

ONE AD

THE ENTIRE STATE. THE ENTIRE YEAR.

TOP RANK ALABAMA 2007

THE ONLY STATEWIDE BOOK OF LISTS

From the publisher of *Business Alabama*

Where would you like to be next year? How about on the desk of every business leader and decision maker in the state? Put your ad in *Top Rank Alabama*, the only statewide book of lists, and that's exactly where you'll be.

Do you need to identify the state's largest engineering firms? The largest software developers? Commercial real estate brokers? Convention centers? From ad agencies to universities, *Top Rank Alabama* delivers dozens of exclusive lists highlighting the largest players in every major industry.

Top Rank Alabama is an indispensable resource for corporate executives and decision makers throughout the state. And when your ad is in the pages of *Top Rank Alabama*, your peers, prospects and customers will take notice. You can even place your advertising next to industry lists you wish to target to ensure the maximum exposure for your media dollar.

Best of all, *Top Rank Alabama* is kept and used throughout the year, giving you unmatched value and staying power in the marketplace. Call today to reserve your space. And make sure anybody and everybody has a chance to see you.

ADVERTISING RATES

Full Page	\$2,591
Half Page	\$1,615
Quarter Page	\$1,276
Spot Color	add \$150
Four Color	add \$476
Cover Position	add \$500
Premium Position	add \$300

AD POSITIONING

COVER POSITIONS

(four-color full-page ads)

Inside Front Cover
Inside Back Cover
Back Cover

PREMIUM POSITIONS

(black & white, spot color or four-color full-page ads)

Page 3
Opposite Table of Contents
Opposite Masthead

ADVERTISING SPECIFICATIONS

Full Page Bleed 8 3/8" x 11 1/8" (trimmed to 8 1/8" x 10 7/8")

Full Page 7" x 10"

Half Page (horiz) 7" x 4 7/8"

Quarter Page 3 5/8" x 4 1/4"

SPACE RESERVATION DEADLINE: NOVEMBER 3, 2006

Artwork should be e-mailed to ads@pmtpublishing.com

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Below are the valuable lists and rankings of the leading Alabama businesses and organizations in every key industry, which are slated to appear in the 2006 edition of *Top Rank Alabama*:

Public Companies—Nonfinancials	Architectural Firms
Public Companies—Financials	Hotels
CEO Paychecks	Convention Centers
Private Companies	Tourist Attractions
Banks	Manufacturing Companies
Credit Unions	Automotive Manufacturing Companies
Financial Planning/Investment Firms	Software Developers
Investment Brokerage Firms	Aerospace Manufacturers
Commercial Insurance Agencies	High-Tech Electronics Manufacturers
Commercial Real Estate Companies	Computer, Peripheral & Component Manufacturers
Industrial Parks	Telecommunications Equipment Providers
Multi-Tenant Office Buildings	Internet Service Providers
Office Furniture Companies	Cellular Service Providers
Professional Employment Agencies	Hospitals
Temporary Staffing Agencies	Nursing Homes
Accounting Firms	Assisted Living Facilities
Law Firms	Public Four-Year Colleges and Universities
General Contractors	Independent Colleges
Subcontractors	Advertising Agencies
Engineering Firms	Public Relations Firms

Note: Editorial content described in this pre-publication outline is subject to change depending on space allocation for this issue.



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