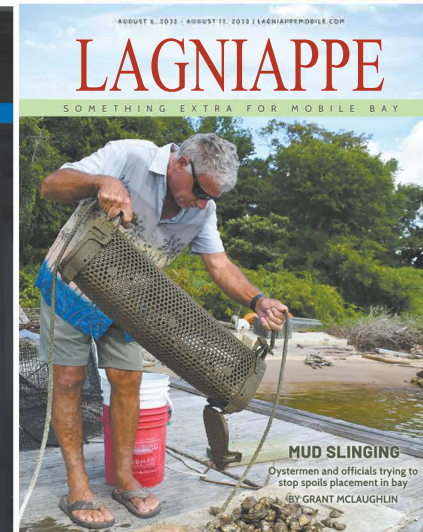
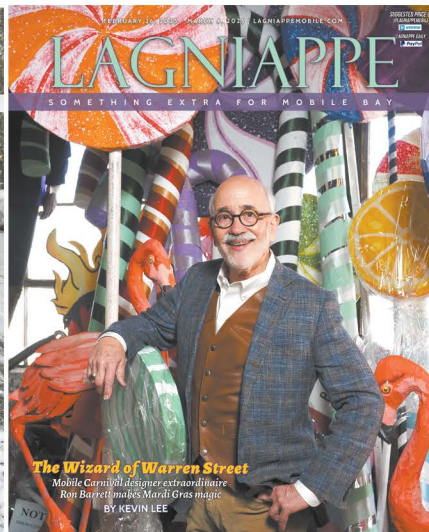


# LAGNIAPPE

SOMETHING EXTRA FOR MOBILE BAY



## 2026 MEDIA KIT

*Print • Digital • Social Media • Events*



# 2026 ADVERTISING CALENDAR

## JANUARY ISSUE DATES

JANUARY 7  
JANUARY 14  
JANUARY 21  
JANUARY 28

### ADVERTISING STRATEGIES FOR JANUARY

- New Year's Resolutions
- Fitness/Gyms/Weightloss
- Beauty
- Financial Planning
- Mardi Gras (Attire, Throws, Decor, Catering, Etc.)

### SPECIAL EVENTS

*January 19: MLK Day*  
*January 30: First Mobile Mardi Gras Parade*

## FEBRUARY ISSUE DATES

FEBRUARY 4  
FEBRUARY 11  
FEBRUARY 18  
FEBRUARY 25

### ADVERTISING STRATEGIES FOR FEBRUARY

- Valentine's Day: (Florists, Lingerie, Restaurants, Candies, Jewelry, Massages, Gift Cards)
- Mardi Gras (Attire, Throws, Decor, Catering, Etc.)

### SPECIAL EVENTS/ISSUES

*February 11: Mardi Gras Issue*  
*February 14: Valentine's Day*  
*February 15: Joe Cain Day*  
*February 17: Fat Tuesday*

## MARCH ISSUE DATES

MARCH 4  
MARCH 11  
MARCH 18  
MARCH 25

### ADVERTISING STRATEGIES FOR MARCH

- Nappie Awards Nominations
- St. Patrick's Day
- Azalea Trail Run
- Spring Break Planning
- Tax Preparation
- Gardening/Patio

### SPECIAL EVENTS/ISSUES

*Nappie Nominations Issues: March 4, 11, 18, 25*  
*Nappie Nominations Voting: March 4-March 29*  
*March 7: ACS Chili Cook-off*  
*March 17: St Patrick's Day*  
*March 28: Azalea Trail Run/ Downtown Cajun Cook-off*

## APRIL ISSUE DATES

APRIL 1  
APRIL 8  
APRIL 15  
APRIL 22  
APRIL 29

### ADVERTISING STRATEGIES FOR APRIL

- Spring Break
- Easter/Passover
- Gardening/Patio
- Tax Preparation

### SPECIAL EVENTS

*April 5: Easter Sunday*  
*April 15: Tax Day*

## MAY ISSUE DATES

MAY 6  
MAY 13  
MAY 20  
MAY 27

### ADVERTISING STRATEGIES FOR MAY

- Mother's Day
- Memorial Day
- School Year Ends

- Graduation Gifts/Parties
- Summer Fun/Camps/Hangout Fest
- Nappie Finals
- AC Checks

### SPECIAL EVENTS/ISSUES

*Nappie Finals Issues: May 6, 13, 20, 27*  
*May 6-31: Nappies Finals Voting*  
*May 10: Mother's Day*  
*May 13: Primary Election Issue*

## JUNE ISSUE DATES

JUNE 3  
JUNE 10  
JUNE 17  
JUNE 24

### ADVERTISING STRATEGIES FOR JUNE

- Summer (Camps, Swimming Vacation, AC Tune Ups)
- Father's Day
- Juneteenth
- Men's Health Month

### SPECIAL EVENTS

*June 19: Juneteenth*  
*June 21: Father's Day*

## JULY ISSUE DATES

JULY 1  
JULY 8  
JULY 15  
JULY 22  
JULY 29

### ADVERTISING STRATEGIES FOR JULY

- Fourth of July/Fireworks
- DI Deep Sea Fishing Rodeo
- Nappie Awards

### SPECIAL EVENTS/ISSUES

*July 4: Independence Day*

*July 15: Nappie Awards Issue*  
*July 17: Nappie Awards Ceremony*

## AUGUST ISSUE DATES

AUGUST 5  
AUGUST 12  
AUGUST 19  
AUGUST 26

### ADVERTISING STRATEGIES FOR AUGUST

- Football/Tailgating
- Back to School
- Hurricane Preparedness

### SPECIAL EVENTS/ISSUES

*August 19: Gridiron Guide (Annual High School Prep Issue)*

## SEPTEMBER ISSUE DATES

SEPTEMBER 2  
SEPTEMBER 9  
SEPTEMBER 16  
SEPTEMBER 23  
SEPTEMBER 30

### ADVERTISING STRATEGIES FOR SEPTEMBER

- Labor Day
- Football, Fall
- Hurricane Preparedness

### SPECIAL EVENTS

*September 7: Labor Day*

## OCTOBER ISSUE DATES

OCTOBER 7  
OCTOBER 14  
OCTOBER 21  
OCTOBER 28

### ADVERTISING STRATEGIES FOR OCTOBER

- Greater Gulf State Fair
- Fall Decor
- Halloween
- Breast Cancer Awareness Month

### SPECIAL EVENTS/ISSUES

*October 28: General Election Issue*  
*October 31: Halloween*

## NOVEMBER ISSUE DATES

NOVEMBER 4  
NOVEMBER 11  
NOVEMBER 18  
NOVEMBER 25

### ADVERTISING STRATEGIES FOR NOVEMBER

- Thanksgiving
- Holiday Shopping
- Black Friday
- Holiday Office Party Planning

### SPECIAL EVENTS/ISSUES

*November 25: Thanksgiving/ Black Friday /Iron Bowl Issue*  
*November 26: Thanksgiving*  
*November 27: Black Friday*  
*November 28: Iron Bowl*

## DECEMBER ISSUE DATES

DECEMBER 2  
DECEMBER 9  
DECEMBER 16  
DECEMBER 23  
DECEMBER 30

### ADVERTISING STRATEGIES FOR DECEMBER

- Holiday Shopping
- Holiday Meal Planning
- Bowl Games
- New Year's Eve/ Resolution Planning

### SPECIAL EVENTS/ISSUES

*December 2: Wish Book Issue*  
*December 25: Christmas Day*  
*December 31: New Year's Eve*

ADVERTISING RATES 2026 - All rates are net.

SIZE	1X	4X	6X	12X	26X	52X
ALL PAGES ARE COLOR						
FULL PAGE	\$2093	\$1907	\$1724	\$1630	\$1483	\$1360
1/2 PAGE	\$1046	\$954	\$863	\$816	\$743	\$681
1/3 PAGE	\$819	\$746	\$689	\$651	\$603	\$553
1/4 PAGE	\$524	\$493	\$432	\$408	\$374	\$344
1/8 PAGE	\$296	\$268	\$258	\$244	\$229	\$210
1/16 PAGE	\$157	\$144	\$138	\$132	\$123	\$114
PREMIUM PLACEMENT						
CENTER SPREAD (2 FULL PAGES)	\$4814	\$4386	\$3965	\$3749	\$3411	\$3128
BACK COVER	\$2407	\$2193	\$1983	\$1875	\$1706	\$1564
INSIDE FRONT (PAGE 2)	\$2407	\$2193	\$1983	\$1875	\$1706	\$1564

\*For guaranteed placement on any other page, please add a 15 percent premium to contract rate. Subject to approval.

1

FULL

10(w) x 12(h)

1/2

HALF

vertical

5(w) x 12(h)

1/2

HALF

horizontal

10(w) x 6(h)

1/3

THIRD

5(w) x 9(h)

1/4

QUARTER

regular

5(w) x 6(h)

1/4

QUARTER

super horizontal

10(w) x 3(h)

1/4

QUARTER

super vertical

2.5(w) x 12(h)

CENTER SPREAD

21(w) x 12(h)

1/16

SIXTEENTH

2.5(w) x 3(h)

EIGHTH

vertical

2.5(w) x 6(h)

1/8

EIGHTH

horizontal

5(w) x 3(h)

1170 x 260 PX - \$200/WEEK

300 X  
600 PX  
- \$150/  
WEEK

300 X  
300 PX  
- \$125/  
WEEK

LAGNIAPPEMOBILE.COM  
WEB ADS

LAGNIAPPE DAILY

Advertise your business on Mobile's most dynamic news website reaching 60,000 monthly unique visitors. With constant breaking news updates, Lagniappe readers are driven back to the site multiple times per day. And while they may come for news, they stay for a robust calendar of events, comments section as well as other community features.

PRINT REACH  
53,000 WEEKLY READERS

DEADLINE

Deadline to reserve space in each Wednesday publication is the Friday prior by 5 p.m. If Lagniappe is designing and building the ad, all copy must be in Friday at noon. One proof will be issued for changes and corrections. A second proof will be issued for final approval. Any changes on Lagniappe-produced ads must be approved by 5 p.m. on Monday prior to publication date. Deadline for camera-ready/advertiser provided copy is by 5 p.m. on Monday prior to publication date.

**Holiday Deadlines (Ad Placement / Ad Copy)**

**Mardi Gras Wed 2/11 / Thu 2/12**

**Thanksgiving Thu 11/19 / Fr 11/20**

**Christmas Wed 12/16 / Thu 12/17**

**New Years Wed 12/23 / Thu 12/24**

**Any cancellations after 5p.m. on Monday are subject to a 50% cancellation fee.**

DESIGN SPECS

Ads should be delivered in PDF or JPEG format to [ads@lagniappemobile.com](mailto:ads@lagniappemobile.com) CMYK color, 300 dpi resolution. No rich black small text.

PRE-PRINTED INSERTS

Customer provided pre-prints can be inserted in Lagniappe at the following cost per thousand rates: Single Sheet - \$45 per thousand, 4-8 page inserts \$55 per thousand, 8 pages and larger - quoted on the size and weight. Reservation deadline is two weeks prior to publication.

All inserts must be shipped to:  
Baton Rouge Press, 2621 E Perdue Ave, Baton Rouge, LA 70814, (225)275-8429.

GLOSSY WRAP

A full color glossy wrap is bound and stitched to the outside of the issue. The wrap occupies just under one half of the lower portion of the front and back covers and provides four areas for copy. Equivalent to just under two pages of advertising. \$3500/issue

Glossy wraps must be booked well in advance. Not all dates will be available.

## NEWSLETTERS

Reach over 36,000 average daily e-blast subscribers with 1250x375 ads in timely newsletters from Lagniappe.

### LAGNIAPPE DAILY

#### LAGNIAPPE DAILY - EMAIL BLAST

Lagniappe Daily shares the breaking and top stories of the day. It provides links to the most popular headlines and stories on lagniappemobile.com.



#### SUNDAY BRUNCH - EMAIL BLAST

Every Sunday morning, Co-publisher Rob Holbert offers his take on various news events shaping our community while also recap-ping the stories readers may have missed on lagniappemobile.com. Rob's goal is to give readers that Sunday morning reading experience they once had from their daily newspaper.



#### HOT OFF THE PRESS - EMAIL BLAST

Each Wednesday, Hot Off the Press is sent out to Lagniappe newsletter subscribers to inform them of the latest stories hitting the streets and the web in this week's edition of the paper. It's a quick compendium designed to pique readers' interests and to let them know what's on tap at lagniappemobile.com



#### ON DECK - EMAIL BLAST

Since joining Lagniappe in late 2020, Tommy Hicks has quickly made Lagniappe's sports coverage the strongest in Mobile and Baldwin Counties. Every Friday, his On Deck newsletter goes out to subscribers to inform them about not only what's new in the world of sports, but also what they should be looking for during the coming weekend. With decades of experience as a sports reporter, Tommy has the inside scoop on the local scene that you won't get anywhere else.

**YOUR AD APPEARS IN AT LEAST ONE EMAIL BLAST  
EACH DAY FOR \$500/WEEK**

**1250 X 375 PX**

## PODCAST



#### LAGNIA-POD PODCAST

Advertise your :30 second spot (provided by client) on Lagniappe's award-winning podcast, Lagnia-POD. Lagniappe's publishers and reporters discuss the hottest local topics, while sports editor Tommy Hicks gives the rundown on what's happening in area sports. **\$50 PER SPOT**

#### CONTACT US:

##### LAGNIAPPE

[www.lagniappemobile.com](http://www.lagniappemobile.com)

Physical Address: 704 Government St. Mobile, AL 36602

Mailing: P.O. Box 3003 Mobile, AL 36652 • Office: 251-450-4466

For billing inquiries: [accounting@lagniappemobile.com](mailto:accounting@lagniappemobile.com)

To place public notices/legal advertising: [www.lagniappemobile.com/legals](http://www.lagniappemobile.com/legals)

## SOCIAL MEDIA

Reach Lagniappe's social media followers (more than 60K, one of the highest in the market) and their friends with a Meta-Managed Partnership Ad. And all of the work is done for you.



### Managed Partnership Ads



**Facebook**  
50.5K+ followers



**Instagram**  
9.5K+ followers

1080 X 1080  
PX

#### Standard

9-15K  
\$125

#### Moderate

15-25K  
\$150

#### Aggressive

25-35K  
\$200

•Collaboratively market on Meta's ad distribution platform.

•Ad appearance on customer's feeds/reels/stories. Single image, video and carousel ads.

•Direct performance tracking.

## DISTRIBUTION

### THE MOST ROBUST DISTRIBUTION IN THE MARKET

Lagniappe delivers 23,000 papers to hundreds of locations across Mobile and Baldwin Counties, giving it THE BROADEST distribution of any print publication in the market. You can find Lagniappe in one of our more than 100 'regal purple' boxes across the area or one of the many restaurants, bars, coffee shops or other businesses who proudly carry Lagniappe. In addition to outside delivery, Lagniappe has an ever growing list of subscribers who have it delivered each week via the USPS.

## POPULAR DISTRIBUTION SPOTS

#### BOXES

- Midtown Shopping Ctr. - Dauphin at 65
- Heroes Downtown
- Government Plaza
- Dew Drop Inn
- B&B Pet Stop - Cottage Hill Road
- Rouses Supermarket - Spanish Fort
- Greer's St. Louis Market and Fairhope
- Piggly Wiggly - DIP, Spanish Fort, Loxley, Fairhope and Saraland
- Sally's Piece of Cake - Three Notch
- Judy's Place - Government & Azalea
- Dick Russell's - Tillman's Corner
- Lighthouse Restaurant - Irvington
- Saraland Crossing

#### INSIDE RACKS

- Rouses Supermarkets - Springhill, Daphne, Spanish Fort and Saraland
- Greer's - Dauphin at 65 and Bay Minette
- Piggly Wiggly - University Blvd. & Foley
- Foosackly's - All area locations
- University of South Alabama Rec Center
- Mobile Infirmary
- University Hospital
- Springhill Medical Center
- Fairhope Public Library
- Coffee Loft - Fairhope