

The Coverage

• On the Street

Get a caught up with what's happening on the local business scene. Here you can read press releases and announcements from local and regional firms.

• Small Business

It's news about and for small business. Who's setting trends and news that can help

• Inside View

Get a closer look at news that affects businesses.

• Real Estate

It's news from area professionals about the local market.

• Technology News

Technology changes the way we live. Get the latest here.

• Steel/Shipping News

Learn about the news affecting these major area industries.

• Not Exactly Business

Discover places that deserve a lunchtime visit, music, and some alternative things to see and do in the area.

EXPAND Your Web Presence

- The **Mobile Bay Business Journal** is the area's only dedicated business news resource. No comics, no pictures of dogs and cats, no sports, no movies. It's business news that's it...plain and simple
- It's online format makes it an attractive vehicle for companies that understand the value of online advertising and know how to leverage their ad dollars.

I think you'll find the rates very competitive, but it more than just about rates. It is about what online advertising can bring to your business.

Advertising on the MBBJ site:

- Places your company's message in front of people interested in business, not people wanting to read about sports or the comics.
- It provides a valuable inbound link to your website that tells search engines your site is active, not static.
- Can help your site rank for keyword searches for the services or products you provide.
- Your ad in the MBBJ works for you 24/7...not just when the paper is printed.
- It works locally and for people searching for your services outside the Mobile Bay area.
- It associates your company with business...it's the *Business Journal*, not an entertainment magazine.
- In March 2009 the MBBJ had 5,342 unique visits to the site and 9,417 page views.

Banking—Retail—Manufacturing—Marketing—Health Care—Real Estate—
Technology—Tourism—Oil and Gas—Shipping—Steel—Chemical—
Shipbuilding—Aerospace

business news is not **one-dimensional...**



Web Stats

Page Views — The MBBJ is getting more nearly 10,000 page views per month. That is how many more times your ad can be seen by potential customers. **Almost 300 people every day will see your ad...24/7 your ad is working for you.**

Unique Visitors — In March 2009, more than 5,300 readers are visited the MBBJ. This are all potential new customers who are seeing your ad and increasing the reach of your advertising efforts.

You're in business so why not be associated with a the area's only business journal !

We're about business...plain and simple.

Give us a try...



advertise to those who make the decisions

be a part of it...

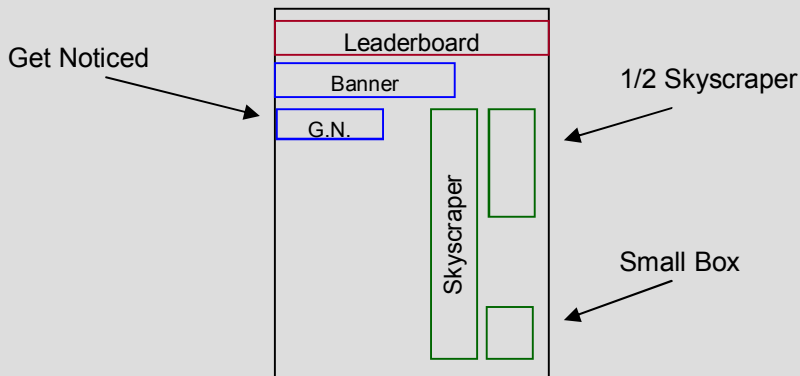
Mobile Bay Business Journal
251-269-3722

IT'S ABOUT SOUTH ALABAMA BUSINESS

Mobile Bay Business Journal Online is a professional site with a clean, crisp, easy to read style.

Just having a website is not enough...to get the most from your online marketing budget ads must drive people to their site.

Search engines VALUE "Inbound" links to your site. This can make your site rank higher in **Google** or **Yahoo** searches. Advertising with MBBJ Online gives you those inbound links...



Display Advertising Sizes and Rates

	Homepage	Level 1*	All Others**
Leaderboard (690 x 65)	\$60.00	\$50.00	\$20.00
Banner (345 x 50)	\$50.00	\$40.00	\$15.00
Get Noticed 1/2 Banner (175 x 50)	\$40.00	\$30.00	\$10.00
Skyscraper (120 x 600)	\$60.00	\$50.00	\$20.00
1/2 Skyscraper (120 x 300)	\$40.00	\$30.00	\$10.00
Small Box (120 x 150)	\$30.00	\$20.00	\$15.00

*Level 1 = primary non-Homepage — **All Others = subpages

- All rates are per ad per page per month,
- 3-month minimum insertion order.
- Payment due in full upon order.

Art and Graphics Specifications

- All supplied art or graphics should be submitted in web appropriate format at 72 dpi for the best quality output. Acceptable file formats include: JPEG, GIF, no Flash)
- Ads needing production or not submitted in an acceptable format will be billed at \$50.00 per hour.
- Ads may be submitted to: ads@mobilebaybusinessjournal.com.
- MBBJ cannot guarantee matching color in provided proof.
- A proof will be furnished and in time for approval provided artwork is submitted by the closing date.

Advertising Contract and Terms



The Mobile Bay Business Journal (hereafter referred to as the MBBJ) is a business website produced in Baldwin county, Alabama.

- With the execution of this contract the Advertiser and the MBBJ have entered into an agreement that cannot be cancelled, transferred or voided without the written permission of both parties.
- Each party has entered into this agreement in good faith.

Terms of Agreement

- Payment: All insertion orders must be accompanied by 100% of total advertising cost. The remaining amount is due when presented with a corrected proof prior to publishing online. No advertisements will be published without payment in full.
- If Advertiser's contract is canceled due to Advertiser's failure to make timely payment, the MBBJ may re-bill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable. Credit card payments cannot be accepted at that time.
- The MBBJ may revise its advertising rate schedule at any time upon 30 days written notice to the Advertiser, and the Advertiser may, without penalty, cancel agreement at any time new rates are made effective by giving 30 days written notice to the MBBJ.
- Advertising contracts may not be assigned or transferred by Advertiser.
- If the Advertiser utilizes an agency ("Agency"), the Advertiser and the Agency shall be jointly and separately liable for payment and for compliance with all the terms and conditions of the Advertiser's contract. When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for may be inserted and charged at the correct rate in force governing such advertising as provided for in the MBBJ rate schedule, and in accordance with the conditions contained in Advertiser's contract.
- Changes in agreement will only be allowed during the first 30 days.
- The MBBJ reserves the right to edit, classify, alter, or reject any advertisement the publisher deems unfit for publishing.
- MBBJ shall have full latitude with respect to positioning all advertisements provided; however, the MBBJ will use reasonable efforts to accommodate the Advertiser's positioning requests.
- Advertisement dimensions may be slightly altered to accommodate reproduction requirements.
- The Advertiser's contract cannot be invalidated, and MBBJ will not be liable, for (a) the incorrect advertisement or copy including without limitation, typographical errors or insertion or any omission of the Advertiser's advertising or (b) any resulting losses. Should a copy or billing error occur, the Advertiser must notify the MBBJ within five days of the occurrence.
- Ads resembling news, cartoons, or comic strips will carry "PAID ADVERTISEMENT" as an over-line.
- In the event that any federal, state, or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
- All rates are gross and commissionable to advertising agencies. If contract rates are utilized by the Agency for an account, the contract needs to be signed by the account, and the account will be liable for payment of the contract.

Indemnification:

- Advertiser agrees to indemnify, defend and hold harmless MBBJ from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which MBBJ may become liable by reason of the MBBJ publication of the Advertiser's advertisement.
- Ownership of Advertising Copy. All advertising copy that represents the creative effort of MBBJ and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of MBBJ, including all rights and copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the MBBJ prior written approval.

Advertising Contract and Terms (cont'd)

Company Name _____

Contact Name _____

Billing Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Special Instructions: _____

Insertion Order (circle each one desired)

	Homepage Qty	Level 1* Qty	All Other** Qty
Leader Board (690 x 65)	\$60.00 _____	\$50.00 _____	\$20.00 _____
Banner (345 x 50)	\$50.00 _____	\$40.00 _____	\$10.00 _____
Get Noticed 1/2 Banner (175x 50)	\$40.00 _____	\$30.00 _____	\$15.00 _____
Skyscraper (120 x 600)	\$60.00 _____	\$50.00 _____	\$20.00 _____
1/2 Skyscraper (120x300)	\$40.00 _____	\$30.00 _____	\$10.00 _____
Small Box (120 x 150)	\$30.00 _____	\$20.00 _____	\$15.00 _____

*Level 1 = primary non-Homepage (i.e. On the Street, Steel/Shipping News, etc.)

**All other = subpages to Level 1 (i.e. More Inside View, More News Makers, etc.)

Level 1 Page Preferences: _____

Subtotal _____

All Other Page Preferences: _____

Additional Charges _____

Art and Graphics Specifications

- All supplied art or graphics should be submitted in web appropriate format at 72 dpi for the best quality output. Acceptable file formats include: JPEG, GIF, no flash)
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- Ads may be submitted to: ads@mobilebaybusinessjournal.com.
- MBBJ cannot guarantee matching color in provided proof.
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Total Amount Due _____

- All rates are per ad per page per month.
- 3-month minimum insertion order.
- Payment due in full upon order.

I understand this is a binding contract and cannot be cancelled or voided without written agreement from the MBBJ and the "Advertiser."

Authorized signature _____

Date _____