

GET IN THE GUIDE!

# CLASSICWEEKEND

E V E N T G U I D E

## GUIDE SUMMARY

*A popular "pocket-sized" event guide just in time for Classic Weekend!*

PROFESSIONAL, FULL-COLOR ADS HIGHLIGHTING YOUR PRODUCTS AND SERVICES.

FREE POCKET-SIZED GUIDE FOR EASY STORAGE THROUGHOUT THE WEEK OF THE CLASSIC.

50,000 GUIDES PRINTED & DISTRIBUTED TO HIGH-TRAFFIC LOCATIONS IN BIRMINGHAM, HUNTSVILLE & MONTGOMERY.

MASS DISTRIBUTION PRIOR TO THE GAME AND LIMITED DISTRIBUTION ON GAME DAY.

GREAT FOR COUPONS & DISCOUNTS.

CONTENT CONTRIBUTED FROM BIRMINGHAM VIEW, UPGRADE MAGAZINE AND URBANHAM.COM.

A PERFECT KEEPSAKE AND SOUVENIR BOOKLET, WITH YOUR AD, FOR THOUSANDS OF FANS!



*The Magic City Classic is officially the #1 Black College Classic in the Country! Don't miss your chance to reach more than 100,000 fans whose spending creates an economic impact of more than \$50 million for the area!*

In 2010, over 60,000 fans attended the Magic City Classic not including the estimated 30,000 fans tailgating outside the stadium. The Magic City Classic is one of the largest revenue generators in Alabama. Get your slice of this \$50 Million pie by advertising your business or event in the **2011 Classic Weekend Event Guide**. This sleek 4.25" x 5.5" specialty advertising event booklet **has been commissioned as the official pre-game guide for the 2011 Magic City Classic** and is designed to fit right into a shirt pocket or a purse. It's ideal for Classic supporters looking for information on events, restaurants, businesses and social activity in the Greater Birmingham area during the biggest event of the year. For more information, call (205) 218-0605 or visit [www.ClassicWeekendEventGuide.com](http://www.ClassicWeekendEventGuide.com).

BIRMINGHAM VIEW

Just Be Reel  
MARKETING

Urbanham.com  
Birmingham's Web Portal for Urban Lifestyles

# ADVERTISING RATES

# CLASSIC WEEKEND

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### WHAT'S IN THE GUIDE?

*Classic fans can easily find valuable information on where to dine, socialize, shop and unwind in the Magic City!*

- Event Listings
- Restaurant & Dining
- Business & Retail
- Economic Development
- Fashion & Style
- Family and Group Events
- Spirituality and Church Listings

Put your **Coupons , Discounts and Specials** in the Classic Weekend Event Guide!

*The Classic Weekend Event Guide is a great way for your business to share your products and services with a focused audience!*

### PRINTING & DISTRIBUTION

50,000 copies of the 2011 Classic Weekend Event Guide will distributed prior to the Magic City Classic Football game at area hotels, restaurants, salons, barber shops, nightclubs and other high-traffic areas.



*Connecting City Classic fans with events, restaurants, retail and more during the busy classic weekend!*

### FRONT COVER BRANDING / MAGAZINE SPONSOR

**\$ 8,000.00**

FRONT COVER LOGO/BRANDING, INSIDE FRONT, BACK COVER AND CENTER SPREAD (\$9,300 Value)

### FULL PAGE

**\$ 900.00**

### OUTSIDE BACK COVER

**\$ 2,000.00**

### HALF PAGE

**\$ 500.00**

### INSIDE FRONT COVER

**\$1,500.00**

### QUARTER PAGE

**\$ 250.00**

### INSIDE BACK COVER

**\$ 1,500.00**

### BUSINESS LISTING

**\$ 75.00**

### COUPONS

**\$ 125.00**

# SPECIFICATIONS

# CLASSICWEEKEND

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### PARTICIPATING AGENCIES

The Classic Weekend Event Guide is a collaborative publication between the following media and marketing outlets:

- Birmingham View
- Urbanham.com
- Just Be Reel Marketing

#### Contact Information:

For more information, contact the Classic Weekend Event Hotline (205) 218-0605 or toll free at (877) 962-4552

#### Visit us online at:

[ClassicWeekendEventGuide.com](http://ClassicWeekendEventGuide.com)

#### Email:

[sales@classicweekendeventguide.com](mailto:sales@classicweekendeventguide.com)

### DEADLINE FOR PUBLICATION

The deadline for inclusion in the Classic Weekend Event Guide is **Wednesday, October 5, 2011 by 5:00 PM.**

It is recommended that your message contain minimal copy. Please refrain from the use of trademarks and registered names such as "Magic City Classic," "Alabama A&M" and "Alabama State." Suitable substitutes are "Classic," "A&M" and "State."



### ADVERTISING SPECS

- **300 DPI Artwork**
- **Format (JPEG or PDF)**
- **To scale (1/8" bleed)**

- Full Page	<b>Ad Size</b> (4.5x5.5)
- Half Page	(4.5x2.75)
- Quarter Page	(2.25x2.75)

- **Ad Design Fee**

- Full Page	<b>Ad Size</b> (\$ 300.00)
- Half Page	(\$ 150.00)
- Quarter Page	(\$ 75.00)

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