

DISCOVER COASTAL ALABAMA MAGAZINE

**DINE, SHOP, PLAY, AND EXPLORE!
FIND THE BEST OF THE COAST
IN PRINT AND DIGITAL**

**MOBILE • GULF SHORES & ORANGE BEACH • FOLEY
THE EASTERN SHORE • NORTH BALDWIN • SOUTH MOBILE**

Your Community Resource

Since its inception, ALABAMA COASTING has been a recognized community resource for businesses, organizations and local governments – helping them reach visitors and active locals. As publishers of Alabama Coasting Magazine since 2010, we have proudly served as ambassadors for our home town and our local communities by telling the stories of the people, places and businesses that make this area so special.

And now, in concert with the Coastal Alabama Partnership, we are proud to introduce DISCOVER COASTAL ALABAMA Magazine. This new publication replaces Alabama Coasting Magazine as the area's premier quarterly visitor's guide and regional resource. However, it does retain the same "coasting" vibe – celebrating our region's life style, culture, attitude, and way of embracing our world.

DISCOVER COASTAL ALABAMA MAGAZINE

Has the same look and feel as our Alabama Coasting publication:

- Full color with vibrant images, printed on high-quality paper, perfect bound with a polished UV-coated cover.
- Highlighting our coastal communities – Gulf Shores & Orange Beach, Foley, Mobile, the Eastern Shore, North Baldwin and South Mobile.
- Each issue has a central theme to promote a unique aspect of Coastal Alabama – our coastal culinary culture, our amazing natural resources, our music and arts scenes, and our wonderful festivals and events.
- Regular features include an events calendar; a business directory - segmented by region; and full color easy-to-read maps of our Coastal Alabama communities.

ALABAMACOASTING.COM

Remains the primary website resource for all of our multi-media initiatives:

- DISCOVER COASTAL ALABAMA Magazine will have prominent positioning on the site as a full digital publication – as will VISITCOASTALALABAMA.ORG, the primary digital platform for the communities of COASTAL ALABAMA.
- To enhance this resource even more, Alabama Coasting has partnered with local digital publisher, Shop Baldwin First, LLC to offer a series of "hyper-local" platforms placing local businesses in front of people actively looking for specific services. These local market sites will roll out over the next several months beginning with Foley (ShopFoleyFirst.com) and eventually expanding to every Coastal Alabama community. Of course, all of our digital platforms are fully mobilized for easy use across the full range of devices.

DISTRIBUTION

Discover Coastal Alabama Magazine is produced 4 times a year with 10,000 copies distributed as follows:

- Approximately 70% of the magazines will be distributed in the visitor/ tourist markets of Mobile and Baldwin Counties – such as hotels, condos, and tourist information centers.
- A portion of this distribution will also reach the active locals in the community through local Chambers of Commerce and select venues and high-traffic area businesses.
- Distribution for the remaining 30% focuses on a targeted regional initiative – direct mail to community leaders, legislators, and government officials throughout the Alabama, at select welcome centers and rest stops in north and central Alabama, and in conjunction with Alabama Coasting produced events across the region.

THE MARKET

Discover Coastal Alabama Magazine helps you reach:

- The 9 million-plus visitors that come to Mobile and Baldwin Counties each year. In 2016, visitors to Gulf Coast Alabama spent over \$4 BILLION on dining, entertainment, and retail.*
- Through our multi-media platforms, the active locals among the more than 600,000ia Coastal Alabama home. *Source: Alabama Bureau of Tourism. Smith Travel Research.



BRAND AWARENESS ■ LEAD GENERATION ■ TRAFFIC

CHOOSE YOUR PACKAGE AND WE'LL CREATE A CAMPAIGN TO GENERATE RESULTS!

	Magazine	Business Profile	Digital Magazine With Links	On-line Shop(Local)First.com	Featured On-line Profile	E-Blast	Social Media Posts	Social Media Video
AMPLIFY YOUR BRAND	✓	✓	✓+	✓	✓+	✓+	✓	✓
ENGAGE YOUR MARKET	✓		✓	✓	✓			
PROMOTE YOUR BUSINESS	✓		✓	✓				

AMPLIFY YOUR BRAND This Branding Bundle is designed to create maximum visibility for your business reaching visitors and active locals throughout the Alabama Coast. It makes use of all our print, digital, and social media channels and communities to connect to your market.

INCLUDES: Print ad in quarterly Discover Coastal Alabama Magazine • Inclusion in our On-line Shop(Local)First.com platform and Digital Communities • Enhanced business profile in the magazine • Hotlinks to your website and Shop (Local) First listing in the digital version of the magazine • Premium positioning in our topical E-Blast • Monthly promotion in our social media networks.

AMPLIFY RATES:

AD SIZE	ANNUAL	6MONTH	3 MONTH
Premium Package Full Page	\$7,200	\$4,800	\$3,000
Rate per issue	\$1,800	\$2,400	
Deluxe Package - Half Page	\$5,600	\$3,800	\$2,400
Rate per issue	\$1,400	\$1,900	
Standard Package - Third Page	\$4,400	\$2,900	\$1,900
Rate per issue	\$1,100	\$1,450	

ENGAGE YOUR MARKET The Engage Bundle is designed for small businesses who are looking for an efficient and cost effective way to connect with visitors and active locals on the Alabama Coast, both on-line and off-line, and to increase their brand's visibility in this market.

INCLUDES: Sixth page print ad in the Directories Section of the quarterly Discover Coastal Alabama Magazine • Inclusion in our On-line Shop(Local)First.com platform and Digital Communities.

ENGAGE RATES:

AD SIZE	ANNUAL	6MONTH	3 MONTH
Deluxe Package - Third Page	\$3,400	\$2,000	\$1,455
Rate per issue	\$850	\$1,000	
Standard Package - Sixth Page	\$2,800	\$1,700	\$1,155
Rate per issue	\$700	\$850	

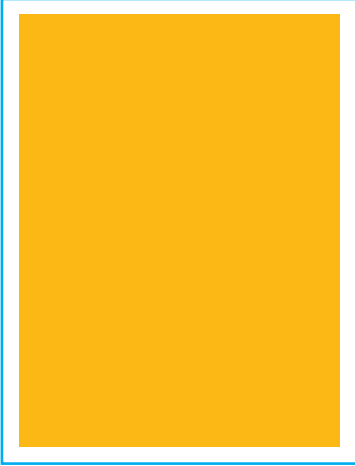
PROMOTE YOUR BUSINESS The Small Business Package is designed for small companies who are looking for an efficient and cost effective way to become known in this market, both on-line and off-line.

INCLUDES: Sixth page print ad in the Directories Section of the quarterly Discover Coastal Alabama Magazine • Inclusion in our On-line Shop(Local)First.com platform and Digital Communities.

PROMOTE RATES:

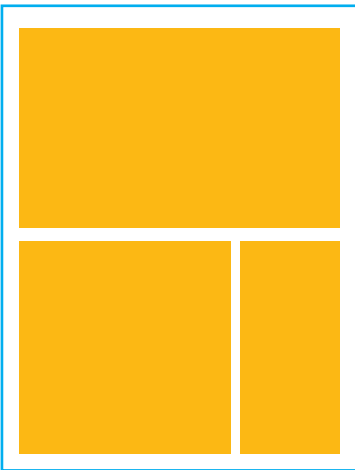
AD SIZE	ANNUAL	6MONTH	3 MONTH
Standard Package - Sixth Page	\$1,400	\$1,000	N/A

PRINT ADVERTISING REQUIREMENTS



Full Page Ad - No Bleed:
7.625" x 10.125"

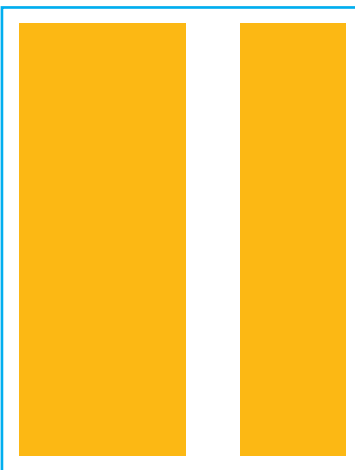
Full Page Ad With Bleed:
9.375" x 11.875"
Trim Size: 8.375" x 10.875"
Live Area Size: 7.625" x 10.125"



Half Page Horizontal:
7.625" x 4.9375"

Third Page Square:
5" x 5"

Sixth Page Vertical:
2.375" x 5"



Half Page Vertical:
3.6875" x 10.125"

Third Page Vertical:
2.375" x 10.125"

Print Method: Offset Lithography, 175-line screen

Binding: Perfect

File Format: High-resolution PDF-300 dpi, CMYK, text converted to outlines.
No registration or crop marks please.

File Naming: Please save file with advertiser name, issue and year
(e.g. Joes Bar Summer10.pdf).

Ad Delivery: Email, Dropbox, or via CD, DVD or flash drive.

ADDITIONAL PRODUCTS & SERVICES

CUSTOMIZED DIGITAL SERVICES INCLUDING:

- ONLINE PRODUCT AND SERVICES SHOWCASE
- DIGITAL COUPONS AND GIFT CERTIFICATES
- MANAGEMENT OF SOCIAL MEDIA REVIEWS
- SEO AND WEBSITE DEVELOPMENT AND MANAGEMENT

EVENT AND MARKETING SERVICES INCLUDING:

- CONCEPT DEVELOPMENT, EVENT PROMOTION AND PRODUCTION
- MARKETING AND BUSINESS DEVELOPMENT STRATEGIES
- GRAPHIC DESIGN AND PRODUCTION

ALABAMA coasting

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DESIGN SERVICES AVAILABLE

Contact us if you need assistance with your ad