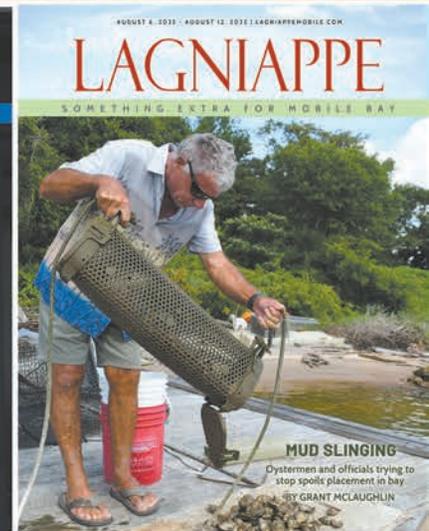
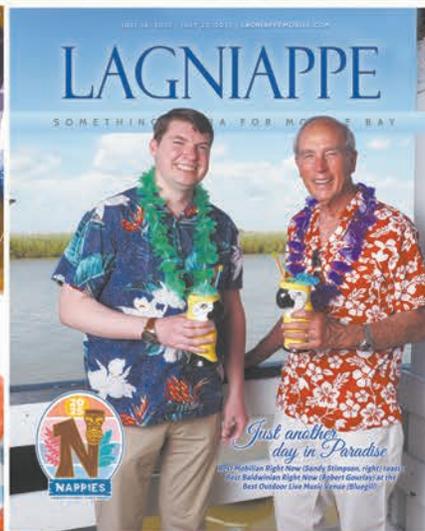
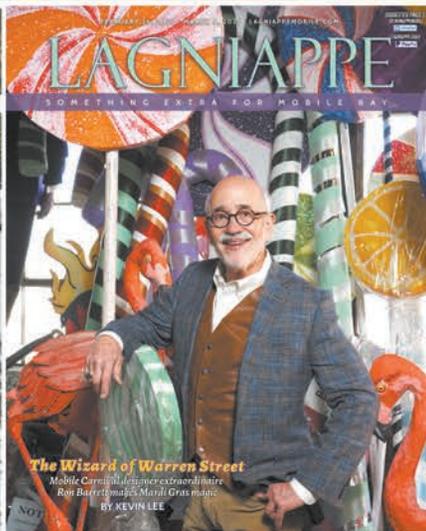


LAGNIAPPE

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 18: Wish Book Issue
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

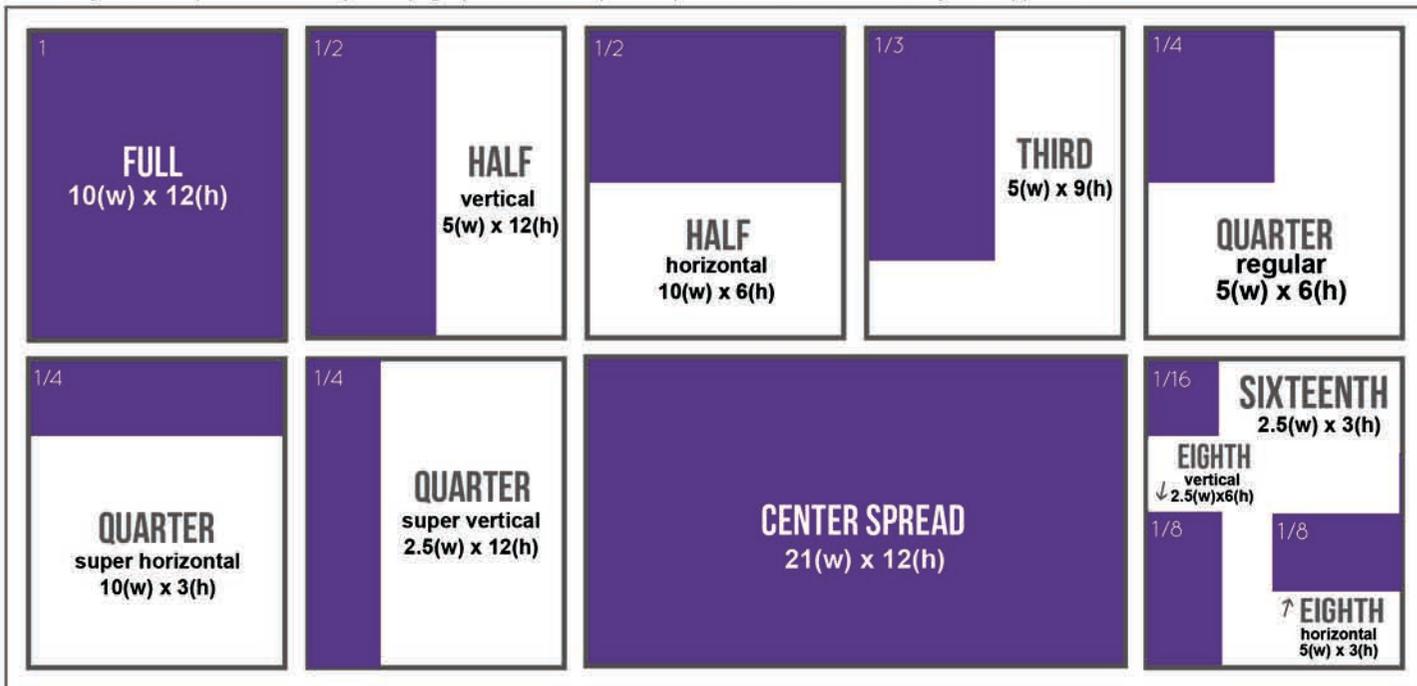
SPECIAL EVENTS/ISSUES

December 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.



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 Thursday prior by 5 p.m. If Lagniappe is designing and building the ad, all copy must be in Thursday 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 Friday prior to publication date. Deadline for camera-ready/advertiser provided copy is by 5 p.m. on Friday 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 - Mon 12/21 / Tues 12/22**

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

DESIGN SPECS

Ads should be delivered in PDF or JPEG format to 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 recapping 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
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
To place public notices/legal advertising: www.lagniappemobile.com/legals

SOCIAL MEDIA

Reach Lagniappe's social media followers (almost 62K, 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.

Meta Managed Partnership Ads



Facebook
52K+ followers



Instagram
9.5K+ followers



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