

Online Display Ads

Placing display ads in the context of our popular online content is the **easiest and most cost-effective** way to associate your brand with our trusted and authoritative content. We offer **exclusive positions** throughout the site allowing you to focus your message.

HOMEPAGE ADS

Skyscraper (160 x 600)

This above-the-fold position allows for maximum exposure. In any given month, we rotate no more than three ads in this spot.

Rectangle (300 x 250)

This below-the-fold position is positioned to attract maximum attention at the most cost-effective rate. We rotate no more than three ads in this spot.



RUN-OF-SITE ADS

Skyscraper (160 x 600)

This above-the-fold position allows for maximum exposure. In any given month, we rotate no more than three ads in this spot.

ADS ZONED BY CONTENT

Placing display ads in the context of specific content is an effective way to **target your message**. If you opt for this approach, you are assured a position as the **exclusive display advertiser** on the pages selected. We offer these ads in the skyscraper (160 x 600) size in the following five key content areas:

Dining Includes “Covered Dish” blog and restaurant reviews

Style Includes fashion and shopping coverage

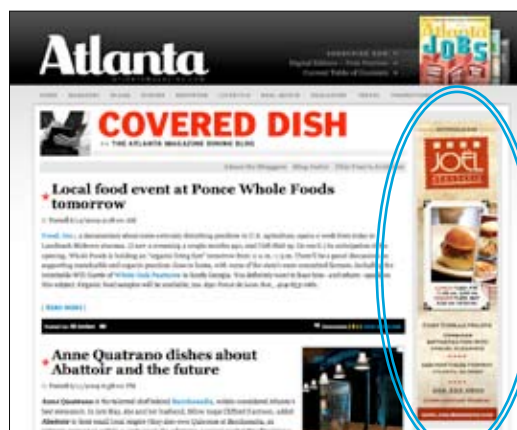
Arts & Entertainment Includes arts, music, books, and events coverage

Blog: ATL Intel Covers pop culture, celebrities, and the social scene

Blog: Terminus 2.0 Atlanta news, politics, education, and media

ATLANTA WEDDINGS

See options outlined in *Atlanta Weddings* media kit or contact Sean McGinnis at 404.527.5501 or smcginnis@atlantamag.emmis.com



Interactive Contests

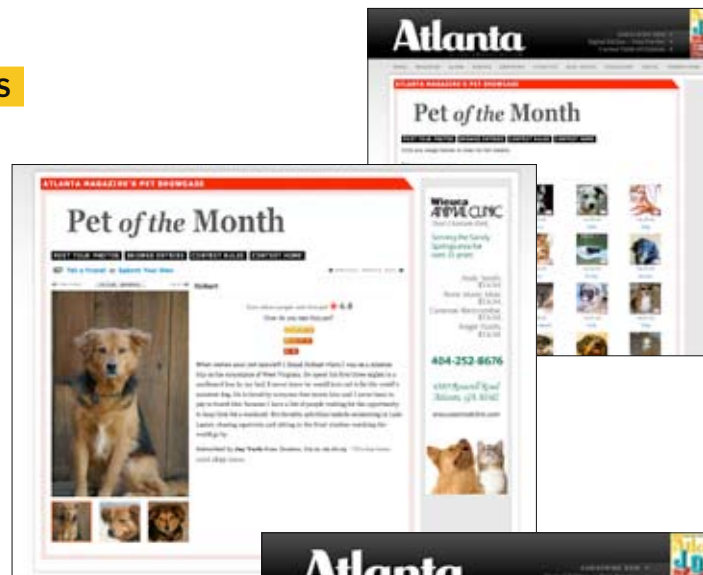
SPONSORSHIP OF EDITORIAL CONTESTS & POLLS

Sponsoring contests and polls created by *Atlanta* magazine's editorial staff is an **effective and cost-efficient** way to associate your brand with our authoritative content. By sponsoring interactive elements, you gain exposure to **loyal site visitors** in a fresh and original format at a cost-effective sponsorship rate.

Example

"Pet of the Month"

www.atlantamagazine.com/contests/pets.aspx



CUSTOM INTERACTIVE CONTESTS

Atlanta magazine's creative team can help you craft a program **tailored to your business objectives**. We deliver a turn-key package that includes an interactive contest and all related support materials. This can be combined with print advertising and event programming for a 360-degree experience.

Program Overview:

- Creation of custom contest including landing page and jump pages branded with your messaging
- Ability to add two custom questions as part of registration process
- Logo on all print and online house ads promoting the contest
- Print promotion on the "Interact" in-book page

Examples

"Face of Atlanta" Contest

www.atlantamagazine.com/contests/faceofatlanta.aspx

Road Trip Photo Contest

www.atlantamagazine.com/contests/roadtrip/main.aspx



Online Feature Channels

A feature channel is the creation of **unique and compelling brand integration**. We immerse your brand into the fabric of our site. This **fully customized channel** is developed with text and images that highlight a specific advertiser's message. This creates **the feel of a custom microsite**—at a fraction of the cost and within a quick timeframe.

PROGRAM OVERVIEW

We deliver a turn-key package, including:

- custom landing page branded with your logo
- up to three “jump” pages linked to the landing page, one of which can include custom registration for a sweepstakes, contest, or other promotion
- a direct link from the navigation bar
- a run-of-site button ad
- inclusion in the print “Interact” page
- category exclusivity for the duration of your channel

IDEAL USES FOR FEATURE CHANNELS

- Promoting new product/service
- Data gathering/marketing
- Intense 1-6 month campaigns

EXAMPLE

March of Dimes' Mommy & Me
www.atlantamagazine.com/mommyandme/home.aspx





Atlanta Magazine Insider Program

The Atlanta Magazine Insider program boasts more than 15,000 members, who can opt in for electronic newsletters, event invitations, and special offers. By sponsoring one of the newsletters or using our email blast service, you can reach a carefully maintained and qualified list of Atlanta-area residents.

E-MAIL NEWSLETTERS

Editorial Newsletter This goes out the first week of each month. It features updates on key stories and blogs and information about contests, surveys, promotions, and more. We offer an **exclusive display ad** position on this newsletter.

Dining Newsletter This weekly newsletter highlights restaurant news and reviews. We offer an **exclusive display ad** position on this newsletter.

Travel Newsletter Monthly newsletter with travel stories and news on special offers and events at travel destinations.

Exclusive Email Blasts To reach a **targeted and responsive audience** you can send an exclusive email blast to the database of subscribers who have opted in to receive special offers from *Atlanta* magazine sponsors and clients.

ONLINE SWEEPSTAKES

An online sweepstakes allows you to **generate buzz** about your business or service while also **building a database of potential customers**. It is a **cost-effective** way to create interest in your business and can be **produced quickly**, allowing you to respond to your business needs rapidly.

Program Overview

Our standard sweepstakes package includes:

- custom landing page branded with your message
- turn-key registration/contest administration
- ability to add two custom questions to the contest registration form
- database of “opt-in” responses for your future marketing
- run-of-site ad promoting the sweepstakes
- inclusion in the print “Interact” page (deadlines permitting)



Atlanta Magazine Insider Demographics

Female	73%
Male	27%
18-24	6%
25-34	28%
35-44	27%
45-54	20%
55 and up	17%

Top Subscriber Locations:

Atlanta, Marietta, Alpharetta, Decatur, Roswell

Source: GeoStation Profiling, May 2010