

LAGNIAPPE

SOMETHING EXTRA FOR MOBILE

PHONE: 251-450-4466 FAX: 251-450-4498

LAGNIAPPE DISTRIBUTION LIST

We distribute to more than 450 places east and west of the Bay!

DISTRIBUTION BOXES

- Heroes Sports Bar and Grill, Dauphin St.
- Corner of Royal and Dauphin Streets
- Trolley's at the Loop
- Carpe Diem Coffee Shop - Old Shell Road
- U. of South Alabama Student Center
- Cigo at Springhill and McGregor
- Near Krystal at Dauphin and Sage
- Government Plaza on Government Street
- Mobile Chamber of Commerce
- Griffith Shell at Government & Ann Street
- Old Shell Road and Florida Street
- DIP — Shell at DIP and Old Navy Rd.
- BP at Hillcrest and Cottage Hill
- Gov't just before Azalea - Conoco
- Chevron at Demotropolis Road and Government Street
- Veteran's Pointe, Daphne, Hwy 98 Daphne
- Daphne Shell Station Hwy. 98 and I-10
- Page and Palette Downtown Fairhope
- Near Julwin's, Downtown Fairhope
- Over the Transom Bookstore, Fairhope
- Winn Dixie at Government and Catherine
- Exxon at Springhill and I-65
- Fairhope Ave and Hwy 98
- Exxon at Halls Mill and McVay Roads
- Exxon Michael Blvd and Montlimar Rd.
- Chevron at Old Shell & Upham
- Fasttime at Hwy. 98
- Mobile Airport
- Hudson's at Schillinger's at Airport

PARTICIPATING DISTRIBUTION LOCATIONS

MOBILE

- Mobile Museum of Art, Langan Park
- Jerusalem Café, Airport by Semolina
- Food Pak
- Satori Coffeehouse
- Bubble Lounge
- Ed's Place Convenience Store
- Los Arcos
- Fabacher's Grille
- Mellow Mushroom
- Subway at Old Shell & University
- Jericho Café
- Dr. Java
- Via Emilia
- The Gift Spot
- Gourmet Galley
- La Pizzeria
- Gambino Bros. Restaurant
- Zea
- Diamonds
- All Starbucks Locations
- WPMI
- Cabana Apartments
- Absolute Fitness
- Queen G's Café
- Guitar Center
- Doughboy Pizza
- Silver Horse Pub
- Compass Bank (three locations)
- T.P. Crockmeiers
- Attitudes and Company Salon
- The Bakery Market and Café
- The Water Table
- Gulf City Cleaners
- Foosackly's - Four Locations
- Double Olive Martini Lounge
- Mobile Infirmary Medical Center
- WKRG
- WNTM
- WALA
- WABB
- WZEW
- Summerville Court Apartments
- Veets
- Mostly Muffins
- Downtowners Café

- Picklefish Pizza
- Saenger Box Office
- Springhill Athletic Club
- Mama's Restaurant
- Martinis on Dauphin
- Grand Central
- Café 219
- Boo Radley's Bar
- Pat's Downtown Bar
- Heroes
- Spot of Tea
- Chesser Gallery
- Café 615
- The Bicycle Shop
- The Garage
- Museum of Mobile
- Royal Street Café
- Al's Hot Dogs
- Lafayette Plaza Hotel
- Chamber of Commerce
- Callaghan's
- Guido's
- Robbins Chevron
- Saucy Q Bar-B-Que
- Osman's Restaurant
- Pelican Pub
- Three Georges
- Visions Twist
- The Explorem

EASTERN SHORE AND CAUSEWAY

- Felix's Fish Camp Restaurant
- Bluegill Restaurant
- Beachhouse Grill
- Original Oyster House
- Traders
- Ed's Seafood Shed
- Argiro's
- R&R Seafood

DAPHNE

- Guido's
- Fasttime Store
- Mancini's Antique Bar
- Fishbonz Bar
- Bay House Pub
- Bay Sound
- PJ's Coffee and Tea
- Semolina
- Underwater Works
- Vino e Grappa
- Will Hughes Catering
- Virtual Salon

FAIRHOPE

- Old Bay Steamer
- Jubilee Music
- Gambino's Restaurant
- Fish House Eatery
- Fly Creek Café
- Sunning Spa Salon
- French Quarter Café
- The Coffee Loft
- Guy's Gumbo Shack
- Ravenite Pizzeria
- The Fairhope Pub
- Page and Pallet
- Papa's Pizza
- Utopia
- Pelican Pointe Restaurant and Bar
- Old Bay Steamer
- Battles Wharf Mini-Mart
- Holiday Inn Express
- Mateer's
- Randy's Bar & Grill
- Dr. Music
- Sunflower Café
- Blues Café
- The Grand Hotel

And Many More!

2008 PUBLICATION SCHEDULE

<u>Publication Date</u>		<u>Ad Deadline</u>
Dec. 17	CHRISTMAS SHOPPING	Dec. 11
Dec. 31	GMAC BOWL	Dec. 23
2009 PUBLICATION SCHEDULE		
Jan. 14	SENIOR BOWL ISSUE	Jan. 8
Jan. 28	MARDI GRAS BEGINS	Jan. 22
Feb. 11	MARDI GRAS ISSUE	Feb. 5
Feb. 25		Feb. 19
Mar. 11	ST. PATRICK'S DAY	Mar. 5
Mar. 25		Mar. 19
Apr. 8	ARTS! ALIVE/EASTER	Apr. 2
Apr. 22		Apr. 16
May 6	MOTHER'S DAY	Apr. 30
May 20	MEMORIAL DAY	May 14
June 3	FATHER'S DAY	May 28
June 17		June 11
July 1	FOURTH OF JULY	June 25
July 15	NAPPIE AWARDS	July 9
July 29	BACK-TO-SCHOOL	July 23
Aug. 12	BEERFEST	Aug. 6
Aug. 26	LABOR DAY	Aug. 20
Sept. 9		Sept. 3
Sept. 23	BAYFEST ISSUE	Sept. 17
Oct. 7		Oct. 1
Oct. 21	HALLOWEEN	Oct. 15
Nov. 4		Oct. 29
Nov. 18	THANKSGIVING	Nov. 12
Dec. 2	CHRISTMAS SHOPPING	Nov. 24
Dec. 16	CHRISTMAS SHOPPING	Dec. 10
Dec. 30	GMAC BOWL	Dec. 23

Who Are We?

Lagniappe is an independent newspaper focusing on local news, politics, arts and entertainment. Our focus is local and we are the Mobile area's largest locally owned and operated publication.

Founded in 2002, Lagniappe has offered a true alternative to the chain publications that have dominated for years.

Lagniappe publishes **25,000** copies every two weeks and distribute throughout the greater Mobile area, including along the Eastern Shore of Mobile Bay. Our style is fun, witty and irreverent — unlike anything else in Mobile!

About Us:

Lagniappe publishes **25,000** copies every other Wednesday. Advertising contracts must be signed by Wednesday prior to publication. Ads designed by the client should be sent via e-mail in PDF format.

Billing:

Lagniappe requires new accounts to pay up front for advertising. Existing accounts may be billed monthly after establishing a credit history with Lagniappe and providing a credit card for secured billing.

Placement:

Guaranteed position requests are an additional 15% premium.

Pre-Printed Inserts:

Customer-provided inserts are priced at **\$80 per 1000** per page, with a 15,000 minimum. Maximum page size: 8.5 x 11. One page per insert.

Lagniappe, P.O. Box 3003, Mobile, AL 36652
Phone 251-450-4466. Fax 251-450-4498.

Design Specifications

Preferred Formats:

Lagniappe prefers ad copy to be delivered via e-mail to ads@lagniapmobile.com in one of the following formats: PDF, JPEG, or TIFF.

Resolution:

Images should be 300 dpi and 85 lpi.

Color:

Full color images should be sent CMYK.

L A G N I A P P E R A T E S H E E T

ALL PRICES ARE PER ADVERTISEMENT RUN, NOT THE FULL PRICE OF THE CONTRACT

Size	Dimensions W x H	1X	4X 15% Off	6X 20% Off	12X 25% Off	26X 30% Off
FULL PAGE	10 in. x 12 in.	\$1,280	\$1088	\$1024	\$960	\$896
HALF PAGE HORIZONTAL	10 in. x 6 in.	\$640	\$544	\$512	\$480	\$448
HALF PAGE VERTICAL	5 in. x 12 in.	\$640	\$544	\$512	\$480	\$448
QUARTER VERTICAL	5 in. x 6 in.	\$320	\$272	\$256	\$240	\$224
QUARTER SUPER HORIZONTAL	10 in. x 3 in.	\$320	\$272	\$256	\$240	\$224
QUARTER SUPER VERTICAL	2.5 in. x 12 in.	\$320	\$272	\$256	\$240	\$224
*EIGHTH HORIZONTAL	5 in. x 3 in.	\$183	\$156	\$146	\$137	\$128
*EIGHTH VERTICAL	2.5 in. x 6 in.	\$183	\$156	\$146	\$137	\$128
*SIXTEENTH VERTICAL	2.5 in. x 3 in.	\$92	\$78	\$73	\$69	\$64

*Eighth & Sixteenth page Discounts are 10%, 15%, 20%, 25% respectively

Premium Placement

Prices include full color

BACK COVER	10 in. x 12 in.	\$2,640	\$2,244	\$2,112	\$1,980	\$1,848
CENTER SPREAD	20 in. x 12 in.	\$3,960	\$3,366	\$3,168	\$2,970	\$2,772
PAGE TWO	10 in. x 12 in.	\$1,986	\$1,688	\$1,588	\$1,490	\$1,390

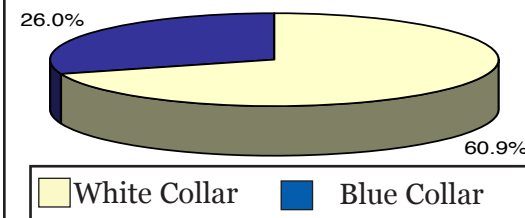
Demographic Information

Age (Mean: 41.4)	Target %
Adults 18 - 34	37.3%
Adults 18 - 49	71.8%
Adults 21 - 49	69.2%
Adults 25 - 54	74.6%
Adults 35 or older	62.7%
Adults 50 or older	28.2%
Men 18 - 34	19.0%
Men 18 - 49	41.6%
Men 21 - 49	40.2%
Men 25 - 54	39.4%
Women 18 - 34	18.2%
Women 18 - 49	30.2%
Women 21 - 49	29.0%
Women 25 - 54	35.1%

Education	Target %
Grade school (8th grade or less)	0.0%
Some high school (not graduate)	1.7%
High school graduate (12th grade or GED)	34.3%
Some college (1-3 years-not Graduate or AA/Associates)	33.0%
College graduate (4 year college)	16.6%
Some post graduate (no advanced degree)	4.8%
Post graduate degree	9.7%

Household Income	Target %
\$25,000 or more	89.4%
\$35,000 or more	75.9%
\$50,000 or more	53.4%
\$75,000 or more	35.4%
\$100,000 or more	18.3%

Occupational Summary



Source: Scarborough Research
 Oct. 2005 - Sept. 2006

Color Costs

Full Page — \$200
Half Page — \$100
Quarter Page — \$50
Eighth Page — \$25
Sixteenth Page — \$20

Prices are per ad run and in addition to regular ad rates.