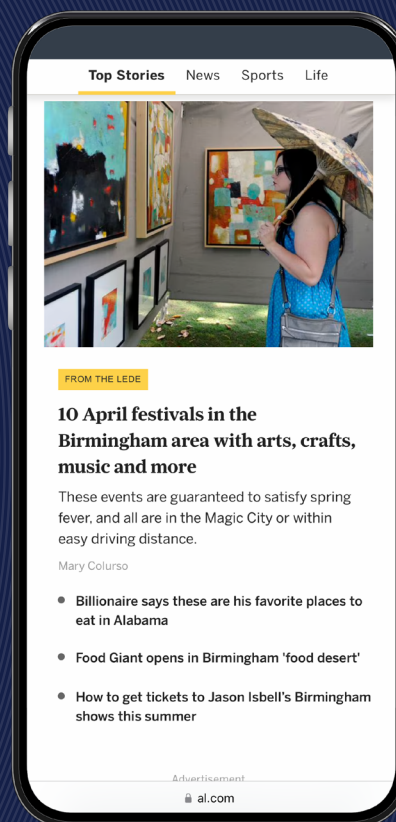
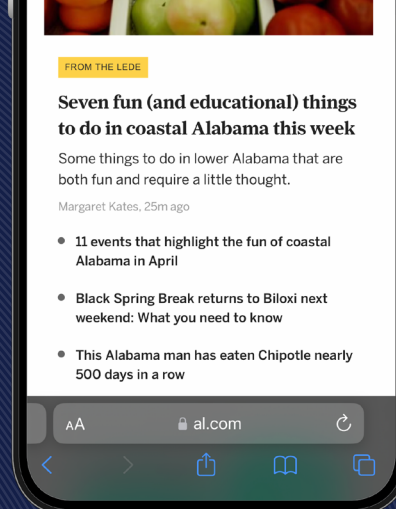
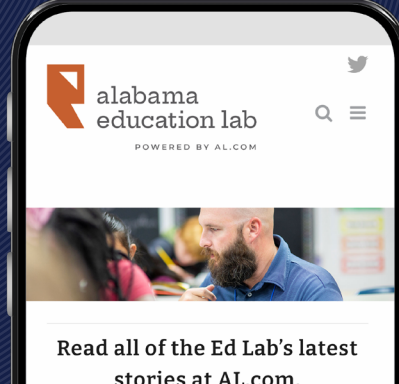
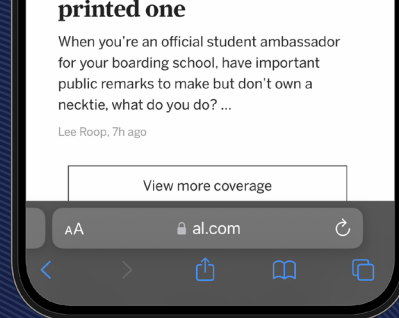


ALABAMA  
MEDIA GROUP

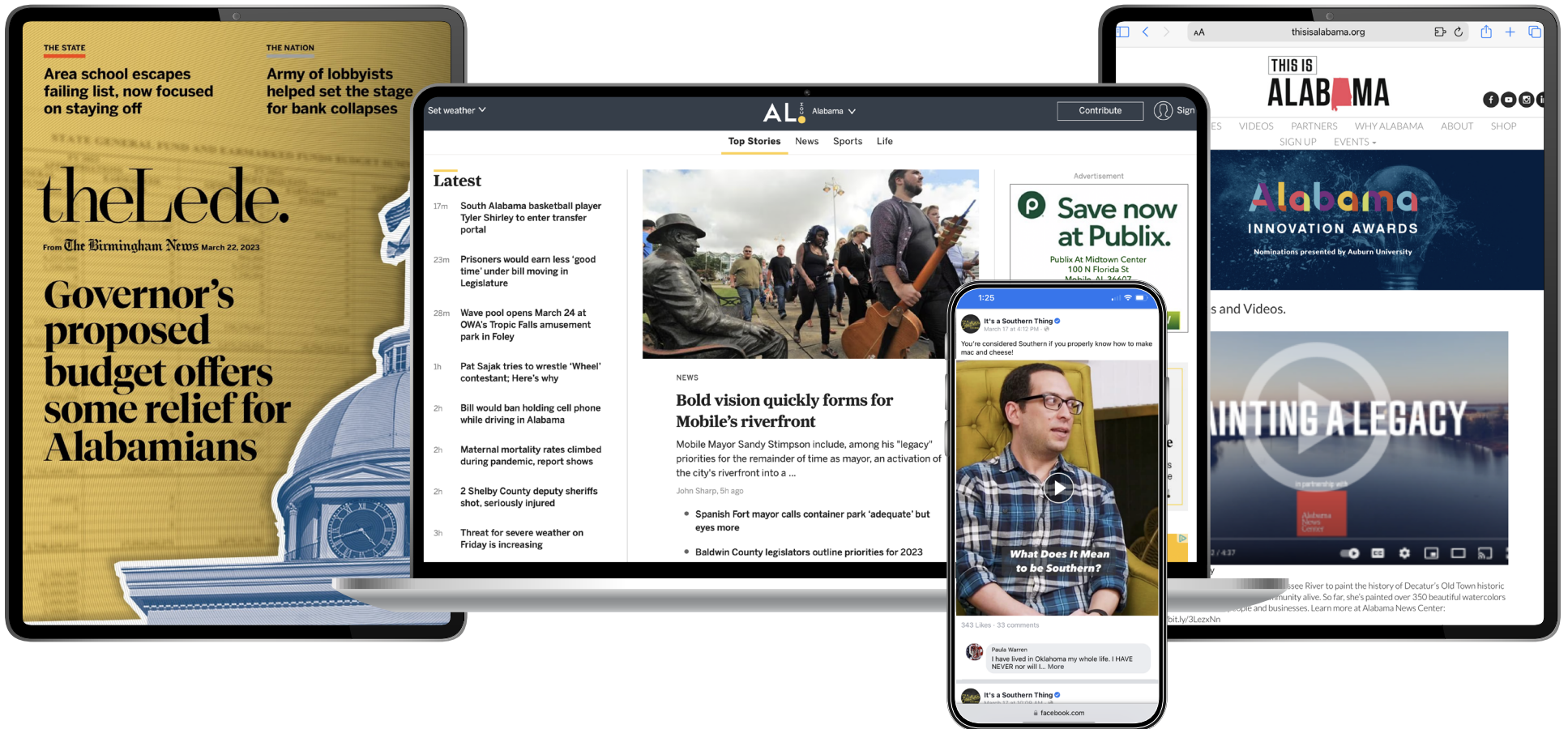


ADVERTISING THAT WORKS



# 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 *People of Alabama*, national brands *It's a Southern Thing* and *Reckon*; in-depth solution reporting from Alabama Education Lab; and **the Lede**, a new, digital publication bringing daily local news to Birmingham, Huntsville and Coastal Alabama.

# DIGITAL SOLUTIONS

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

## ONLINE VIDEO

- In-story and native video
- TrueView
- Custom video production

## SPONSORSHIP

- College Football
- Sports
- This is Alabama
- It's a Southern Thing
- Sweepstakes, surveys, polls, events

## ONLINE DISPLAY ADVERTISING

- Direct sold placement on AL.com and our sister properties
- Programmatic ad-buy management on our extended reach network
- Custom and look-a-like audience targeting and re-messaging
- Lat/Long and geo-fencing
- Standard, native, and high impact ad units

## EMAIL MARKETING

- Data appends
- Display and social re-targeting

## SOCIAL MEDIA

- Account management and optimization
- Custom and look-a-like audience targeting
- Site re-messaging

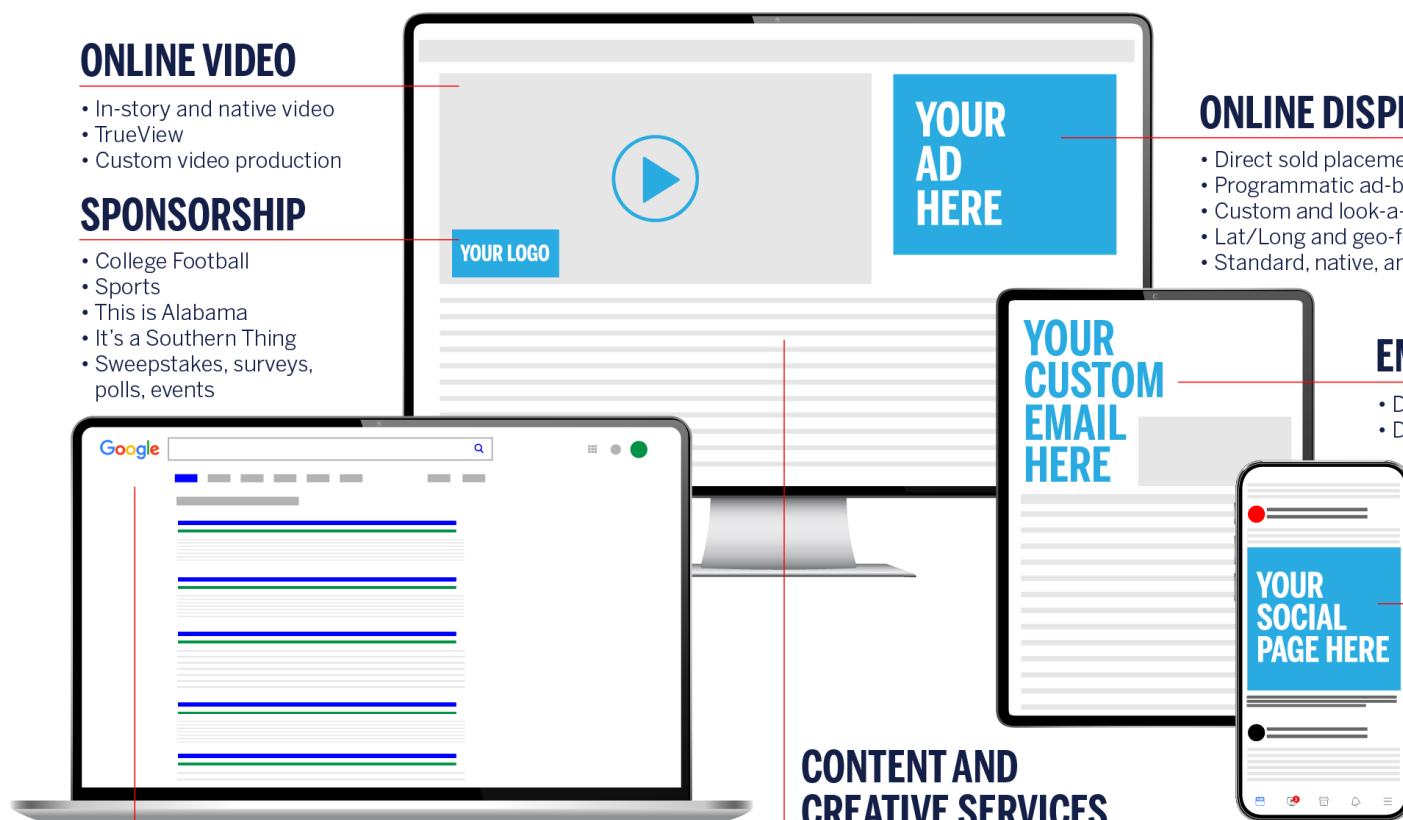
## OTHER SERVICES

- Streaming audio (Spotify)
- OTT/CTV

## CONTENT AND CREATIVE SERVICES

- Sponsor content on AL.com, sister sites and extended publisher network
- Blog posts, infographics, white papers
- Full-service creative design

## SEARCH ENGINE OPTIMIZATION SEARCH ENGINE MARKETING



We connect your company to readers through world-class advertising solutions, local expertise and premium brands.

# 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.

Advance Local is one of the leading digital media and marketing groups, with our brands reaching more than 52 million people throughout the U.S. across multiple platforms.

- 23 Newspapers and Magazines
- 15 News & Information websites
- 13 Original Video Series
- 51 Original Podcasts
- 21M Social Media Followers
- 52M People reached each month
- 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 LIVE

nj<sup>com</sup>

OREGONLIVE

PENN LIVE

silive.com

syracuse.com

reddit

VOGUE

epicurious

THE NEW YORKER

GQ

WIRED

Golf Digest



# 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 1.11 million and median household income of \$60,725. 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:

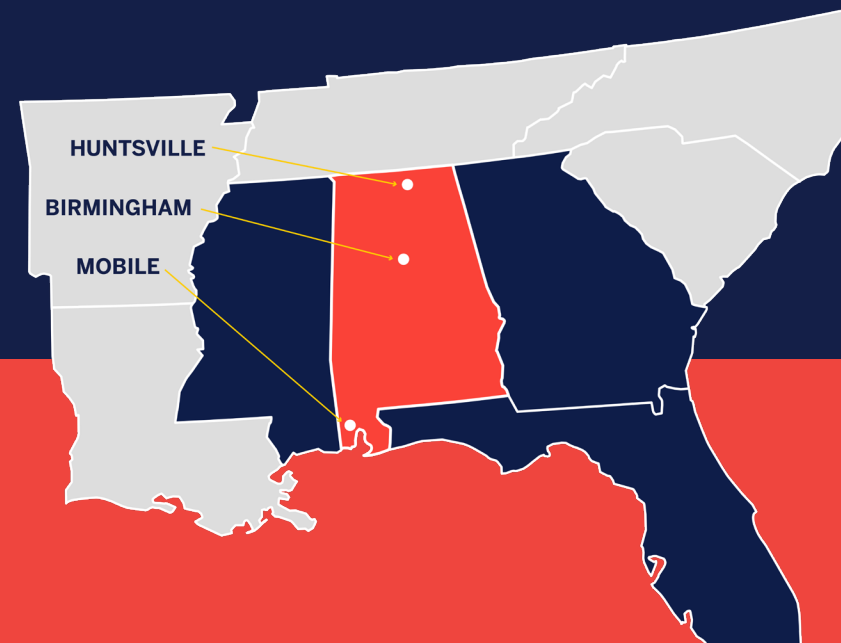
They call it Rocket City. Other than NASA, there are many other notable organizations that reside in this charming city, such as Boeing, U.S. Army Redstone Arsenal and Cummings Research Park. Huntsville has grown into a metropolitan population of 502,728 with a median income of \$76,963. This talent 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 430,714 and median household income of \$49,691. 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

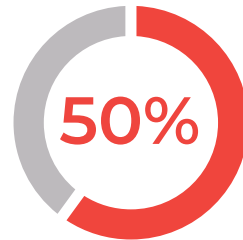
**AL.com**, Alabama's #1 news source for important stories Alabamians are talking about, including Alabama and Auburn football, breaking news, special investigations, politics, Alabama culture and trending topics.

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.

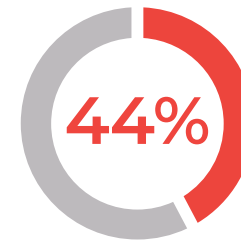
AL.com also offers special platforms for job listings, auto listings, obituaries, celebrations and for sale ads.

Comscore January 2023  
Google Analytics October 2022



### **BIRMINGHAM DMA**

|          |           |
|----------|-----------|
| REACH    | 911,423   |
| AUDIENCE | 1,829,339 |



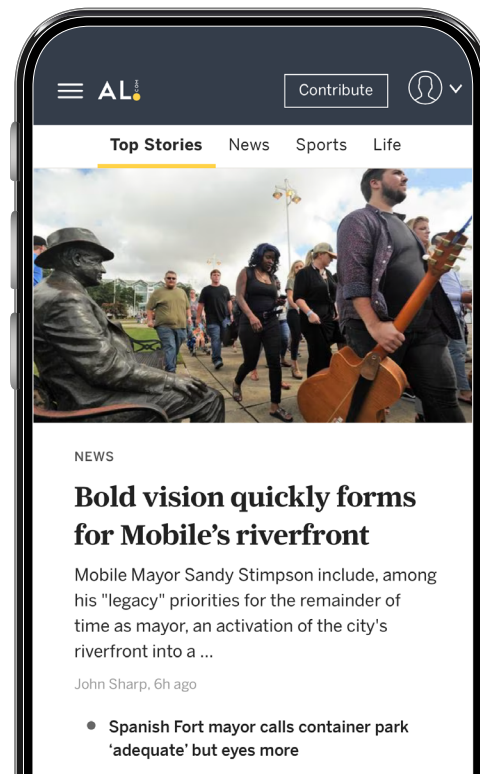
### **HUNTSVILLE DMA**

|          |         |
|----------|---------|
| REACH    | 365,254 |
| AUDIENCE | 838,516 |



### **MOBILE DMA**

|          |           |
|----------|-----------|
| REACH    | 244,600   |
| AUDIENCE | 1,084,565 |



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

# 12+ MILLION

AL.com reaches 12,445,831 unique visitors each month.

# 37+ MILLION

## **PAGE VIEWS PER MONTH**



# AL.COM REACH

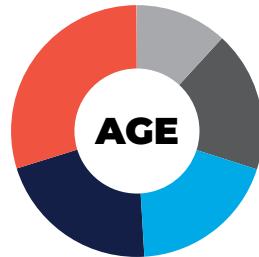
## ABOUT OUR AUDIENCE



**52%**  
MALE



**48%**  
FEMALE



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

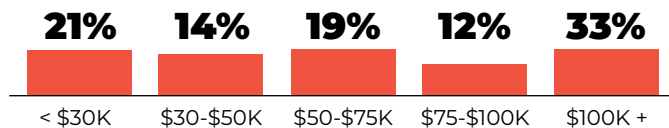


**75%**  
SOME COLLEGE  
OR MORE



**42%**  
HAVE  
CHILDREN  
LIVING AT HOME

### HOUSEHOLD INCOME



# 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.



**157,000** Instagram followers



**8.6 million** video views in 2022

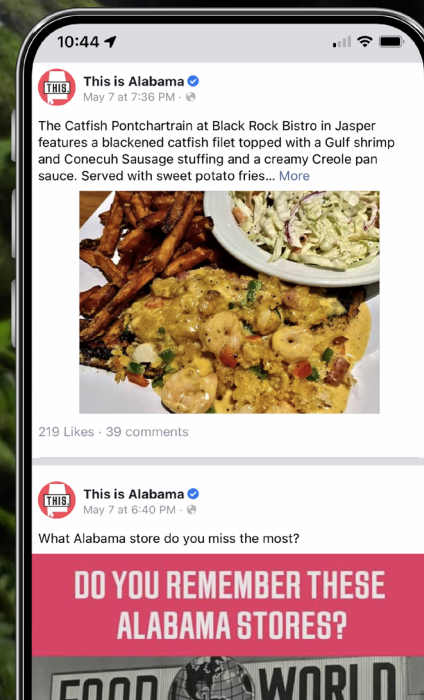


**436,000** Facebook followers



**50,000+** weekly newsletter subscribers

Facebook, Instagram, YouTube Analytics, 2022 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.



**266,000** Instagram followers



**270 million** video views in 2022



**3,870,000** Facebook followers



**700,000** TikTok followers

Facebook, Instagram, YouTube Analytics, 2022 Average





# 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.          |

[Click here to download the complete advertising specifications guide.](#)

# OUR CLIENTS



# CONTACT US

For more information, contact us at:

[advertise@al.com](mailto:advertise@al.com)

[www.alabamamediagroup.com](http://www.alabamamediagroup.com)

**ALABAMA**  
MEDIA GROUP