



ALABAMA ADVANTAGE

• RELOCATION •

The Official Guide for New Alabamians

2015-2016

Distributed By: Alabama Department of Community Affairs (ADECA) and PMT Publishing, Inc.

What is Alabama Advantage?

PMT Publishing, Inc. and ADECA have joined forces to produce an informative, reader friendly relocation guide for the State of Alabama. Entitled Alabama Advantage, this must read for new Alabamians offers a unique marketing opportunity to reach untapped potential customers first.

As Alabama steps up its efforts to attract relocation prospects, there will be no better ambassador for our state, or a more efficient marketing tool than Alabama Advantage. It will be sophisticated and informative as it show cases Alabama's advantages.

The Best Way to Reach New Customers

In Alabama's only official relocation guide, we feature healthcare, recreation, education, the environment and the abundance of natural resources available to us all. Furthermore, we will examine our tax structure and transportation infrastructure, as we highlight Alabama's economic vitality and the many opportunities here.

The five regional sections in the guide will also be available for more targeted advertising. These sections will include: Southwest Alabama, the Wiregrass Region, Central Alabama, the greater Birmingham area and the Tennessee Valley region.

Topics to be covered in each region include, real estate, vacation destinations, arts and cultural attractions, local industry, retirement and senior care centers.

Distribution

Total Annual Distribution for Alabama Advantage- Estimated for 2016: 25,000

20,000 of these copies will be distributed on a per inquiry basis to individuals calling the toll free number for the State of Alabama/ADECA, or by going to the Alabama Advantage website. Both the website and the toll free number are promoted by a national advertising campaign.

5,000 of these copies will be distributed through the following outlets: Chambers of Commerce, Military Transition Offices, the Alabama Association of Regional Councils, Realtors, Banks, Personnel Departments (firms of 500 – 1000 employees), State Parks and Visitor Centers, Airports and Hotels.

An electronic copy of the magazine, with your ad and a link to your website, will be displayed on the official Alabama Advantage website, at no extra cost to you.

Call Your Advertising Representative

Advertising space deadline: October 21, 2015 For more information please contact:

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Note: Editorial content described in this pre-publication outline is subject to change depending on space allocation for this issue.