



ALABAMA
coasting

Dauphin Island Life Magazine

**A MAGAZINE CELEBRATING THE ISLAND
AND THE TOWNS OF
SOUTH MOBILE COUNTY**

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 yet also 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 announce the third annual edition of DAUPHIN ISLAND LIFE magazine. Created, designed, and produced by Alabama Coasting, this magazine celebrates the charm, spirit and coastal lifestyle of the “Sunset Capital of Alabama” and the coastal villages of South Mobile County. This high-quality magazine will be distributed throughout Mobile and Baldwin counties, at the Alabama I-10 Welcome Centers, within the “Snowbird” communities, and to targeted groups and conventions. A total of 12,000 copies of the print magazine will be produced and the digital version will be available to all associated websites. With the support of the Town of Dauphin Island, the Parks & Beach Board, and the Dauphin Island Chamber, discounted advertising rates will be offered to all Island businesses.

Featured content will include:

The Faces of Dauphin Island – A feature highlighting the islanders, visitors, and characters that make Dauphin Island the unique place it is.

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

Exploring the Island - A focus on life beyond the beach – nature trails, fishing, kayaking, etc.

Sharing the Beach - Telling the story of the island’s initiative to protect the nesting activities of our oldest visitors.

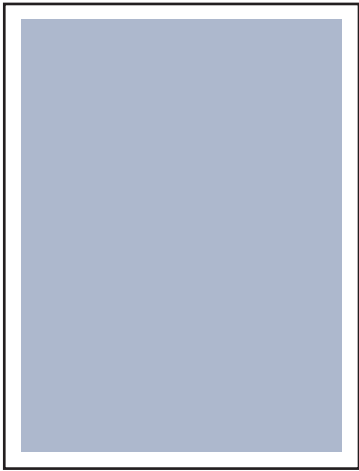
The Villages of South Mobile County - An introduction to our surrounding communities such as Bayou La Batre and Coden.

A Full Color Map and Resources Directory - listing the best places to shop, dine, play and explore.

For more information:

David Calametti, 251-623-1751 or david@alabamacoasting.com

PRINT ADVERTISING REQUIREMENTS



Full Page Ad - No Bleed:

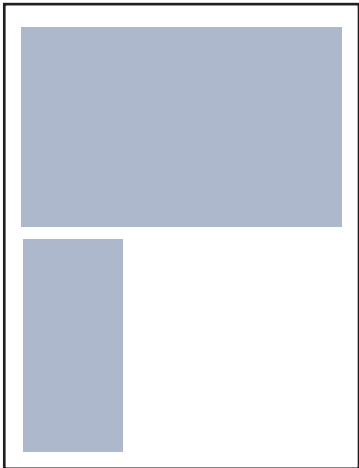
7.625" x 10.125"

Full Page Ad With Bleed:

8.875" x 11.375"

Trim Size: 8.375" x 10.875"

Live Area Size: 7.625" x 10.125"

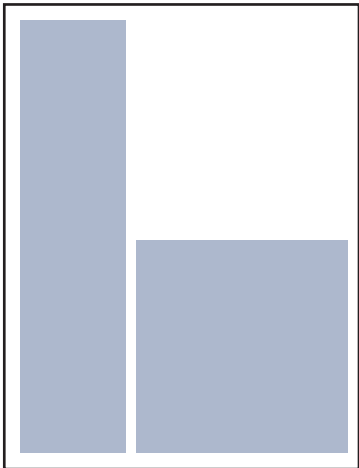


Half Page Horizontal:

7.625" x 4.875"

Sixth Page Vertical:

2.375" x 4.875"



Third Page Vertical:

2.375" x 10.125"

Third Page Square:

4.875" x 4.875"

Print Method: Offset Lithography, 175-line screen

Binding: Perfect

File Format: High-resolution PDF—300 dpi, CMYK, text converted to outlines. No registration or crop marks please.

File Naming: Please save file with advertiser name, issue and year (e.g. Joes Bar Summer10.pdf).

Ad Delivery: Email, Dropbox, or via CD, DVD or flash drive.

Proofs: Cromalins and Match Prints required to match color.

Design Services Available: Contact us if you need assistance with your ad.

PRINT ADVERTISING RATES

Full PageDI Business - \$900 (Non DI Business - \$1600)

Half PageDI Business - \$600 (Non DI Business - \$1100)

Third Page ...DI Business - \$350 (Non DI Business - \$700)

Sixth Page ...DI Business - \$250 (Non DI Business - \$500)

ALABAMA coasting

DINE, SHOP, PLAY, AND EXPLORE!
THE BEST OF THE COAST
IN PRINT, ONLINE, AND MOBILE

ADDITIONAL PRODUCTS & SERVICES

CUSTOMIZED DIGITAL AND WEBSITE SERVICES
WITHIN ALABAMACOASTING.COM

CUSTOM MARKETING & BUSINESS
DEVELOPMENT SOLUTIONS

EVENT AND MARKETING SERVICES – DIGITAL
CALENDARS AND EVENT PROMOTIONS;
DEVELOPING CONCEPTS AND PRODUCING
EVENTS; MARKETING STRATEGIES; DESIGNING
AND PRODUCING COLLATERAL

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