



THE AMERICAN INSTITUTE OF ARCHITECTS

**AIA People's Choice Award
Media Proposal –Birmingham,
Alabama**



my FoxAL.com



- Birmingham's #1 Television Station Website*
- Birmingham's Fastest Growing Website
- Promotional Power of FOX6 WBRC – “The Most Powerful Name in Local News”
- Offers the Most Exclusive Local Video in Alabama
- The Leader in 24 Hour Live Breaking News
- User Generated content including comments, photos and video
- News, Weather, Entertainment and Sports content from FOX6 News – the market's No. 1 News Station

* ComScore USA – Alabama Mar07-Feb08
Monthly Unique Visitors





AIA People's Choice Award Promotion

Top Navigation of MyFoxAL.com – link to contests

The image shows three overlapping screenshots of the MyFoxAL.com website. The top screenshot shows the navigation bar with 'Contests' circled in red. The middle screenshot is a promotional landing page for 'The Beach Club in Gulf Shores Giveaway' with a 'click here' button. The bottom screenshot is a registration form for the giveaway, featuring a CAPTCHA with the number '17638' and an 'E-mail' field.

Package Includes:

- 15,000 Promotional Banner Ads driving visitors to the voting landing page that include the client's logo and images of all 30 design award entries.
- Voting promotional – we take care of rules, execution, registration, landing page, data base, legal and counting votes
- **BONUS*** - Data Capture from visitors who would like to receive email or promotional material from the client
- **BONUS*** - Promotional Landing page production

Total Investment: \$500



Campaign Summary

Components:

- **Online Voting Promotion**

- 15,000 promotional banner ads driving visitor to register their vote with sponsor logo on each ad
- Voting promotional – we take care of rules, execution, registration, landing page, data base, legal and awarding prizes Web Ad Campaign
- **BONUS*** - Data Capture from visitors who would like to receive email or promotional material from the client
- **BONUS*** - Promotional Landing page production

- **Promotional Voting Page Elements**

- Static Placement of clients logo
- Includes Pre-roll Video from Green Expo news segments, Leader Board, Medium Rectangle, Rectangle and Full Banner ad units
- Content regarding the Green Expo 2010
- Ads will be delivered in the Good Day Alabama, News, Sports, Weather and Traffic sections of the site
- All ads link directly the client's website

Investment: \$500 net (August 9th through August 31st)
voting stopped on August 24th all signed proposals/check and client logo due
by noon on August 6th

Signature: _____ Date: _____

