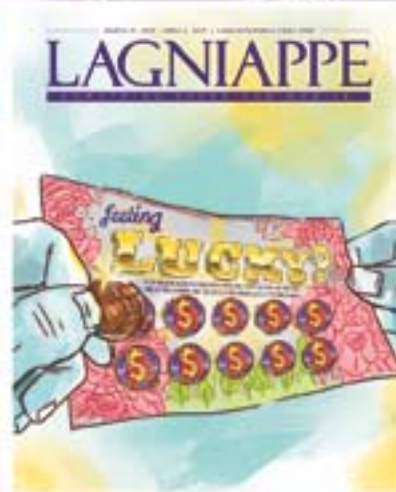
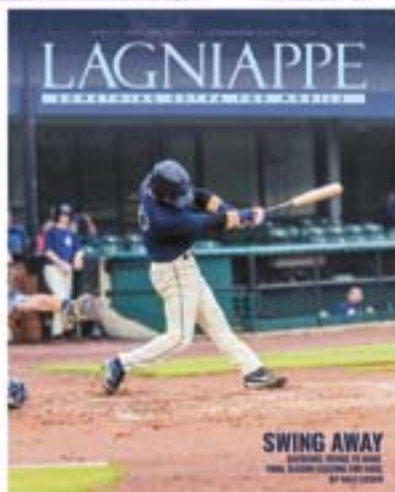
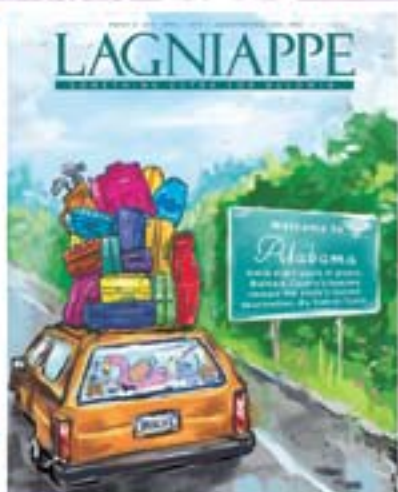


LAGNIAPPE WEEKLY



MEDIA KIT

LAGNIAPPEMOBILE.COM

◆ print ◆ digital ◆ events ◆



What Is Lagniappe Weekly?

la•gniappe week•ly | lan-'yap week-lee: a little something extra for the Mobile Bay area.

Since 2002, Lagniappe has been the Mobile Bay area's largest independently owned newspaper.

Lagniappe takes a hyper-local approach to coverage, with an emphasis on hard news and investigative reporting. In addition to our award-winning opinion columnists, readers can also find our writers' unique takes on the local music, arts, cuisine, business and sports scenes. Lagniappe has become THE place for Mobilians to learn about the issues affecting our rapidly growing city, as well as the many events, dining and entertainment options our area has to offer.

With 30,000 papers distributed at over 1,400 locations throughout Mobile and Baldwin counties each week, as well as an ever-growing number of home delivery subscribers, along with a robust web and social media presence, Lagniappe reaches over 83,000 readers each week, making it the perfect choice to advertise your business.

While some would have you believe newspapers are dead, our readership continues to increase both in print and online, proving that Mobilians believe having quality journalism and a local newspaper is a necessity, not a luxury, no matter how it is delivered.

Lagniappe is an integral thread in the fabric that is Mobile, and with your support, we will continue to "Keep Mobile Funky" for years to come.



A look inside Lagniappe

GOING POSTAL

Lagniappe reports on the issues Mobilians are passionate about, as such our readers often want to voice their own opinions. Whether penning words of praise or critical diatribes, "Going Postal" is the place Lagniappe lets the readers' voices be heard. Since Lagniappe is dedicated to having opinion writers who fall all over the political spectrum we often get comments from folks who both strongly agree or disagree with one of our writer's pieces. We love to hear opposing arguments. "Going Postal" celebrates the Mobile marketplace of ideas.



BAY BRIEFS

Straight news reporting from various beats, including Mobile City Council, Mobile Mayor's Office, Mobile County Commission, Eastern Shore council and mayoral coverage, Baldwin County Commission, Mobile and Baldwin County school systems, Mobile/Baldwin legislative delegation in Montgomery, courts and pretty much any other hot topic affecting our area.





COMMENTARY

From opining on the antics of our city councilpersons, to legislators on Goat Hill, to our representatives in D.C. or just daily Gulf Coast life in general, our award-winning columnists provide thought-provoking commentary guaranteed to inform, entertain or even infuriate our readers each week.



BUSINESS

A look at all of the major business news from our area, including openings and closings, executive transitions, management changes, company profiles and commercial real estate news.

CUISINE

One of the main objectives when Lagniappe started was to provide the area with fair and honest reviews of our local eateries. In addition to the reviews, our cuisine editor reports on all of the latest happenings from the cuisine scene in "Word of Mouth."



COVER STORY

Each week, one of Lagniappe's reporters or contributors pens the most in-depth piece in the paper. The subject matter runs the gamut from funky, lighter feature stories to well-researched, investigative pieces.



ARTS

A complete look at what is going on in our area arts scene, including coverage of local theater groups and performances, opera, ballet, jazz, symphony, as well as the latest openings and exhibits at our various museums. Profiles of both well-known and emerging painters, poets, sculptors, thespians, musicians and more.



MUSIC

Lagniappe's music section covers Mobile's diverse music scene, from hip-hop to country to blues and pop and all the way down to the underground. Find out who is playing at local venues in "Music Listings" and enjoy interviews or profiles with local musicians to national recording artists who are traveling through town in the "Music Feature." The top upcoming shows of the week are highlighted in "Music Briefs."



FILM

Reviews of the latest independent theater or video releases, as well as local cinema listings.

CALENDAR OF EVENTS

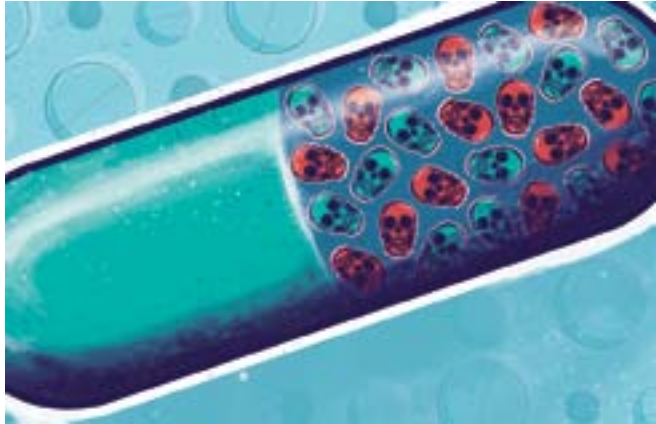
Fundraisers, meetings, markets, arts and entertainment options. If it's happening in Mobile, it's in Lagniappe's Calendar of Events.



LAGNIAPPE

NEW YORK TIMES CROSSWORD PUZZLE

Enjoy the Sunday New York Times Crossword puzzle each week in Lagniappe.



SPORTS

Coverage of the Senior and Dollar General Bowls, Jaguars, Badgers and Rams, as well as youth and high school sports in the area. And, of course, a little SEC action.



MEDIA

Lagniappe's media column covers news from local radio and television stations, print media, websites and blogs, as well as advertising agencies and public relations firms. A look at who's coming, who's going, who is winning awards and the ratings game, along with other news and information from the media scene.

PORT CITY PREMONITIONS

Dr. Zodiac provides astrological predictions with a local flair.

MOBILE MAGNIFIED

Lagniappe's gossip columnist, Boozy Beer Nues, reports on all the social happenings directly from her barstool.



LAGNIAPPE

LAGNIAPPE WEEKLY

READER DEMOGRAPHICS

APPROXIMATELY

77,000 WEEKLY

Unique print readers each week



APPROXIMATELY

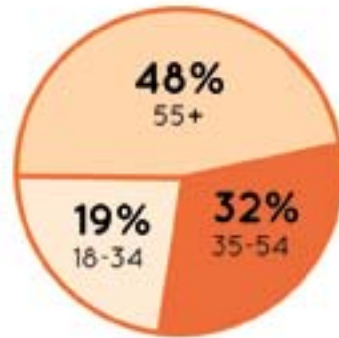
141,000

Unique print readers every six months



52%
MEN

48%
WOMEN



AUDIENCE AGE

Lagniappe readers have disposable income, are well-educated and active in their communities.



AVERAGE INCOME

\$72,000

WITH 44,000 EARNING

\$50,000

OR MORE ANNUALLY

32,000 READERS EARN

\$100,000

AND 9,000

\$150,000

OR MORE ANNUALLY



43% 52,000 of Lagniappe readers visited a casino in the past 12 months



41% flew on an airline in the past 12 months



22% enjoy attending a country music concert, 14% pop or rock concerts and 5% rap



50% drank beer in the past 30 days and 12% drink wine 3x a week or more



65% have some college education and 15% plan to go back to school



76% of Lagniappe readers own their own home and 10% plan to buy a home in the next year



97% dined at a restaurant in the last 30 days



38% plan to buy a new or used car in the next year

ADVERTISING RATES 2019 - 2020

SIZE	1X	4X	6X	12X	26X	52X
	COLOR/B&W	COLOR/B&W	COLOR/B&W	COLOR/B&W	COLOR/B&W	COLOR/B&W
FULL PAGE	\$1935/\$1735	\$1763/\$1563	\$1593/\$1393	\$1507/\$1307	\$1371/\$1171	\$1257/\$1057
1/2 PAGE	\$967/\$867	\$882/\$782	\$797/\$697	\$754/\$654	\$686/\$586	\$629/\$529
1/3 PAGE	\$757/\$682	\$689/\$614	\$637/\$562	\$602/\$527	\$557/\$482	\$511/\$436
1/4 PAGE	\$484/\$434	\$443/\$392	\$399/\$349	\$377/\$327	\$346/\$296	\$317/\$267
1/8 PAGE	\$273/\$248	\$248/\$223	\$238/\$213	\$225/\$200	\$212/\$187	\$194/\$169
1/16 PAGE	\$145/\$125	\$133/\$113	\$127/\$107	\$121/\$101	\$114/\$94	\$105/\$85
PLACEMENT	1X COLOR	4X COLOR	6X COLOR	12X COLOR	26X COLOR	52X COLOR
BACK COVER	\$3108	\$2642	\$2486	\$2331	\$2176	\$1958
INSIDE BACK COVER	\$2338	\$1987	\$1870	\$1754	\$1637	\$1473
INSIDE FRONT COVER	\$2338	\$1987	\$1870	\$1754	\$1637	\$1473
CENTER SPREAD	\$4660	\$3961	\$3728	\$3495	\$3262	\$2395
OUTSIDE CENTER PAGE	\$2338	\$1987	\$1870	\$1754	\$1637	\$1473



“We like advertising in Lagniappe because it’s great exposure, we get customer feedback based off our ads, and it’s well worth it.”

- Mick Blankenship
Blankenship's Universal Supply



<p>1</p> <p>FULL 10(w)x12(h)</p>	<p>1/2</p> <p>HALF vertical 5(w)x12(h)</p>	<p>1/2</p> <p>HALF horizontal 10(w)x6(h)</p>	<p>1/3</p> <p>THIRD 5(w)x9(h)</p>	<p>1/4</p> <p>QUARTER regular 5(w)x6(h)</p>
<p>1/4</p> <p>QUARTER super horizontal 10(w)x3(h)</p>	<p>1/4</p> <p>QUARTER super vertical 2.5(w)x12(h)</p>	<p>1/8</p> <p>EIGHTH vertical 2.5(w)x6(h)</p>	<p>1/8</p> <p>EIGHTH horizontal 5(w)x3(h)</p>	<p>1/16</p> <p>SIXTEENTH 2.5(w)x3(h)</p>

Deadline to reserve space in each Thursday publication is the Friday prior by 5 p.m. If Lagniappe is designing and building the ad, all copy must be in by Friday at noon. One proof will be issued for changes and corrections. A second proof will be issued for final approval. Any changes after the final proof are subject to an additional design fee. All final copy changes on Lagniappe-produced ads must be approved by 5 p.m. on Monday prior to publication date. Deadline for camera-ready/advertiser provided copy is by 5 p.m. on Monday prior to publication date. **ANY CANCELLATIONS AFTER 5 P.M. ON MONDAY ARE SUBJECT TO A 50% CANCELLATION FEE.**

Design Specifications
Ads should be delivered in PDF or JPG format via email to ads@lagniappemobile.com. CMYK color, 300 dpi resolution. No rich black text.

Rates are net.

EMAIL NEWSLETTERS

LAGNIAPPE NEWS ALERT



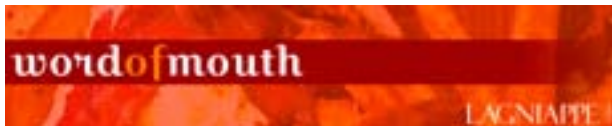
Breaking news or just a story we think you should know about, Lagniappe sends out a "News Alert" to our over 50,000 newsletter subscribers every time we post a web-only story on lagniappemobile.com. Your business can sponsor these updates and receive an ad on the email blast, as well as a static or video ad within the breaking news story on lagniappemobile.com.

SPONSORSHIP

\$350 PER MONTH FOR EMAIL BLAST
\$500 PER MONTH FOR EMAIL BLAST

***NUMBER OF NEWS ALERTS WILL VARY FROM MONTH TO MONTH
DEPENDING ON NEWS CYCLE.**

WORD OF MOUTH



We all love to eat. And with the Mobile area's dynamic dining scene, our weekly WORD OF MOUTH email newsletter gives you the skinny on all things that could make you fat and happy. Read cuisine reviews and news, including openings and closings, location or chef changes, new menus, etc. We also list all

of our advertisers' specials for the week in our "Deals of the Week" section. This is a perfect place for restaurants to advertise or really any other business, as our cuisine section is one of the most read in the paper. And now it is delivered to over 50,000 inboxes each week.

ADVERTISE

TOP BANNER AD: \$150 PER WEEK
BOTTOM BANNER AD: \$75 PER WEEK

SCENESTER



Whether it's seeing a legendary musician in the majestic Saenger Theatre or an emerging artist in one of our many clubs, the local music scene has a lot to offer. Our SCENESTER newsletter gives the music lover everything they need to know to navigate the week's musical happenings, with artist interviews, band profiles, club listings and our critic's Top 5 shows of the week. Great advertising opportunity for music venues, recording studios, promoters, music or record stores.

ADVERTISE

TOP BANNER AD: \$150 PER WEEK
BOTTOM BANNER AD: \$75 PER WEEK

THE HOT LIST



If it's happening this week, it's in Lagniappe's Calendar of Events. THE HOT LIST provides all of those events, as well as our featured event of the week and our calendar editor's top picks. This is a great advertising opportunity for businesses/organizations promoting a specific event or any other business looking to target active members of our community.

ADVERTISE

TOP BANNER AD: \$150 PER WEEK
BOTTOM BANNER AD: \$75 PER WEEK

ADDITIONAL ADVERTISING OPPORTUNITIES

PRE-PRINTED INSERTS

Customer provided pre-prints can be inserted in Lagniappe at the following cost per thousand rates:
Single Sheet - \$30 per thousand
4-8 page inserts - \$40 per thousand
12 pages and larger - quoted on size and weight
Reservation deadline is two weeks prior to publication.
May be zoned by county.
All inserts must be shipped to: Baton Rouge Press,
2621 E Perdue Ave, Baton Rouge, LA 70814, (225) 275-8429

LEGAL ADVERTISING

Probate of will \$45
Letter of Administration \$45
All other legal notices are 19 cents per word.

WEB, EMAIL & SOCIAL MEDIA MARKETING

Advertising on LAGNIAPPEMOBILE.COM gives you another opportunity to reach the area's most desirable consumers. With over 450,000 users over the past year, LAGNIAPPEMOBILE.COM, delivers not only all of the features you will find in the paper but also exclusive web-only content.



WEB AD RATES

Banner Ads (1334 x 300 pixels)

\$500 for 4 weeks

Sidebar Ads (320 x 300 pixels)

\$200 for 4 weeks

VIDEO ADS

Lagniappe video ads offer advertisers the opportunity to run their videos or commercials anywhere on our website. Advertisers may pick a certain page, such as cuisine or music, or have their ad circulate throughout the site. Prices start at \$500 per week.



EMAIL BLASTS

Weekly/Breaking Email Newsletters

Advertise in one of Lagniappe's regular weekly

email blasts to over 30,000 readers. "Word of Mouth" focuses on the area cuisine scene. "Scenester" gives readers the rundown on the week in music, providing interviews with artists, show suggestions and club listings. "The Hot List" is a rundown of all of the week's entertainment options from fundraisers to art markets. You can also sponsor Lagniappe's "News Update" blast, which ALERTS readers of breaking news or other hot stories. See "Email Newsletter" page of this media kit for additional information and rates.

CUSTOMIZED EMAIL BLASTS

Reach over 30,000 potential customers with a targeted email message crafted specifically for your business.

Prices start at \$400 per week.

FACEBOOK POSTS

Advertise your business to Lagniappe's nearly 30,000 followers with a sponsored Facebook Post. Advertisers already under contract may purchase for \$50 per post.



DIGITAL PACKAGES

PACKAGE A

Full Page Bundle Deal — 52 or 26 weeks

Purchase of a 52x or 26x Full-Page, color contract with Lagniappe also includes the following digital upgrades with no extra charge:

Video advertisement on the website — a \$500-per-week value

Banner ad on the lagniappemobile.com website — a \$500 per month value

One weekly Facebook post (26,000 friends) — \$50 a week value

And a banner ad on one of our email newsletters that go out to 50,000 readers — \$150 a week.

All digital ads run the same week as print advertisements.



PACKAGE B

Half Page Bundle Deal — 52 or 26 weeks

Purchase of a 52x or 26x Half-Page, color contract with Lagniappe also includes the following digital upgrades with no extra charge:

Video advertisement on the website — a \$500-per-week value

Sidebar ad on the lagniappemobile.com website — a \$200 per month value

One weekly Facebook post (26,000 friends) — \$50 a week value

All digital ads run the same week as print advertisements.

Additionally, Half Page contract customers can purchase video space and banner ads on lagniappemobile.com for half price or on one of our email newsletters sent to 50,000 readers, also for half price.



PACKAGE C

Quarter Page Bundle Deal — 52 or 26 weeks

Purchase of a 52x or 26x Quarter-Page, color contract with Lagniappe also includes the following digital upgrades with no extra charge:

Sidebar ad on the lagniappemobile.com website — a \$200 per month value

One weekly Facebook post (26,000 friends) — \$50 a week value

All digital ads run the same week as print advertisements.

Additionally, Half Page contract customers can also purchase video space on our website and banner ads for half price in one of our email newsletters that go out to 50,000 readers.



PACKAGE D

Eighth Page Bundle Deal — 52 weeks

Purchase of a 52x Eighth-Page, color contract with Lagniappe also includes the following digital upgrades with no extra charge:

Sidebar ad on the lagniappemobile.com website — a \$200 per month value

One weekly Facebook post (26,000 friends) — \$50 a week value

All digital ads run the same week as print advertisements.

Additionally, Eighth Page contract customers can also get a 25% reduction on the purchase of video space on our website and banner ads in one of our email newsletters that go out to 50,000 readers.

2020 ADVERTISING CALENDAR

JANUARY ISSUE DATES

JANUARY 1
JANUARY 8
JANUARY 15
JANUARY 22
JANUARY 29

Advertising Strategies for January
New Year's Resolutions – Fitness, Gyms, Smoking Cessation, Weight Loss, Beauty, Financial Planning, Organizational, Mardi Gras (Wear/Throws/Catering/Etc.)

SPECIAL EVENTS

January 20: MLK Holiday
January 25: Senior Bowl/First Dauphin Island Mardi Gras Parade

FEBRUARY ISSUE DATES

FEBRUARY 5
FEBRUARY 12
FEBRUARY 19
FEBRUARY 26

Advertising Strategies for February
Valentine's Day (Florists, Lingerie, Restaurants, Candies, Jewelry, Messages, Gift Cards), Mardi Gras (Wear/Throws/Catering, Etc.), Presidents' Day Sales, American Heart Month

SPECIAL EVENTS/ISSUES

February 14: Valentine's Day
Mardi Gras
February 1: Dauphin Island Parade
February 7: First Mobile Parade
February 23: Joe Cain Day
February 25: Fat Tuesday
Issues during Mardi Gras:
February 5, 12, 19, 25
February 19: Mardi Gras Issue
February 26: Political Issue

MARCH ISSUE DATES

MARCH 4
MARCH 11
MARCH 18
MARCH 25

Advertising Strategies for March
Nappie Awards Nominations, Political, St. Patrick's Day, Azalea Trail Run, Mobile Bay Restaurant Week, Spring Break Planning, Gardening/Patio

SPECIAL EVENTS/ISSUES

Nappie Nomination Issues: March 11, 18, 25, & April 1
Nappie Nominations Voting: March 11-April 5
Mobile Bay Restaurant Week: March 18-24
March 3: Alabama Primary
March 28: Mobile Bay Restaurant Week Issue
March 23: Azalea Trail Run
March 28: Chili Cook-off
March 31: Alabama Runoff

APRIL ISSUE DATES

APRIL 1
APRIL 8
APRIL 15
APRIL 22
APRIL 29

Advertising Strategies for April
April 3: Nappie nomination period, SouthSounds Music Fest, Spring Break, Easter Sunday, Gardening/Patio

SPECIAL EVENTS/ISSUES

April 3: Last Nappie Nomination Issue
April 12: Easter Sunday
Spring Break

MAY ISSUE DATES

MAY 6
MAY 13
MAY 20
MAY 27

Advertising Strategies for May
Mother's Day, Hangout Music Fest, Memorial Day, School Year Ends, Graduation Gifts/Parties, Summer Fun, Nappie Finals, Summer Camps

SPECIAL EVENTS/ISSUES

May 6, 13, 20, 27: Nappie Finals Issue
May 15-17: Hangout Music Fest
May 10: Mother's Day
May 25: Memorial Day
May 31: Nappie voting Ends
School Ends
Graduation

JUNE ISSUE DATES

JUNE 3
JUNE 10
JUNE 17
JUNE 24

Advertising Strategies for June
Summer (Camps/Swimming/Vacation/AC tune ups), Father's Day, Men's Health Month

SPECIAL EVENTS

June 21: Father's Day

JULY ISSUE DATES

JULY 1
JULY 8
JULY 15
JULY 22
JULY 29

Advertising Strategies for July
Fourth of July, Dauphin Island Deep Sea Fishing Rodeo, Nappie Awards

SPECIAL EVENTS/ISSUES

July 22: Nappie Awards Issue

AUGUST ISSUE DATES

AUGUST 5
AUGUST 12
AUGUST 19
AUGUST 26

Advertising Strategies for August
Football, BeerFest, Back to School, End of Summer Clearance

SPECIAL ISSUES/DATES

August 22: BeerFest

SEPTEMBER ISSUE DATES

SEPTEMBER 2
SEPTEMBER 9
SEPTEMBER 16
SEPTEMBER 23
SEPTEMBER 30

Advertising Strategies for September
Labor Day, Football, Fall

SPECIAL EVENTS

September 2: Labor Day

OCTOBER ISSUE DATES

OCTOBER 7
OCTOBER 14
OCTOBER 21
OCTOBER 28

Advertising Strategies for October
Greater Gulf State Fair, Political, Fall, Woofstock, Halloween, Breast Cancer Awareness, Domestic Violence Awareness Month, Red Ribbon Week, National Bullying Prevention Month

SPECIAL EVENTS

October 14: Columbus Day
October 28: Political Issue
October 31: Halloween

NOVEMBER ISSUE DATES

NOVEMBER 4
NOVEMBER 11
NOVEMBER 18
NOVEMBER 25

Advertising Strategies for November
Oyster Cook-off, Thanksgiving, Black Friday - Wish Book, Holiday Shopping Begins, Holiday Office Party Planning

SPECIAL ISSUES/DATES

November 3: General Election
November 25: Thanksgiving/ Black Friday Issue "Lagniappe Wish Book"
November 26: Thanksgiving Day
November 27: Black Friday

DECEMBER ISSUE DATES

DECEMBER 2
DECEMBER 9
DECEMBER 16
DECEMBER 23
DECEMBER 30

Advertising Strategies for December
Holiday Shopping, Holiday Meal Planning, Bowl Games, New Year's Eve/Resolution Planning

SPECIAL EVENTS

December 25: Christmas Day
December 31: New Year's Eve

DISTRIBUTION

THE MOST ROBUST DISTRIBUTION IN THE MARKET

Lagniappe delivers 30,000 papers to over 1,500 locations across Mobile and Baldwin Counties each week, giving it the broadest distribution of any print publication in the market. Not only can you find the paper in one of more than 40 “hideous pink” or “regal purple” boxes, you can also pick an issue up at one of the many restaurants, coffee shops, bars, grocery stores or other businesses who proudly carry Lagniappe. In addition to outside delivery, Lagniappe has an ever-growing list of subscribers who have it delivered each week via the USPS.

POPULAR DISTRIBUTION SPOTS

INSIDE RACKS

- WINN DIXIE – GOVERNMENT & CATHERINE
- FAIRHOPE PUBLIC LIBRARY
- THOMAS HOSPITAL - FAIRHOPE
- DIP SEAFOOD
- FOOSACKLY'S – DAUPHIN
- FOOSACKLY'S – AIRPORT
- FOOSACKLY'S - UNIVERSITY
- GREER'S – DAUPHIN & 65
- UNIVERSITY OF SOUTH ALABAMA REC CENTER
- CALLAGHANS
- MELLOW MUSHROOM - USA CAMPUS

BOXES

- KRYSTAL – DAUPHIN & 65
- HEROES DOWNTOWN
- GOVERNMENT PLAZA
- DEW DROP INN
- ROUSE'S MARKET - SPRINGHILL
- WINN DIXIE – TILLMAN'S CORNER
- B&B PET STOP – COTTAGE HILL ROAD
- GRAND BAY WELCOME CENTER
- GREER'S MARKET - FOWL RIVER

TOTAL CIRCULATION: 30,000
TOTAL READERSHIP: 140,555



EDITORIAL CALENDAR

January
NEW YEAR'S DAY
RESOLUTIONS
BOWL GAMES
SENIOR BOWL

February
MARDI GRAS
VALENTINE'S DAY

March
SPRING EVENTS
ST. PATRICK'S DAY
NAPPIE AWARDS NOMINATIONS
MOBILE BAY RESTAURANT WEEK

April
SPRING EVENTS
SOUTHSOUNDS MUSIC FESTIVAL
EASTER
NAPPIE AWARDS NOMINATIONS

May
MOTHER'S DAY
HANGOUT FESTIVAL
MEMORIAL DAY
GRADUATION
NAPPIE AWARDS FINALS

June
SUMMER FUN
FATHER'S DAY
NAPPIE AWARDS FINALS

July
SUMMER FUN
INDEPENDENCE DAY
NAPPIE AWARDS ISSUE

August
BACK TO SCHOOL
BEERFEST
FOOTBALL

September
FALL EVENTS
LABOR DAY
FOOTBALL

October
OYSTER FESTIVAL
BREAST CANCER AWARENESS
SHRIMP FESTIVAL
HALLOWEEN

November
VETERAN'S DAY
THANKSGIVING
BLACK FRIDAY/HOLIDAY SHOPPING
IRON BOWL

December
HOLIDAY SHOPPING
BOWL GAMES
NEW YEAR'S EVE PLANS