



Orange Beach Life Magazine

CELEBRATING THE PEOPLE, PLACES, AND CULTURE OF ORANGE BEACH, ALABAMA

Life on the Alabama Coast has a certain rhythm – a combination of laid back “beachiness” and up tempo “what are we going to do today?” We call it “Alabama Coasting” – an attitude, an eagerness to explore and take full advantage of all this area has to offer AND an understanding for when its time to relax and restore. While living here comes in many different flavors, this Alabama Coasting spirit remains a constant – its in the water, its in the air, its in our bones.

To help tell this story, we are excited to share with you our newest creative venture, ORANGE BEACH LIFE! Created, designed, and produced by Alabama Coasting, this magazine celebrates the charm, spirit and coastal lifestyle of this jewel on the Alabama coast. Orange Beach Life magazine will be published each Spring and Fall as a supplement within our flagship Alabama Coasting Magazine (10,000 copies). It will also be produced and distributed as a standalone print piece (additional 10,000 copies) as well as a digital magazine.

Featured content will include:

Living the OB Life – an introduction to the people, places and lives of the folks who call Orange Beach home.

Celebrating the Seasons – Highlighting the annual and seasonal events of the region.

Exploring Orange Beach – An overview of its history, culture and communities.

A Resources Directory – listing the best places to shop, dine, play and explore.

We’re inviting your participation in two ways. First – help us find the stories of the region, its history and its culture. Introduce us to the people and characters that make Orange Beach life unique. Second – join us as a marketing partner. We’ve put together a very dynamic cost-effective package of multi-platform marketing solutions – encompassing all of our print, digital and social media channels. Please contact me directly with any questions at 251-623-1751 or david@alabamacoasting.com. Looking forward to working with you.

David Calametti, Publisher

ALABAMA COASTING - A Full Service “Solutions” Firm

For 2017, we are introducing new multi-platform marketing solutions – encompassing all of our print, digital and social media channels. As a firm that prints our own magazines, we are uniquely qualified to generate content and reach our clients target markets in multiple ways. Our sole focus is promoting this region and our marketing partners. These new packages create a cost-effective, dynamic solution enabling our partners to achieve three significant benefits:

BRAND AWARENESS, LEAD GENERATION, and TRAFFIC.

CHOOSE YOUR PACKAGE AND WE’LL CREATE A CAMPAIGN TO GENERATE RESULTS!



	Alabama Coasting Magazine	Orange Beach Supplement	Digital Magazine With Links	On-line Directory	Enhanced On-line Profile	E-Blast	Social Media Promotion
AMPLIFY YOUR BRAND	✓	✓	✓	✓	✓	✓	✓
ENGAGE YOUR MARKET	✓	✓	✓	✓			✓
PROMOTE YOUR BUSINESS	✓	✓	✓	✓			

AMPLIFY YOUR BRAND This Branding Bundle is designed to create maximum visibility for your business to reach visitors and active locals throughout the Alabama Coast. It makes use of all our print, digital, and social media channels and communities to connect you to your market.

INCLUDES: Print Ad in Orange Beach Life Magazine (full, half, or third page) • Inclusion in the supplement published within our flagship Alabama Coasting Magazine • Inclusion in the digital version of Alabama Coasting Magazine with hotlinks • Inclusion in our Alabama Coasting On-line Directory and Digital Communities • An enhanced business profile on the home page of the Online Directory • Premium positioning in our Topical E-Blast • Monthly promotion in our social media networks.

AMPLIFY RATES:

AD SIZE	RATE PER ISSUE
Premium Package Full Page	\$1,800
Deluxe Package - Half Page.....	\$1,400
Standard Package - Third Page...	\$1,100

ENGAGE YOUR MARKET The Engage Bundle is designed for small businesses who are looking for an efficient and cost effective way to connect with visitors and active locals on the Alabama Coast, both on-line and off-line, and to increase their brand’s visibility in this market.

INCLUDES: Print ad in Orange Beach Life Magazine (third or sixth page) • Inclusion in the supplement published within our flagship Alabama Coasting Magazine • Inclusion in the digital version of Alabama Coasting Magazine with hotlinks • Inclusion in our Alabama Coasting On-line Directory and Digital Communities • Monthly promotion in our social media networks

ENGAGE RATES:

AD SIZE	RATE PER ISSUE
Deluxe Package - Third Page	\$850
Standard Package - Sixth Page...	\$700

PROMOTE YOUR BUSINESS The Small Business Package is designed for small companies who are looking a cost-effective promotion to become known in this market, both on-line and off-line.

INCLUDES: Sixth page print ad in the Directories Section of the Orange Beach Life Magazine • Inclusion in the digital version of Alabama Coasting Magazine with hotlinks • Inclusion in our On-line Directory and Digital Communities.

PROMOTE RATES:

AD SIZE	RATE PER ISSUE
Standard Package - Sixth Page...	\$350