DAYS PRIOR TO THE DISTRIBUTION DATE.

#### 3. DELIVERY TIMES: MON - FRI | 7:00 A.M. TO 4:30 P.M. CST.

#### 4. BILL OF LADING INFORMATION MUST INCLUDE:

- Advertiser
- Distribution dates
- Total number of inserts
- Total number of skids in shipments

#### 5. INSERTS SHOULD BE SENT TO:

**MOBILE PRESS-REGISTER  
270 BEAUREGARD STREET  
MOBILE, ALABAMA 36603**

### 6. PACKING REQUIREMENTS:

All preprints must be stacked on nonreturnable skids. Skids should be a maximum in height of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skids contents against damage. Inserts should never extend beyond the edge of the skid.

Skids must be securely banded to prevent spillage of preprints.

Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.

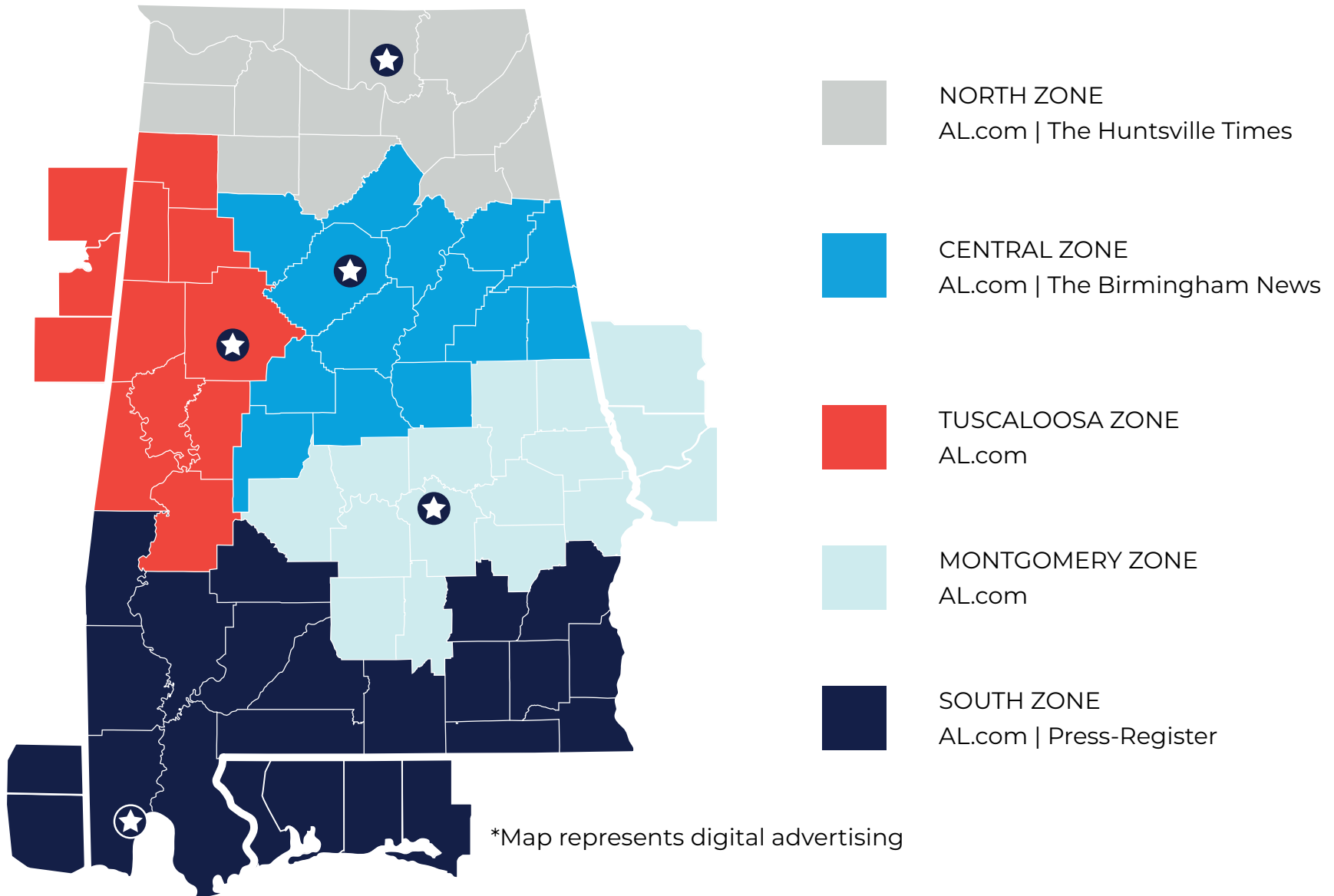
Underlayments should be used every 18 inches and on the bottom and top of each skid.

No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

### 7. DAMAGED SHIPMENTS & PREPRINTS:

Photos are taken upon arrival of visible damage and sent to responsible parties. We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages. Contacts will be notified as soon as possible.

# ADVERTISING ZONES



# OUR CLIENTS





# CONTACT US

For more information, contact us at:

1731 1st Avenue N.  
Birmingham, Alabama 35203  
[advertise@al.com](mailto:advertise@al.com)  
[www.alabamamediagroup.com](http://www.alabamamediagroup.com)

**ALABAMA**  
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