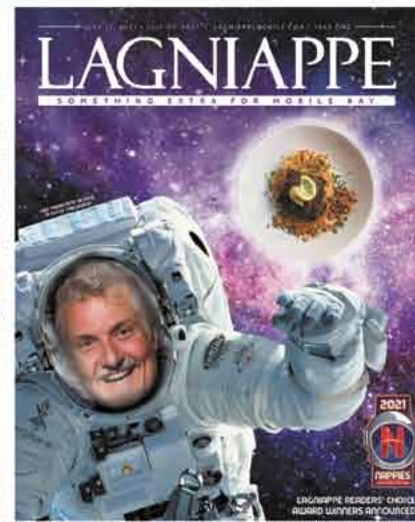


LAGNIAPPE

SOMETHING EXTRA FOR MOBILE BAY



MEDIA KIT

Print ♦ Digital ♦ Events





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	\$1993/\$1793	\$1816/\$1616	\$1641/\$1441	\$1552/\$1352	\$1412/\$1212	\$1295/\$1095
1/2 PAGE	\$996/\$896	\$908/\$808	\$821/\$721	\$777/\$677	\$707/\$607	\$648/\$548
1/3 PAGE	\$780/\$705	\$710/\$635	\$656/\$581	\$620/\$545	\$574/\$499	\$526/\$451
1/4 PAGE	\$499/\$449	\$469/\$419	\$411/\$361	\$388/\$338	\$356/\$306	\$327/\$277
1/8 PAGE	\$281/\$256	\$255/\$230	\$245/\$220	\$232/\$207	\$218/\$193	\$200/\$175
1/16 PAGE	\$149/129	\$137/\$117	\$131/\$111	\$125/\$105	\$117/\$97	\$108/\$88

PLACEMENT	1X COLOR	4X COLOR	6X COLOR	12X COLOR	26X COLOR	52X COLOR
BACK COVER	\$3201	\$2721	\$2561	\$2401	\$2241	\$2017
INSIDE BACK COVER	\$2408	\$2047	\$1926	\$1807	\$1686	\$1517
INSIDE FRONT COVER	\$2408	\$2047	\$1926	\$1807	\$1686	\$1517
CENTER SPREAD	\$4800	\$4080	\$3952	\$3600	\$3360	\$2467
OUTSIDE CENTER PAGE	\$2408	\$2047	\$1926	\$1807	\$1686	\$1517

SUNDAY BRUNCH

Every Sunday morning, Co-publisher Rob Holbert offers his take on various news events shaping our community while also recapping the stories readers may have missed on lagniappemobile.com. Rob's goal is to give readers that Sunday morning reading experience they once had from their daily newspaper. This newsletter is sent out to more than 50,000 subscribers each week and has quickly become one of the hottest reads in town.

Banner ads \$500 per week. Spots are limited.

ON DECK

Since joining Lagniappe in late 2020, Tommy Hicks has quickly made Lagniappe's sports coverage the strongest in Mobile and Baldwin Counties. Every Friday, his On Deck newsletter goes out to more than 50,000 subscribers to inform them about not only what's new in the world of local and statewide sports, but also what they should be looking for during the coming weekend. With decades of experience as a sports reporter, Tommy has the inside scoop on the local scene that you won't get anywhere else.

Banner ads \$300 per week. Spots are limited.

HOT OFF THE PRESS

Each Wednesday, Hot Off the Press is sent out to more than 50,000 Lagniappe newsletter subscribers to inform them of the latest stories hitting the streets and the web in this week's edition of the paper. It's a quick compendium designed to pique readers' interests and to let them know what's on tap at lagniappemobile.com.

Banner ads \$150 per week. Spots are limited.

PRE-PRINTED INSERTS

Customer provided pre-prints can be inserted in Lagniappe at the following cost per thousand rates: Single Sheet - \$35 per thousand • 4-8 page inserts - \$45 per thousand • 8 pages and larger - quoted on size and weight. Reservation deadline is two weeks prior to publication.

All inserts must be shipped to: Baton Rouge Press, 2621 E Perdue Ave, Baton Rouge, LA 70814, (225) 275-8429.

GLOSSY WRAP

Lagniappe's Most High Impact, Exclusive Advertising Vehicle. Only one advertiser allowed per issue. A full color glossy wrap is bound and stitched to the outside of the issue. The wrap occupies just under one half of the lower portion of the front and back covers and provides four areas for copy. Equivalent to just under two full pages of advertising. **\$3100/issue.**

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

DISTRIBUTION

THE MOST ROBUST DISTRIBUTION IN THE MARKET

Lagniappe delivers 25,000 papers to hundreds of locations across Mobile and Baldwin Counties, giving it THE BROADEST distribution of any print publication in the market. You can find Lagniappe in one of our more than 100 “regal purple” boxes across the area or one of the many restaurants, bars, coffeeshops 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.

LAGNIAPPE DISTRIBUTION BOXES MOBILE COUNTY

36602

- The Garage 9 S. Washington Ave.
- Moe’s BBQ 701 Springhill Ave.
- Wintzell’s Oyster House 605 Dauphin St.
- Greer’s St. Louis Market 260 St. Louis St.
- Cathedral Square (across from Spot of Tea) 311 Dauphin St.
- Heroes Sports Bar 273 Dauphin St.
- A&M Peanut Shop 211 Dauphin St.
- Royal BBVA 103 Dauphin St.
- Café 219 219 Conti St.
- Government Plaza 205 Government St.
- Wheeler Loft Apartments 450 St. Louis St.
- Mobile County Health Dept. 251 N Bayou St.

36604

- Griffith Service Station 1260 Government St.
- Red or White 1100 Dauphin St.

36605

- Piggly Wiggly/Family Dollar 1360 Navco Rd.

36606

- Krystal 3091 Dauphin St.
- Bebo’s Shell/Carwash 3250 Airport Blvd
- Osman’s Restaurant 2579 Halls Mill Rd.
- Shell Gas Station 3006 McVay & Halls Mill Rd.
- Starbucks 3075 Government Blvd.
- Dollar General/Salvage World 2501 Government Blvd.

- Shoppes at Bel Air – Front Entrance 3229 Joe Treadwell Blvd.
- Shoppes at Bel Air –Target/Taqueria Cancun Joe Treadwell Blvd.

36607

- Dew Drop Inn 1808 Old Shell Rd.
- Chevron at Upham 2150 Old Shell Rd.
- Cammie’s Old Dutch 2511 Old Shell Rd.
- Dollar General 3251 Old Shell Rd.
- Penelope’s Closet 2907 Old Shell Rd.
- CEFCO 2704 Springhill Ave.

36608

- Legacy Village 9 Du Rhu Dr.
- Bebo’s Springhill Market 3614 Old Shell Rd.
- Carpe Diem 4072 Old Shell Rd.
- Rouse’s Market 4356 Old Shell Rd
- Citgo at Municipal Park 3471 Springhill Ave.
- Whole Foods–Pinebrook Shopping Center 3968 Airport Blvd.
- University Shopping Center (Supercuts/Jaguar Cleaners) 5616 Old Shell Rd.
- USA Student Center at Food Court 110 University Blvd.
- Heroes Sports Bar – West Mobile 36 Hillcrest Rd.
- Providence Hospital Bldg B 6801 Airport Blvd.
- Piccadilly Square 4663 Airport Blvd.
- Mobile Regional Airport (Box Inside) 8400 Airport Rd.

36609

- Cottage Village Shopping Center (B&B Pet Stop) 5035 Cottage Hill Rd.
- Church’s Chicken 5035 Cottage Hill Rd.
- Elliot’s Jewelry 798 Downtowner Blvd.
- Mobile County Tag & Title 3925 Michael Blvd.
- 955 Office Plaza 955 Downtowner Loop

36610

- Piggly Wiggly 2312 St. Stephens Rd. Prichard 36615
- Alabama Flight Works 2000 Aerospace Dr.

36618

- MAWSS 4725 Moffett Rd.

36619

- Hancock Whitney WAVE 5215 Rangeline Rd.
- Chevron 5441 Hwy 90
- Winn Dixie 5440 Government Blvd.

- Sally’s Piece–A–Cake/Rx Express Pharmacy 5638 Three Notch Rd.

36693

- Skyland Shopping Center 3990 Hwy 90 W
- Judy’s Place 3977 Government Blvd.

36695

- Winn Dixie 6300 Hillcrest Rd.
- Publix 2370 Hillcrest Rd.
- Northcutt Dental 2423 Schillinger Rd.
- Game Stop 685 Schillinger Rd. S.

THEODORE/IRVINGTON/DAUPHIN ISLAND

- Bayley’s Corner Dollar General 10836 Dauphin Island Pkwy
- Greer’s Market Exit 10835 Dauphin Island Pkwy
- Bellingrath Gardens 12401 Bellingrath Rd.
- Ship and Shore 401 LeMoyné Dr. Dauphin Island
- Sand Box Gift Shop 1604 Bienville Blvd. Dauphin Island
- Palmer’s Quick Stop 8175 Hwy 90 West Irvington

CHICKASAW/SARALAND

- Cash & Carry Groc Warehouse 114 N. Craft Hwy. Chickasaw
- Barnyard Buffet 1020 Hwy 43 S. Saraland
- Piggly Wiggly Box 719 Saraland Ave (43) Saraland
- Rouse’s Box 112 Saraland Loop Saraland
- Marathon Box (Starvin Marvin) 1028 Shelton Beach Rd. Saraland
- Moka’s Coffee (box) 208 Shelton Beach Rd. Saraland

BALDWIN COUNTY SPANISH FORT

- The Fort Container Plaza 29001 Bass Pro Dr.
- Rouse’s Market 6729 Spanish Fort Blvd.
- Papa John’s Convenience Store 8148 Spanish Fort Blvd.

DAPHNE

- BLP Mobile Paints 2200 Hwy 98
- The Vapor Hut 28600 US Hwy 98
- Mancini’s 1715 Main St.
- Rouses 3075 US Hwy 98
- Fast Time Convenience Store 2305 US Hwy. 98 Fairhope

- Julwin’s 411 Fairhope Ave.
- Revolution Resale 9 N. Church St. Ste. B
- Page & Palette 32 S. Section St.
- Panini Pete’s 1/2 S. Section St. #2
- Greer’s Deli 75 S. Section St.
- Bone & Barrel 311 Fairhope Ave.
- Eastern Shore Trail Parking (Point Clear) Scenic 98 & Co. Rd. 32
- Thomas Hospital Hwy. 98
- Winn Dixie 187 Baldwin Square
- Piggly Wiggly 86 Plantation Pointe
- Shell Gas Station 29640 Hwy 181

BAY MINETTE

- Baldwin County Annex 220 Courthouse Square Bay Minette
- Crossroads Country Store Hurricane Rd & Hwy 225 Bay Minette
- Coastal Alabama CC – Memorial Hall 1900 US Hwy 31 (SR59) – Bay Minette

LOXLEY/STAPLETON/ROBERTSDALE

- Piggly Wiggly 1087 Hickory St. (Hwy. 59) Loxley
- Walgreen’s 21951 Hwy. 59 S. Suite A Robertsedale
- Buc-ee’s 20403 Co. Rd. 68 Loxley
- Pickers’ Paradise 35056 St Hwy 59 Stapleton Foley
- Fish River Grill 608 S. McKenzie St.
- Piggly Wiggly 1200 S. McKenzie St.
- Bebo’s 2300 S. McKenzie St.
- Lambert’s Café 2891 S. McKenzie St.
- Foley Satellite Courthouse 201 E. Section Ave.

GULF SHORES/ORANGE BEACH

- Gulf Shores Library 221 W. 19th Ave. Gulf Shores
- Rouses’ Market 1545 Gulf Shores Pkwy. Gulf Shores
- Pier 33 Gen Store 900 W. Beach Blvd. Gulf Shores
- The Hangout 101 W. Beach Blvd. Gulf Shores
- Gulf St. Park Campground 20115 Campground Road Gulf Shores
- Tuesday Morning 1720 Gulf Shores Pkwy. Gulf Shores
- Doc’s Seafood 26029 Canal Rd. Orange Beach

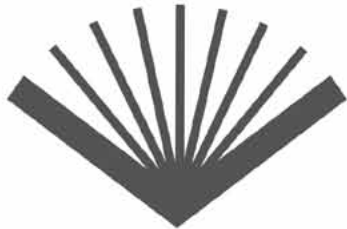
LAGNIAPPE WEEKLY

READER DEMOGRAPHICS

APPROXIMATELY

77,000 WEEKLY

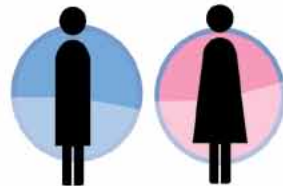
Unique print readers each week



APPROXIMATELY

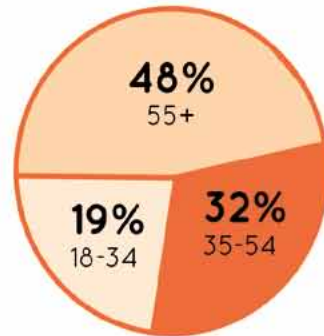
141,000

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

DISTRIBUTION

THE MOST ROBUST DISTRIBUTION IN THE MARKET

Lagniappe delivers 25,000 papers to hundreds of locations across Mobile and Baldwin Counties, giving it THE BROADEST distribution of any print publication in the market. You can find Lagniappe in one of our more than 100 "regal purple" boxes across the area or one of the many restaurants, bars, coffeeshops 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
- 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
- Starbucks Spanish Fort
- Publix Midtown

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
- Greer's St. Louis Market
- Publix - Midtown
- Manci's - Daphne
- Greer's Market - Fairhope
- Sally's Piece of Cake - Three Notch

DEADLINE

Deadline to reserve space in each Wednesday 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.