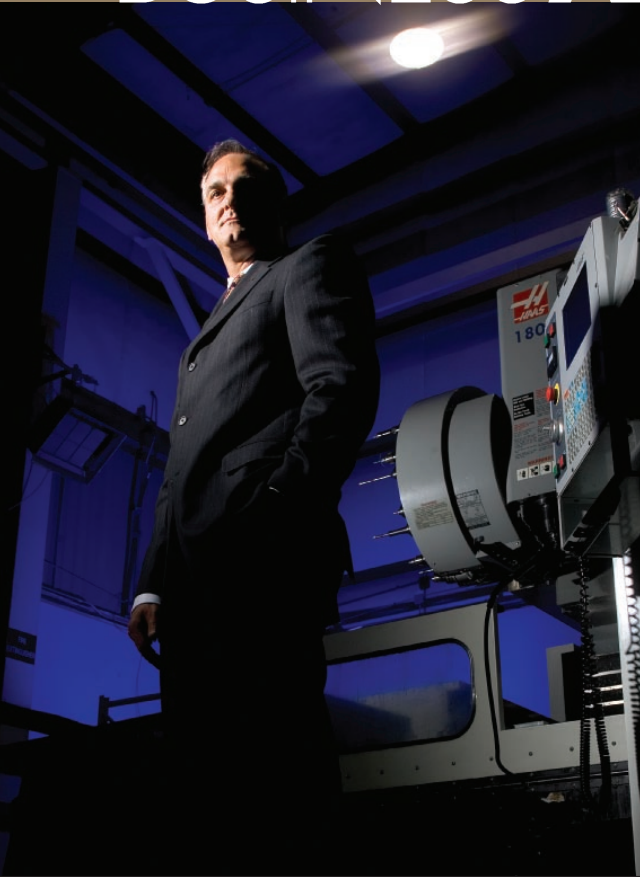


BUSINESS ALABAMA



BUSINESS ALABAMA READERS ARE **DECISION-MAKERS**

- ▶ **94 % are in management**
- ▶ **\$1.98 million average net worth**
- ▶ **70 % use *Business Alabama* as a reference source**
- ▶ **95 % make at least some purchasing decisions**
- ▶ **Average time spent reading: 34 minutes**
- ▶ **Average shelf life: 4 months**

If you want to reach the people who decide how businesses in Alabama spend their money, then *Business Alabama* is the most effective way to deliver your message. From Huntsville to Mobile, *Business Alabama* is respected for its compelling and insightful analysis of Alabama's business community.

Over 50,000 executives, managers, professionals and business owners read *Business Alabama* every month. Decisions by our readership affect every sector of business operating in the state of Alabama. Ninety-five percent of them make purchasing decisions for their company, and sixty percent authorize over \$100,000 in expenditures annually.

Business Alabama covers business, large and small, in all sectors of the Alabama economy. From emerging technologies to vital manufacturing clusters, *Business Alabama* has been tracking the growth of the Alabama economy for two decades. From the state house to the plant floor, we report in detail on the vital local issues that go unnoticed in the daily newspapers and the national business magazines. Our readers use *Business Alabama* to find what they cannot find in any other publication.

"Business Alabama has been instrumental in our organization's success. Their innovative advertising concepts gave a boost to our overall marketing presence."

Lauren Young
Alabama Small Business Development Consortium

READERSHIP & DISTRIBUTION

BUSINESS ALABAMA



EDUCATION

College Educated	95%
College degree	78%

AGE

Under 35	5%
35-44	22%
45-54	34%
55-64	26%
64+	12%

HOME OWNERSHIP

Own a home	88%
Own second home	30%

HOUSEHOLD INCOME

Under \$50k	4%
\$50k - \$100k	22%
\$100k - \$250k	53%
\$250k - \$500k	13%
\$500k - \$1 mil	5%
\$ 1 mil+	3%

NET WORTH

Under \$100k	3%
\$100k - \$500k	24%
\$500k - \$ 1 mil	22%
\$ 1 mil - \$ 2 mil	23%
\$ 2 mil - \$ 5 mil	17%
\$ 5 mil+	11%

FINANCIAL SERVICES

Full-Service Brokerage	50%
Financial Planner	26%
Internet Online Brokerage	15%
Discount Brokerage	15%

INVESTMENTS

Stocks	75%
Mutual Funds	70%
Savings Account	60%
IRA or Keogh	57%

INVESTMENT PORTFOLIO VALUE

Under \$100k	21%
\$100k - \$500k	40%
\$500k - \$ 1 mil	18%
\$ 1 mil+	21%

Source: NEQ Marketing & Management Services Readership Survey

CIRCULATION: 15,000

- Mailed to a controlled list of senior executives and business owners residing in Alabama
- 94 % are in management
- 95 % make at least some purchasing decisions for their company

READERSHIP

- 90 % of circulation mailed to office addresses
- 52,000 readers per issue
- Average time spent reading: 34 minutes

ADDITIONAL DISTRIBUTION

- Members of the Business Council of Alabama
- Members of Alabama Legislature
- Individual County Economic Development Directors
- Hotels in the Birmingham Area
- Selected Statewide Bookstores
- Statewide Print Media
- Key Statewide Industry Associations



READERSHIP & DISTRIBUTION

BUSINESS ALABAMA



"Our partnership with *Business Alabama* has allowed Samford's Brock School of Business to reach out to the business community as we work toward our goal of becoming one of the top 25 business schools in the nation. Our constituents look forward to receiving the magazine to read about the issues that are affecting our economy. *Business Alabama* is the perfect publication to use to communicate your message to business and thought leaders throughout the state."

Kara Kennedy
Brock School of Business, Samford University

NUMBER OF EMPLOYEES

Under 25	34%
25-99	26%
100-499	17%
500+	13%

GROSS ANNUAL SALES

Under \$500k	15%
\$500 - \$999k	11%
\$1 - \$5 mil	30%
\$5 - \$25 mil	21%
\$25 - \$100 mil	13%
\$100 mil+	10%

COMPANY TECHNOLOGY

95% use a computer at work
90% use cell phones
82% use e-mail
70% have an active Web site
37% use Internet to purchase products/service or supplies
34% use Internet to sell products or services

COMPANY OWNED OR LEASED AUTOMOBILES

42% own or lease 1-5
17% own or lease 6-25
12% own or lease 26 or more

HOTEL, TRAVEL AND ENTERTAINMENT

82% have traveled by air during the past 12 months
38% use an outside travel agency
23% have employees spending 100 or more nights in hotels per year
65% belong to one or more frequent flier programs
90% entertain clients at least once a month

BUSINESS SERVICES CONTRACTED WITH OUTSIDE VENDORS

Legal	82%
Accounting	76%
Computer Maintenance	57%
Internet Service	50%
Software Development	41%
Computer Hardware	40%
Engineering	26%
Employee Recruitment	24%
Web Page Hosting	23%
Architectural	21%
Employee Training	20%

Source: NEQ Marketing & Management Services Readership Survey

2010 EDITORIAL CALENDAR

BUSINESS ALABAMA

JANUARY 2010

- ▶ FOCUS – Legislative/Public Policy
- ▶ SPOTLIGHT – Autauga & Elmore
- ▶ LISTING – Senators & Representatives
- ▶ SUPPLEMENT – Workforce Training

FEBRUARY 2010

- ▶ FOCUS – Forestry and Agriculture
- ▶ SPOTLIGHT – Mobile
- ▶ SUPPLEMENT – Community Bankers Association; Diversity

MARCH 2010

- ▶ FOCUS – Meetings & Conventions / Travel & Tourism
- ▶ SPOTLIGHT – Tuscaloosa
- ▶ LISTING – Hotels, Convention Centers, Top Tourist Attractions
- ▶ SUPPLEMENT – Alabama Automotive Manufacturers Association Directory

APRIL 2010

- ▶ FOCUS – Construction
- ▶ SPOTLIGHT – St. Clair
- ▶ SUPPLEMENT – Business Hall of Fame

MAY 2010

- ▶ FOCUS – Healthcare
- ▶ SPOTLIGHT – Jackson, Marshall & DeKalb
- ▶ LISTING – Commercial Insurance Companies; Hospitals
- ▶ SUPPLEMENT – Super Lawyers; Alabama Independent Insurance Agents Association

JUNE 2010

- ▶ FOCUS – Banking/Finance; Accounting
- ▶ SPOTLIGHT – Dallas
- ▶ LISTING – Banks & CPA Firms
- ▶ SUPPLEMENT – BCA Manufacturers of the Year Awards

JULY 2010

- ▶ FOCUS – Economic Development
- ▶ SPOTLIGHT – Coastal Gateway
- ▶ LISTING – Industrial Sites
- ▶ SUPPLEMENT – AGC Directory

AUGUST 2010

- ▶ FOCUS – Public Companies
- ▶ SPOTLIGHT – Etowah
- ▶ LISTING – Largest Public Companies; CEO Paychecks
- ▶ SUPPLEMENT – Alabama Aerospace Industry Association/Best Companies to Work for in Alabama

SEPTEMBER 2010

- ▶ FOCUS – Higher Education
- ▶ SPOTLIGHT – Talladega & Calhoun
- ▶ LISTING – 2-year/4-year schools
- ▶ SUPPLEMENT – Sustain Alabama (Green)

OCTOBER 2010

- ▶ FOCUS – Construction
- ▶ SPOTLIGHT – Shelby
- ▶ LISTING – Contractors/Subs/Architects/Engineers; Credit Unions
- ▶ SUPPLEMENT – Credit Union Association

NOVEMBER 2010

- ▶ FOCUS – Legal / Trade
- ▶ SPOTLIGHT – Cullman
- ▶ LISTING – Law Firms
- ▶ SUPPLEMENT – Huntsville: Alabama's Fastest-Growing City

DECEMBER 2010

- ▶ FOCUS – Private Companies / Retail
- ▶ SPOTLIGHT – Limestone & Morgan
- ▶ LISTING – Private Companies
- ▶ SUPPLEMENT – Alabama's Charitable Giving

*Please see your account representative for full details. Materials are due one week after closing.

**Editorial content is subject to change

RATES & MECHANICALS

BUSINESS ALABAMA



Gross Rates Effective January 1, 2009

FOUR COLOR

FREQUENCY DISCOUNT	12x	6x	3x	1x
Full Page	2,349	2,897	3,712	4,056
2/3 Page	1,887	2,330	2,943	3,198
1/2 Page	1,659	2,032	2,562	2,764
1/3 Page	1,416	1,713	2,155	2,316
1/6 Page	1,139	1,355	1,690	1,896
2 Page Spread	3,577	4,517	5,761	6,340

BLACK + ONE

FREQUENCY DISCOUNT	12x	6x	3x	1x
Full Page	1,971	2,455	3,123	3,529
2/3 Page	1,475	1,818	2,288	2,572
1/2 Page	1,217	1,502	1,870	2,194
1/3 Page	972	1,161	1,429	1,593
1/6 Page	667	776	922	1,009

BLACK & WHITE

FREQUENCY DISCOUNT	12x	6x	3x	1x
Full Page	1,662	2,145	2,814	3,220
2/3 Page	1,166	1,510	1,979	2,262
1/2 Page	908	1,194	1,560	1,784
1/3 Page	662	852	1,120	1,284
1/6 Page	358	468	614	710

PREMIUM PLACEMENT

FREQUENCY DISCOUNT	12x	6x	3x	1x
Pages 2, 3 & Inside Back	2,706	3,320	4,211	4,568
Back Cover	2,862	3,520	4,455	4,852

REQUEST FOR PROPOSAL

Call your account representative for a customized proposal for your business. In addition to standard size ads, *Business Alabama* also offers unique opportunities for reaching your audience with multiple page units, inserts, polybagging and gatefolds. *Business Alabama* can arrange design and printing for your message when requested. Your account representative will work with you to develop the best plan for targeting your audience within your budget.

AD DESIGN RATES

Ads needing production or not submitted in the correct formats will be billed based on the following:

1/6 Ad (BW or 2C)	\$30	1/2 Ad (4C)	\$75
1/6 Ad (4C)	\$40	2/3 Ad (BW or 2C)	\$80
1/3 Ad (BW or 2C)	\$45	2/3 Ad (4C)	\$95
1/3 Ad (4C)	\$55	FP Ad (BW or 2C)	\$130
1/2 Ad (BW or 2C)	\$60	FP Ad (4C)	\$150

Pick-up ads with changes: \$25

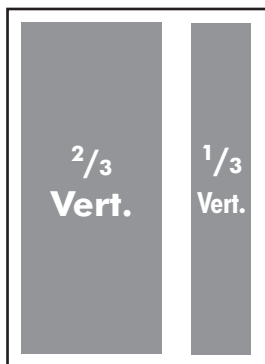
RATES & MECHANICALS

BUSINESS ALABAMA



Full Page

W: 7"
H: 10"

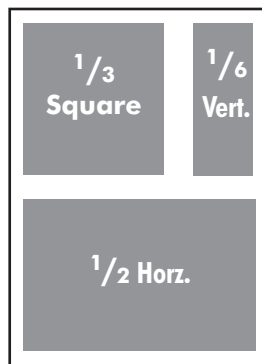


2/3 Vertical

W: 4.625"
H: 10"

1/3 Vertical

W: 2.125"
H: 10"



1/3 Square

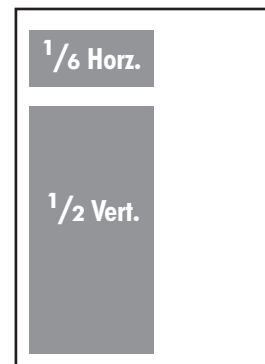
W: 4.625"
H: 4.875"

1/6 Vertical

W: 2.125"
H: 4.875"

1/2 Horizontal

W: 7"
H: 4.875"



1/6 Horizontal

W: 4.625"
H: 2.25"

1/2 Vertical

W: 4.625"
H: 7.5"

- **Three-Column Page Format**

- **Unit sizes in inches**

- **Bleed Ads**

Full Page bleed: 8 3/8" x 11 1/8"
Will be trimmed to: 8 1/8" x 10 7/8"
Two Page Spread bleed: 16 1/2" x 11 1/8"
Will be trimmed to: 16 1/4" x 10 7/8"

- Keep live copy within standard ad dimensions. No safety necessary for live matter in gutter on spread bleed ads. No copy within 1/4" of trim on all sides. Maximum density for four-color process is 300%

- **Printing Specifications:**

Line Screen: Not to exceed 150

- **Output from Disk**

Business Alabama is produced using Adobe InDesign CS 3 for Mac, the standard for professional four-color print production. Files for ads can be accepted in the following formats:

- High Resolution PDF file (preferred)
 - High Resolution image file (tiff or jpeg)
 - Photoshop CS3 or lower
 - Adobe Illustrator CS2 or lower
 - InDesign CS3
 - QuarkXpress 6.5 or lower
- Other formats such as Microsoft Publisher, PowerPoint, or Word will require rebuilding of the ad. Fees are based on ad layout charges as noted on reverse.

- **Disk formats accepted are: DVD or CD-Rom**

- Ads under 15 MB can be sent via e-mail to your account representative. Call your rep to verify ads have been received.

- Ads under 15 MB can be uploaded to our FTP site. Contact your account representative for FTP information.

- A laser copy for black and white ads or a color copy of the ad must accompany the disk.

- **Shipping Instructions:**

All materials should be shipped flat to:
PMT PUBLISHING
PRODUCTION MANAGER
529 BEACON PKWY. WEST, SUITE 110
BIRMINGHAM, AL 35209

- **Proofs**

Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. Publisher assumes no liability for errors in new copy or copy changes submitted after closing date.

- Problems that will prevent us from outputting your files will result in additional production costs. PMT Publishing cannot guarantee matching color or layout to your provided proof. PMT Publishing is not responsible for errors in file production, such as trapping and overprinting issues that may alter the final printed ad.

- For more information about submitting your ad, please visit our website at www.businessalabama.net and click on Advertising.