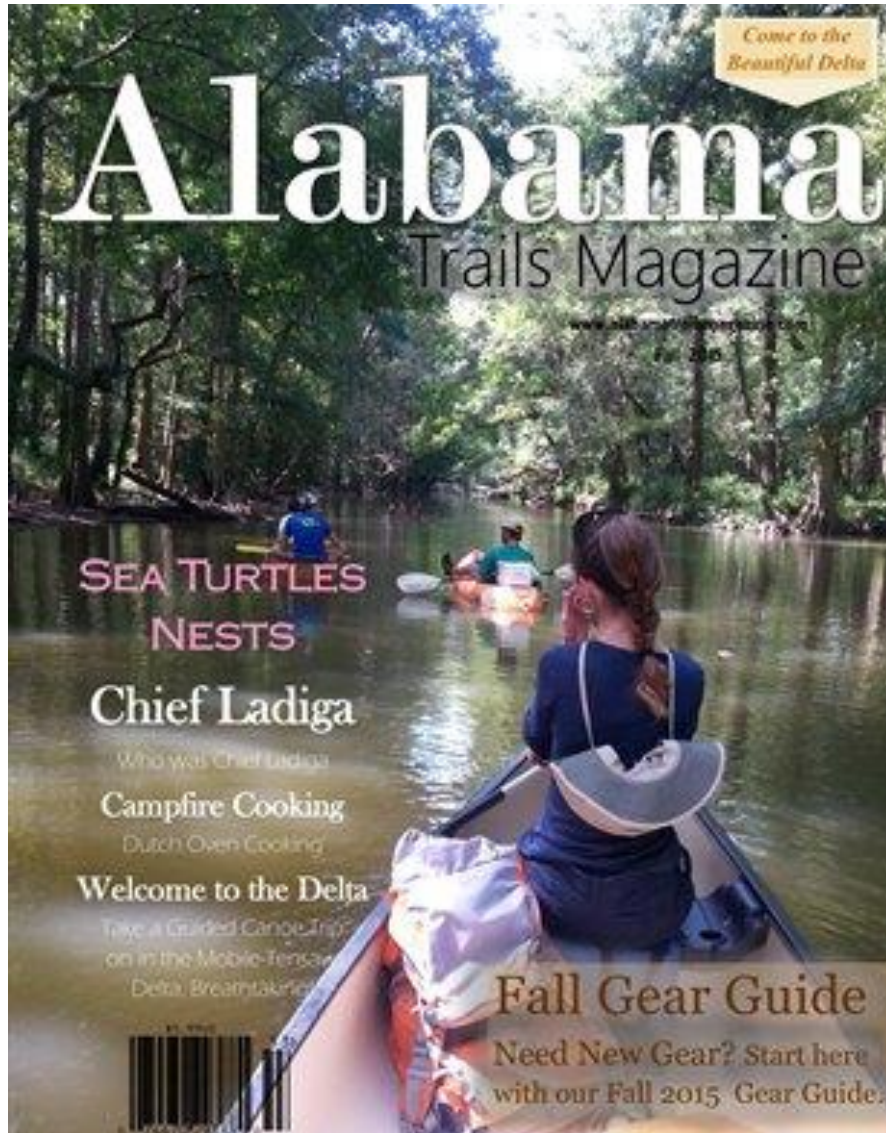


WELCOME TO  
ALABAMA TRAILS  
MAGAZINE



## Advertising & Marketing Media Kit 2016

*Bridget Bradshaw*

*Advertising Director  
Alabama Trails Magazine  
Office: 256-499-1544  
[www.alabamatrailsmagazine.com](http://www.alabamatrailsmagazine.com)*

# Alabama

## Trails Magazine



*Hello.*

*Thank you for your interest in Alabama Trails Magazine Advertising.  
We are excited to invite you to join us here at ATM!*

*Please review our Media Kit for 2016. We are offering a Special Rate for our Full Page/Fully Color Ad locations to local Alabama based business for our upcoming edition. Due to our magazine being very selective as to the number of full page ads we include in our publication and the demand for ad locations, the limited number of pages fill very quickly. Once we open the edition up for ad placement and purchase, we can sell out in a single day.*

*Currently we have our publication online in print and digital editions for download. Example include Kindle and MagCloud. We are working with Amazon and will be introducing an iBook's and My Magazine for audio books later in the Fall of 2016. We have newsstand copies available in all the Whole Foods, Sprouts, and Earth Fare stores state-wide in Alabama, along with editions now available at the Governor's Mansion Gift Shop. During this year 2016, we will launch into our newest locations, Publix, Winn Dixie, Books-A-Million, along with several locations around the state such as The Little River Canyon Visitor Center.*

*We know growing your business is important to you. Our readers are some of the most involved readers with our advertising companies. Because we are selective as to the companies we invite to join us, our rate of return for businesses is very high due to the fact that our readers love products from companies like yours.*

*Welcome! We are so excited to invite you to join us at Alabama Trails Magazine.*

*Enjoy your day.  
Smiles,*

*Bridget Bradshaw*

*Advertising Director  
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# RATES

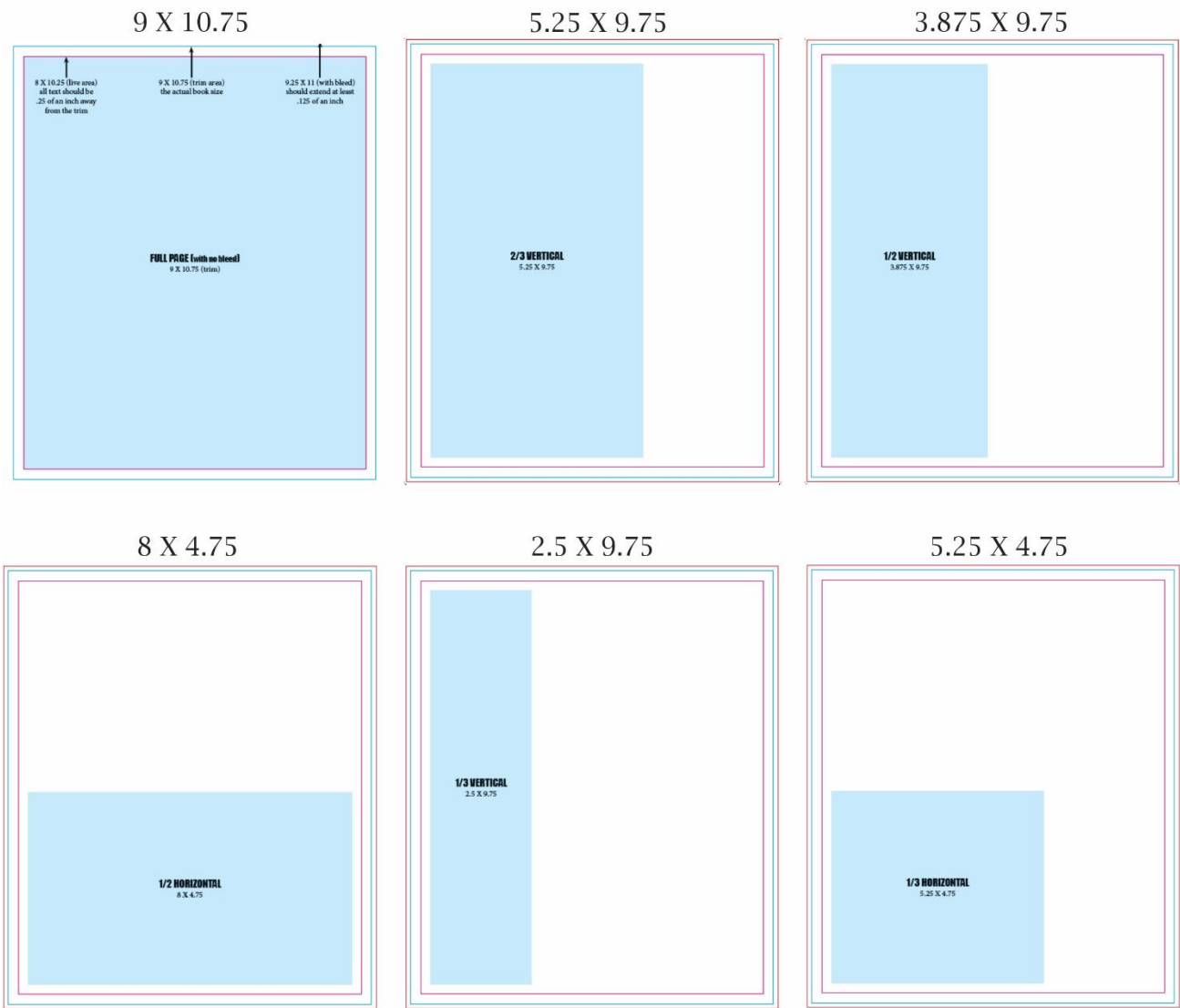
Schedule your ads today for upcoming issues each price is per edition

Full Color	3 months (1 edition)	6 months (2 editions)		3 months (1 edition)	6 months (2 editions)
➤ Full pg	\$945	\$1890	1/4 page	\$325	\$650
➤ Full pg + website	\$1045	\$2090	1/4 page +website	\$425	\$850
➤ Full pg + website + Facebook	\$1120	\$2240	1/4 page + website + Facebook	\$500	\$1000
➤ Full pg + website + Facebook + Show Sponsorships	\$1320	\$2640	1/4 page +website +Facebook +Show Sponsorship	\$750	\$1500
➤ Website 3 months 6 months	\$225	\$450	1/2 page	\$650	\$1300
➤ Facebook 3 months 6 months	\$150	\$300	1/2 page +website	\$775	\$1550
			wz		
			1/2 page + website, Facebook	\$850	\$1700
			1/2 page +website, Facebook, & show sponsorship	\$1050	\$2100

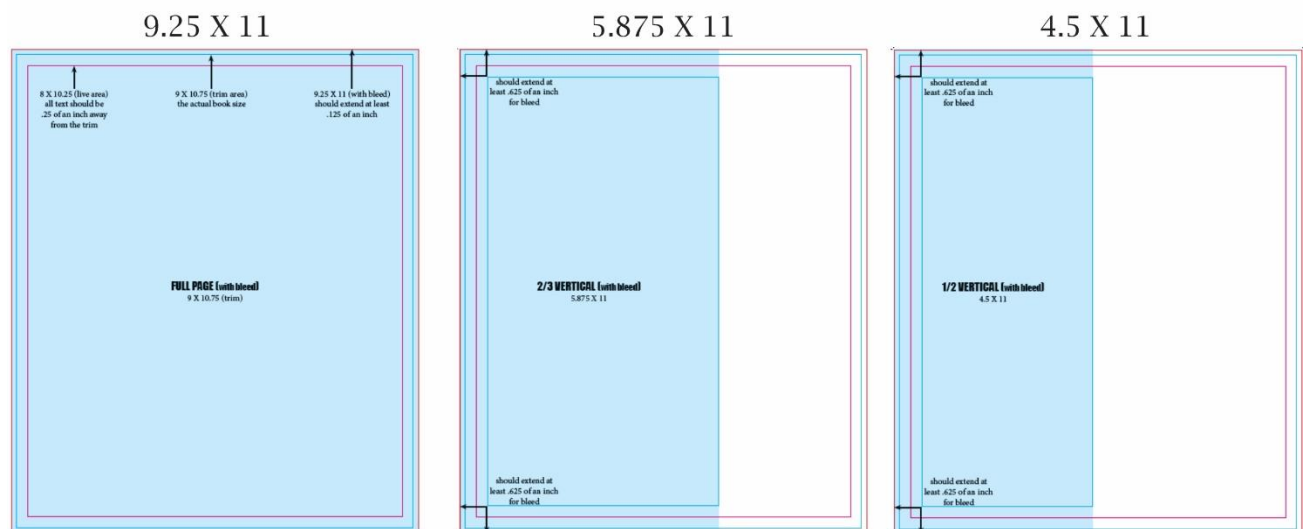
❖ Show Sponsorship \$450 per show

(See show sponsorship info next pg.) Sponsorship for 1 event.  
Discretion given to magazine's executive staff.

Ads without bleed:



Ads with bleed:



3.125 X 11

9.25 X 5.375

# Advertising Specs

## File format

- JPEG with all fonts embedded. JPEG should be exact size with printer's marks and no extra white space.
- Only received as JPEG files
- Higher resolutions required for Full-Color/Full-Page Ad. (contact Katie 334-828-1098 for exact specifications)
- Ads may/may not have bleed; discretion will be up to publication design staff unless specifically requested

## Website / Facebook

- Ad duration will be for 3 months from beginning of print of current magazine edition, unless otherwise agreed upon.
- Website location will be rotating, unless paid for specific location and stillness.
- Facebook will be updated on first and third Friday of every month, unless otherwise stated. Facebook posts may have other posts on same date.

## Show Sponsorship

- Show Sponsorship includes large 20x30 poster of sponsor logo, mention of sponsor to all participants of show, inclusion in any/all activities of show.
- Sponsorship includes all printing, marketing, and associative marketing to include TV, radio, news and any/all other media sources.

## Submissions & Questions

- Submit ads to
  - [alabamatrilmagazine@gmail.com](mailto:alabamatrilmagazine@gmail.com)

For more help or if you have any questions about an ad, the location within the magazine, or have questions in general, please contact us.

Bridget Bradshaw  
Advertising Director  
256.499.1544  
[bbradshawalabamatrilmagazine@gmail.com](mailto:bbradshawalabamatrilmagazine@gmail.com)  
[bridgetbradshaw@alabamatrilmagazine.com](mailto:bridgetbradshaw@alabamatrilmagazine.com)

Katie Exum  
Owner/Editor  
334-828-1098

Or Email Us  
[info@alabamatrilmagazine.com](mailto:info@alabamatrilmagazine.com)

# Submissions Dates:

## **Spring Edition:**

March, April, May

## **Submissions Date:**

February 3, 2016

## **Summer Edition:**

June, July, August

April 5, 2016

## **Fall Edition:**

September, October, November

July 14, 2016

## **Winter Edition:**

December, January, February

October 17, 2016

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Submissions must be received on date listed. Submissions received after date will be received at editorial and advertising staff discretion. If funds have been paid for submissions, editorial and advertising staff will contact you regarding how to best handle the submissions.

Please note if submissions are received and do not meet the Terms and Conditions as stated prior to submissions, editorial and advertising staff will contact you about how to best handle the submission. If submissions are received that do not meet the Terms and Conditions as stated on date of submissions, we will contact you regarding the options available. We will reserve the right to cancel the submission(s) if received on submissions date.