

Out & About

OPELIKA-AUBURN NEWS
your life. your News.

Out & About is the area's premier activity guide with more than 102 things to do and places that are a "must see." Reach the audience that is trying to find you. This gorgeous, glossy, full-color guide has a circulation of 25,000 made available throughout the area, providing you with a readership above 50,000 people. Reach *your* targeted audience with a full color, full page print ad for about a penny per person. Call 334.749.6271 today!



Sample Cover



Sample Inside Pages

Rates & Sizes

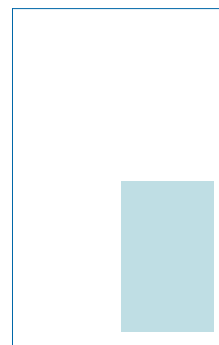
Opelika-Auburn News

SIZE	WIDTH	HEIGHT	PRICE
Back Cover	5.63	8.75	\$800*
Inside Cover	5.63	8.75	\$600*
Full	5.63	8.75	\$550*
1/2-Vertical	2.3775	7.875	\$325*
1/2-Horizontal	4.88	3.875	\$325*
1/4	2.378	3.875	\$175

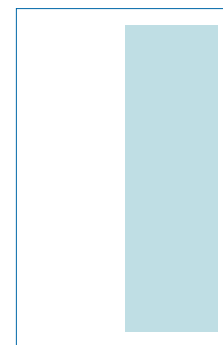
***FREE ONE MONTH INTERNET AD** on the Out & About website when you purchase a half page ad or larger in the publication.

Contact Information

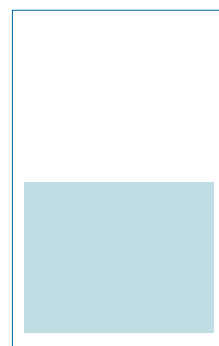
If you are interested in taking part of this exciting project, please contact your Opelika-Auburn News Account Representative at 334.749.6271.



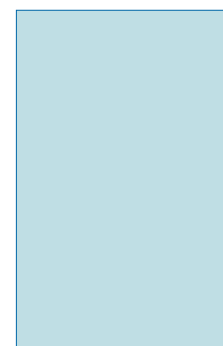
1/4 Page Ad



1/2 Page Vertical Ad



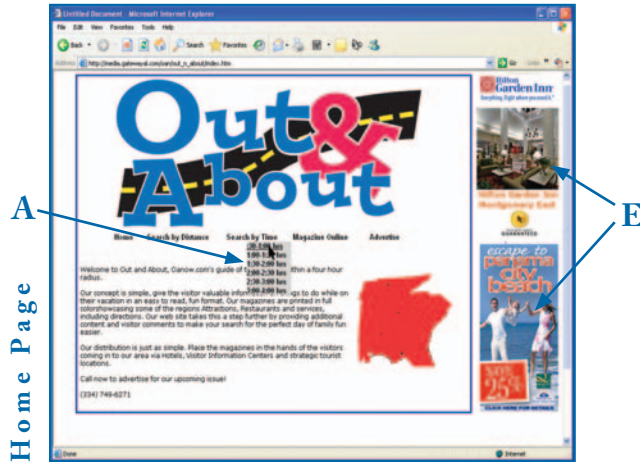
1/2 Page Horizontal Ad



Full Page Ad

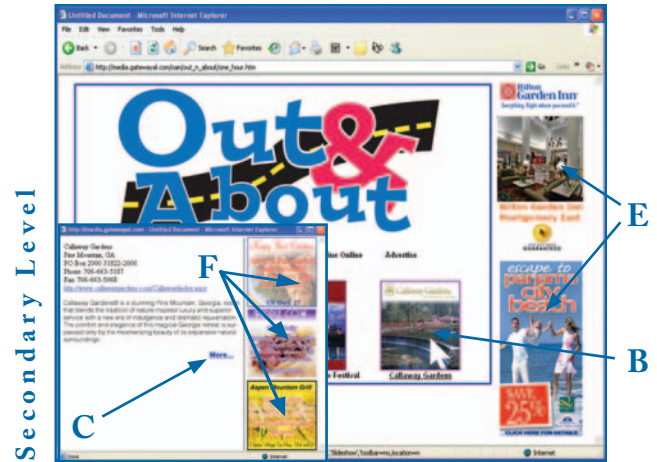
Out & About

Internet advertising connects you to our site users and helps them gain familiarity, brand recognition, and customer loyalty with your product, service or brand. Out and About's website will be heavily marketed in our Opelika-Auburn News print edition, as well as online at oanow.com and on wrbl.com.



Home Page

Location listings (A) allow users to search destinations by their distance or time from the Opelika-Auburn area. Clicking on a location listing (A) will direct the user to a page containing the featured destinations within that distance or time.



Secondary Level

Clicking on a destination (B) opens a pop-up window containing general information on that destination, along with a brief description.

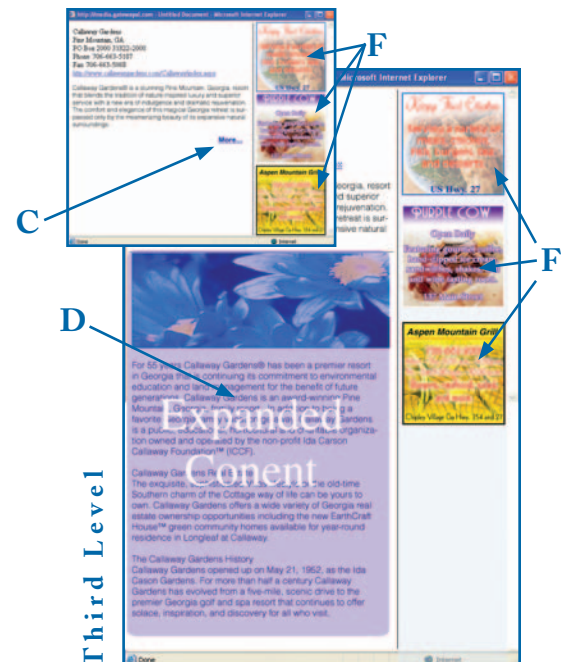
Clicking on the More (C) link reveals expanded content (D-see below) on that particular destination. This content is available for an additional \$30 per month.

Online Internet Rates & Sizes

oanow.com

SIZE	WIDTH (in pixels)	HEIGHT (in pixels)	PRICE* (per month)
Home Page (E)**	160	300	\$150
2nd Level (F)	160	160	\$45
Expanded Content			\$30

*The advertiser maintains exclusive rights to their position for the duration of the contract.
**Only two advertising positions available on home page.



Third Level

Contact Information

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