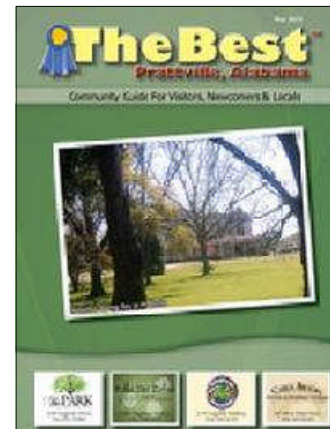
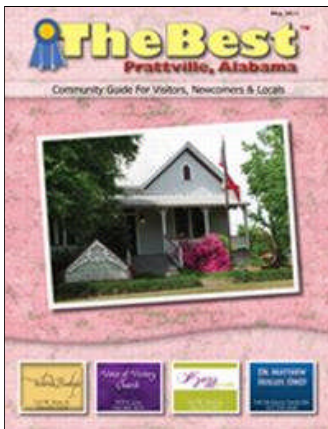
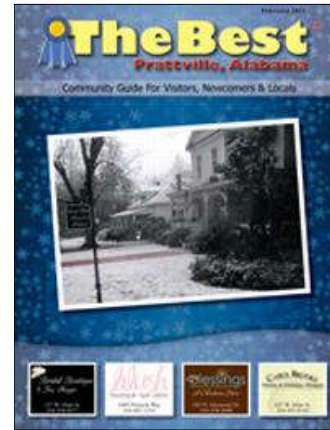




ADVERTISING OPPORTUNITIES



Mile Marker Media, Inc. • P.O. Box 680549 • Prattville, AL 36068
334-491-9995 • Fax: 334-491-9996
www.TheBestCommunityGuides.com



GOAL

Create awareness of your brand. Increase visitation and traffic to your establishment. Boost incremental sales, attendance and/or participation. Grow your customer base.

STRATEGY

Communicate directly, one-on-one, with newcomers, visitors and residents of Prattville and surrounding area. Tell them your story. Tell them what you have to offer.

TACTICS

- Showcase your business in The Best (Prattville).
- Place your message at 80+ prime locations all over Prattville.
- Communicate to military families relocating to Maxwell/Gunter.
- Participate in a meaningful merchandising package.
- Establish presence on Web with special offer.
- Secure listing on Advertisers Index (Table Of Contents).
- Pinpoint location(s) on Prattville city map.
- Secure pertinent, timely coverage in special sections.





DISTRIBUTION - 5,000 STRONG

The Best (Prattville) is published semi-monthly — six issues a year. Four thousand copies are distributed all over town the day preceding the cover date. The remaining thousand copies are used to replenish racks, stands and counter placement for the duration of each issue. Copies are available at these locations:

- | | | |
|---------------------------|-------------------------|---------------------------|
| Allen Robbins Transmisson | Gilmore Ford | Pasta Mill |
| Ameriprise Financial | Hair Expressions | Plantation Apartments |
| Artistic Expressions | Hampton Inn | Poblanos |
| ASF (MGM) | Herrod's Chevron | Pratt Pub |
| Auburn University (MGM) | Hertz | Prattville Airport |
| Badcock Furniture | Hometown Suites | Prattville City Hall |
| BankTrust | House Of Java | Prattville Pickers |
| Beef O'Brady's | J&G's Antique Mall | Prattville Water Works |
| Bridal Boutique | Jameson Inn | Quality Inn |
| Bryan Jewlery | Jim's Restaurant | River Region Coin |
| Carol Brooks Shoppe | Key West | Rocky Mount Weddings |
| Carol Lemon Realty | Knights Inn | Sears |
| Chamber of Commerce | Kyle Nelson Customs | Sleep Inn |
| Chick-fil-A | LaQuinta | Smith-Byrd House |
| Chris' BBQ | Larry Puckett Chevrolet | Special Grind |
| Chris' Hot Dogs (MGM) | Laser Copy/Blessings | Steak 'n Shake |
| Cobbs Ford Pet Health | Legends (Marriott) | Super 8 |
| Country Inn | Letts Cut Up | Sweetwater Apartments |
| Courtyard Inn | Mac 'n More | Tokyo Japanese Steakhouse |
| Cow A Bun Go | Marco's Pizza | Total Freedom Wellness |
| Days Inn | Matt Holley, DDS | Travelodge |
| Econo Lodge | Max Credit Union | Tucker Pecan (MGM) |
| Edgewood Academy | Maxwell AFB | Turtle Shell |
| El Torito | MEDAC | Uncle Mick's Cajun Café |
| Fanci Free | Memories An'Tiques | UPS Store |
| Farmer Market Café (MGM) | Moe's | Victoria's Boutique |
| FireHouse Family Fun | Old Alabama Town (MGM) | Wonder World |
| Fountain City Health | Park Apartments | Zumba Fitness |

Shading indicates placement of custom wooden stands.



RATES

The Best (Prattville) offers the most affordable advertising rates in central Alabama. The cost of an individual ad is based on the size of the unit, the number of issues in which it appears, and placement within the magazine. Make a splash with a full page or a two-page spread, or simply be included in one of our directory sections. Typical annual investments range from thousands down to less than a hundred an issue. Please call one of our media representatives to determine what would work best for you.

We're easy to work with, and will find a way to meet your needs.

334-491-9995

We've been very happy advertising in The Best. We gave a couple who stayed here recently a copy, and they used it while in town. They said they really enjoyed taking the Downtown Walking Tour.

Dave & Beth Melling
Owners, Smith-Byrd House
Also: President, PDU
334-365-1459

A photograph of a man and a woman, Dave and Beth Melling, sitting together. The man is wearing a light blue polo shirt and the woman is wearing a white t-shirt.A photograph of Mickey Thompson, a man with glasses wearing a tan button-down shirt and blue jeans, standing in what appears to be a restaurant or cafe setting.

I've been advertising in The Best since the restaurant opened and see new faces every day who say they found out about me from seeing my ad in the magazine either in their hotel room or from picking it up somewhere around town. Locals and travelers.

Mickey Thompson
Uncle Mick's Cajun Café
334-361-1020

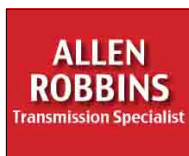
BONUS

Every advertiser receives free over-sized mention on our Web site, which is heavily promoted in the magazine. This is the most cost-efficient way to expand coverage for your campaign. Shown below are two prime examples:

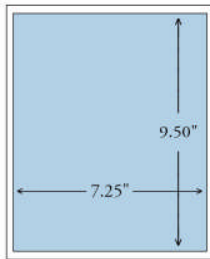


Smith-Byrd House

OTHER PARTICIPANTS

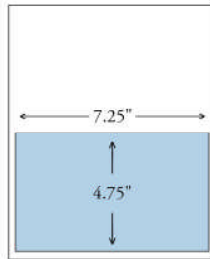


MECHANICAL SPECIFICATIONS



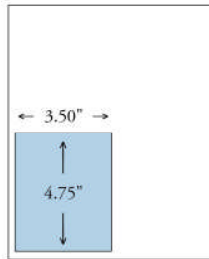
Full Page

Live Area: 7.25" x 9.50"
Trim Size: 8.25" x 10.75"
Bleed Size: 8.50" x 11.00"



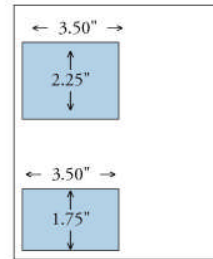
Half Page

Live Area: 7.25" x 4.75"
Bleed Size: 8.50" x 4.75"



Quarter Page

Live Area: 3.50" x 4.75"

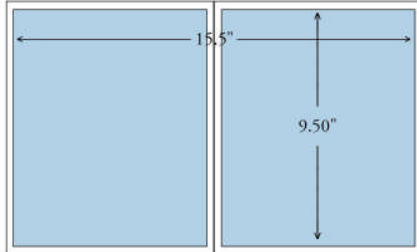


Eighth Page

Live Area: 3.50" x 2.25"

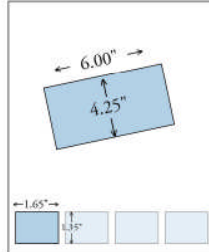
Business Card

Live Area: 3.5"0 x 1.75"



Two-Page Spread

Live Area: 15.50" x 9.50"
Trim Size: 16.50" x 10.75"
Bleed Size: 16.75" x 11.00"



Cover: Postcard

Live Area: 6.00" x 4.25"

Showcase Display

Live Area: 1.65" x 1.35"



Enhanced Listing

Live Area: 2.25" x 1.00"



As a seasonal business owner, I've tried numerous forms of advertising. The Best has proven positive results for our growing boutique in downtown Prattville. I highly recommend this magazine to promote your business. Our customer base has increased tremendously since the unique advertising arrangement has proven to work. Offering our out of town and local customers a unique shopping experience.

Lori McClellan, Owner
Victoria's Boutique
334-491-2225



We see more and more customers coming from RTJ golf course and Marriott Legends. When we ask how they found out about us, they respond: "From The Best Magazine." It's a comprehensive guide to the best of Prattville.

Steven & Carol Brooks, Owners
Carol Brooks Home & Holiday Shoppe
334-491-0142



BENEFITS

- **REACH** - Your colorful message appears in long-lasting print at over 80 locations all over town.
- **FREQUENCY** - A fresh issue with all-new editorial features and focus is distributed every sixty days.
- **TARGETED AUDIENCE** - Visitors and newcomers who might not be familiar with Prattville — or know anything about you, or your business. They use our guides for “what to see and do.”
Always remember: First Impressions Are Everything.
- **HIGH QUALITY** - Each magazine is printed on durable, glossy 70-pound paper.
- **AFFORDABLE** - The biggest bang for your buck: premium placement in the magazine, inclusion in advertisers index, your location pinpointed on city map.

We Make It Easy For New Customers To Find You!



We can't keep enough copies of The Best in guest rooms and in the lobby. It seems everyone is always looking at one, taking copies with them. We re-order extra deliveries two to three times a quarter.

Lauren Clements
Front Desk
Marriott Prattville Hotel
And Conference Center
334-290-1235

