

# the terminal | Birmingham's hub

Birmingham's Terminal Station in its heyday was arguably one of the major social hubs for the city while serving as a link to the outside world and to information.

**THE TERMINAL** serves as a hub of information for Birmingham, AL. It provides a look into the region not just for those currently living here, but also for those that have moved away and want to know what's going on in addition to those considering relocating here.

Our staff includes both lifelong residents and folks who've chosen to adopt Alabama's Magic City as their second home.

## **TARGET AUDIENCE:**

Our primary readers are 25-54 year olds who live and/or work in Jefferson, Shelby and St. Clair counties (the core of the Birmingham, AL metropolitan area). They use the Internet as their primary source for gathering news and information. They are also active in their communities and want to keep up with everything being done to improve their city (and opportunities to help make it happen).

## **THE TERMINAL IN THE NEWS:**

Included in 2007 "Hot List", Birmingham Magazine (July 2007)  
Top 3 finisher, Best local website, al.com reader's choice poll, 2008-2011  
Several appearances on local television, radio and at national conferences

## **SITE STATISTICS:**

More than 15,000 unique visits/month  
Averaging 750 unique visits/day  
Averaging 2,250 page views/day  
70% of traffic from Alabama  
60% of Alabama traffic from Jefferson, Shelby & St. Clair Counties

## **SOCIAL MEDIA STATISTICS:**

725 fans on Facebook  
2,800 followers on Twitter  
More than 1,000 subscribers to the site's various RSS feeds  
450 subscribers to **the express**, our weekly newsletter

## DISPLAY SPONSORSHIP RATES

300px x 250px	\$520/month
300px x 140px	\$260/month
468px x 60px	\$390/month

Please contact us for information about multiple month purchases and display duration of less than 30 days.

### TECHNICAL SPECIFICATIONS:

We currently accept ads in JPG, GIF and PNG formats. Animation and Flash-based ads may be accepted upon review.

Custom artwork can be provided for an additional fee.

Ad rates include two (2) tweets with a link isupplied by you (shared after review) as well as two (2) mentions to our fans on Facebook.

### EVENT SPONSORSHIPS

#### THE TERMINALLY HAPPY HOUR (monthly)

Title sponsorship allows for your message to be shared with a gathering civic-minded supporters of the site.

#### THE INFORMATION DESK (twice a month)

This new twice-monthly webcast is under development with plans to launch in early 2012. It provides an opportunity for regular visitors to **THE TERMINAL** and others to get up close to newsmakers and learn more about the issues facing the Birmingham region.

Please contact us at [205.276.6585](tel:205.276.6585) or via email at [ads@bhamterminal.com](mailto:ads@bhamterminal.com) for more information about either display or event sponsorship opportunities. You may also visit [bhamterminal.com/sponsor](http://bhamterminal.com/sponsor).