



Bay Appetit

The Best of 40 Years of
Lower Alabama Dishes

Beautifully Designed Hard Cover Cookbook from the publishers of Mobile Bay

Only
\$24⁹⁵
plus 10% tax,
shipping & handling



HOME

FEATURES

LIFESTYLE

SHOPPING

DINING

OUT & ABOUT

BLOG

HERITAGE

bride



Lunch at the Farm

BY CATHY STILL JOHNSON; PHOTOS
BY JEAN ALLSOPP

Lower Alabama celebrity-in-residence Lucy Buffett shares some of her favorite easy, breezy recipes for a light summer meal at her country house.



62 Metric Century • 30 Mile • 15 Mile

SATURDAY, AUGUST 6, 2011

CHI OMEGA AMPHITHEATER AT MITCHELL CENTER
5950 Old Shell Rd., Mobile, AL

New Hydration Stations • New Start Times • Revised Routes • Additional SAC Support

To find out more or to register visit
WWW.CYCLEUNITED.ORG

DINING GUIDE

FEATURED ARTICLES

ARCHIVE »

Search »

LOCATION

- Bay Minette
- Calvert
- DIP/Dauphin Island
- Daphne



Making Sweet Music

One Mobilian combines his two loves, woodworking and music, to create altogether beautiful works of art.

KATHIE FARNELL



Road Trip!

A family of six is on a mission to taste local specialties in every state.

Print with people who know color.



CALAGAZPRINTING

Offset • Digital • Mailing

Why MobileBay mag.com?

Mobile Bay is deeply committed to providing advertisers with innovative ways to promote their business and reach the most active, affluent and influential customers and prospects in the bay area. To that end we now offer integrated marketing programs to brand your company through our print titles, website, and signature events.

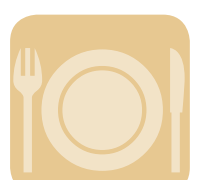
Our website, mobilebaymag.com, allows visitors to view the current issue and gain access to our print archives, but also enjoy enhanced and original content including additional editorial, photo galleries, blogs, surveys and contests that draw an active and participatory audience.

Benefits

- Increased online exposure in a fresh, original format at a cost-effective price.
- Access to our exclusive online audience and social media audiences.
- Exclusive content with searchable events, dining and shopping guides, blogs and more.
- All banner ads click-thru to the advertiser's website.

Who Reads Mobile Bay Magazine?

- Readers are **64%** women and **36%** men
- 73% are between the **ages of 31-65**
- 71% are **married**
- 32% of Subscribers have HHI of **\$100,000+**
- 20% of Subscribers have HHI of **\$75,000+**
- 25% own a **second home**
- 50% have subscribed for **3+ years**, 47% for **1-2 years**
- 76% **keep past issues**
- When asked, **53%** of our readers said they have purchased a product as a *direct result* of an ad in Mobile Bay.
- 35% have more than **\$250,000** invested
- 27% have from **\$50,000 - \$249,999** invested
- Eat *dinner* out more than once a week **40%**
- Eat *lunch* out more than once a week **55%**
- 29% have **3-4 automobiles**, 49% have 2 automobiles
- Regular basis travelers make up **90%** of our readership



BENEFITS

DEMOGRAPHICS

DISPLAY ADS

RATE CARD

AD SPECS

Online Display Ads

Placing display ads in the context of our popular online content is the easiest and most cost efficient way to associate your brand with our trusted and authoritative content. Online advertisers can reach either a broad audience with run of site ads or a more targeted audience, depending on the ad rotation they choose.

Please note that discounts apply for Mobile Bay print contract advertisers.

All display ads link directly to advertiser websites.

We offer the following options and exclusive positions (time-based campaigns):

HOME PAGE BANNER ADS

1. LEADERBOARD (728 X 90 PIXELS)

AS LOW AS \$44.76 PER WEEK

Positioned upper right of home page, adjacent to Mobile Bay logo. No more than 4 ads will rotate in this position in any given month.

2. ISLAND - UPPER (300 X 250 PIXELS)

AS LOW AS \$40.23 PER WEEK

This above-the-fold position attracts maximum attention at a cost-effective rate. No more than 4 ads will rotate in this position in any given month.

3. ISLAND - LOWER (300 X 250 PIXELS)

AS LOW AS \$35.71 PER WEEK

This above-the-fold position attracts maximum attention at a cost-effective rate. No more than 4 ads will rotate in this position in any given month.

4. SKYSCRAPER (160 X 600 PIXELS)

AS LOW AS \$53.57 PER WEEK

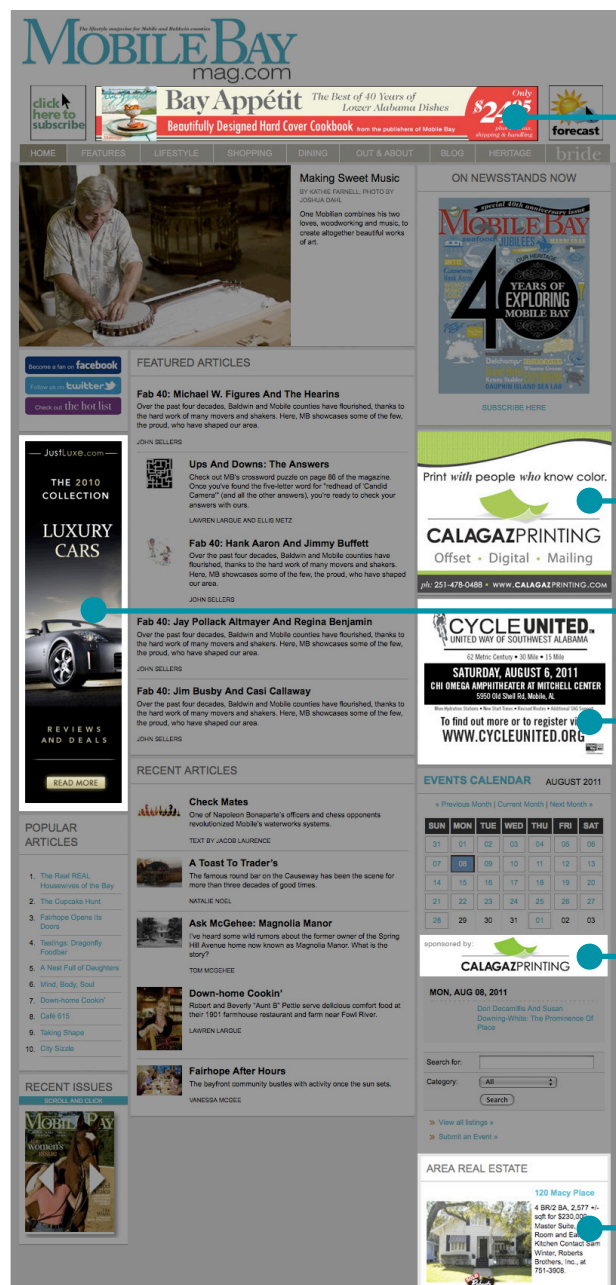
Allows for maximum exposure throughout the entire site and on all landing pages including archives.

***Sold as run-of-site only.**

5. BOOKEND (300 X 50 PIXELS)

Appears on all pages where calendar is visible.

***Only available with event calendar sponsorship**



1

2

4

3

5

Real Estate Agency

BENEFITS

DEMOGRAPHICS

DISPLAY ADS

RATE CARD

AD SPECS

TARGETED CONTENT ADS

Placing display ads in specific content allows advertisers to target online visitors whose interests align with their company's products and services. Ad will follow visitors as they click through targeted page articles.

1. LEADERBOARD (728 X 90 PIXELS)
2. ISLAND - UPPER (300 X 250 PIXELS)
3. ISLAND - LOWER (300 X 250 PIXELS)

CATEGORIES AVAILABLE:

FEATURES

DINING

LIFESTYLES

OUT & ABOUT*

SHOPPING

HERITAGE

* Out & About: Leaderboard advertisers will also rotate in the Calendar of Events Leaderboard space.

EVENTS CALENDAR SPONSOR

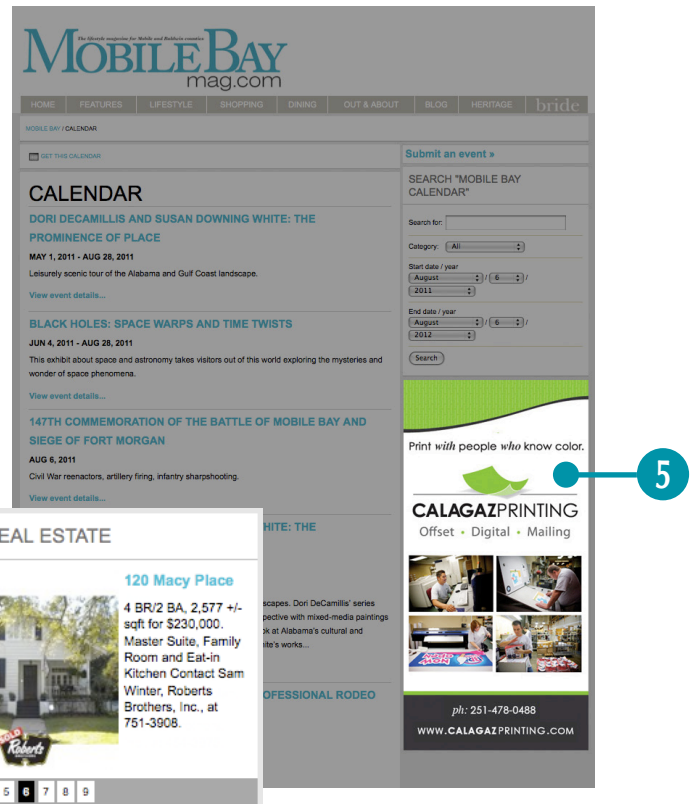
4. BOOKEND (300 X 50 PIXELS)
Logo displayed on each page of the calendar where the calendar grid appears. (see banner sizes on previous page)
5. HALF PAGE DOMINANT AD (300 X 600 PIXELS)
Displayed on the Calendar of Events page. Ad will follow visitors as they click on events.

REAL ESTATE GALLERY

Five realtors may showcase five houses each in the rotation. Company logo's will be positioned on each house photo along with house description and agent contact information.

Cost per realtor
per month is:

3X	6X	12X
\$150	\$135	\$115



Ad Sizes & Specifications

Web Advertisers should allow 3 business days for their campaign to launch. If advertisers cannot wait the 3 business days, a campaign can be escalated for an additional \$75 fee. Same day escalations are possible if they are requested before 1 p.m. Pacific Time.

SIZES

Leaderboard – 728 x 90 pixels

Island – 300 x 250 pixels

Skyscraper – 120 x 600 pixels

FILE INFORMATION

Resolution Settings: 72 dpi

Color Settings: RGB

MEDIA TYPE

- **GIF** – 40K or less
- **Animated GIF** – 40K or less
- **Flash** – 40K or less
 - Must be Macromedia Flash 7 compatible SWF file
 - Animations should be no longer than 15 seconds and no more than 18 frames per second, preferably 12 frames per second.
 - Click URL for Flash Files: If the creative contains a click URL, it must have a “click through” tag or Click Tag in the file#. For more information visit:
 - <http://tinyurl.com/4qvtrj>
 - <http://adwords.google.com/support/bin/answer.py?hl=en&answer=26938>
- **JPEG** – 40K or less (a backup GIF/JPEG must be provided for non-flash users)

Note: To insure the quality of your image, always use the “save for web and devices” option in Adobe Photoshop or Illustrator.

CAMPAIGN TYPE

Targeted – Leaderboard (728 x 90) or Island (300 x 250)

Run of Site – Skyscraper only (120 x 600)

Calendar Sponsor – Bookend (300 x 50) and Half Page Dominant (300 x 600)

FTP SITE

To upload large files to our FTP site, please use the following:

Hostname: 208.67.158.163 **Username:** pmtpubftp **Password:** pr0ducti0n (use zero’s for “o”)

When the upload is complete, please notify your Account Executive via email or voicemail.