



KEY MEDIA, LLC

THE OBSERVER
LIVE LEE MAGAZINE
NEIGHBORHOODTOUR
LEE COUNTY LISTENER

KEY MEDIA STORY

ABOUT US

Key Media LLC was founded in late 2017 when Owner Michelle Key purchased the Opelika Observer. Key is an Alabama native and has lived in Opelika since 2011. She had worked with The Observer for three years before taking on the lead roles as owner and publisher. Key believes in the mission of The Observer, which is to provide quality, local news and information to the people of Lee County.

OUR PUBLICATIONS & SERVICES

The Observer (formerly called the Opelika Observer) is the flagship publication. In 2020, the company produced a tribute publication named Lee County Strong to honor not only the 23 lives lost during the March 2019 tornadoes, but also show tribute to the many survivors. LIVE Lee, a lifestyle magazine, was born during the onset of the COVID-19 pandemic and has been in production since May 2020. NeighborhoodTour Homes and Real Estate magazine joined Key Media in May of 2021. In October 2022, we added a podcast named Lee County Listener.

Key Media offers a wide variety of advertising opportunities across the three publications and the podcast. We also offer photography, video and drone footage services for real estate professionals, business owners and more.

GET IN TOUCH WITH US

- Michelle Key, Owner 912-322 4456
 - Office: 334-749 8003
 - Email: Michelle@opelikaobserver.com
Editor@opelikaobserver.com
Sales@opelikaobserver.com
Nhtmagazine@gmail.com
Leecountylistener@gmail.com
 - Website: www.opelikaobserver.com
 - Address: 223 S 8th Street Opelika, AL, 36801
-

MICHELLE KEY
OWNER



Scan Here For
Online Editions

The Observer

All prices are PER AD

Single Run Ad Rates - Color / B&W		One Month Run Rates Color / B&W	
Full Page (9.88" x 19.75")	\$650 / \$485	Full Page (9.88" x 19.75")	\$425 / \$375
Half Page (9.88" x 9.85")	\$330 / \$240	Half Page (9.88" x 9.85")	\$225 / \$190
1/4 Page (9.88" x 4.94")	\$165 / \$120	1/4 Page (9.88" x 4.94")	\$100 / \$80
1/8 Page (4.94" x 4.94")	\$80 / \$60	1/8 Page (4.94" x 4.94")	\$60 / \$45
2 col x 5"	\$57.50 / \$42.50	2 col x 5"	\$40 / \$33
2 col x 4"	\$46.00 / \$34.00	2 col x 4"	\$30 / \$27
6 Mo. Contract Ad Rates - Color / B&W		12 Month Ad Rate - Color / B&W	
Full Page (9.88" x 19.75")	\$325 / \$242	Full Page (9.88" x 19.75")	\$260 / \$194
Half Page (9.88" x 9.85")	\$165 / \$120	Half Page (9.88" x 9.85")	\$132 / \$96
1/4 Page (9.88" x 4.94")	\$82 / \$60	1/4 Page (9.88" x 4.94")	\$66 / \$48
1/8 Page (4.94" x 4.94")	\$40 / \$30	1/8 Page (4.94" x 4.94")	\$32 / \$24
2 col x 5"	\$29 / \$23	2 col x 5"	\$24 / \$19
2 col x 4"	\$24 / \$21	2 col x 4"	\$20 / \$17
2 col x 3"	\$20 / \$18	2 col x 3"	\$18 / \$15
Alabama Press Regional Distribution Rates			
	2 x 2	2 x 3	2 x 4
1 Region	\$400	\$600	\$800
2 Regions	\$750	\$1100	\$1500
3 Regions	\$1000	\$1500	\$2000

Banners:

Front Page or upper right corner \$300 ea
 4 week commitment \$250 ea
 6 week minimum \$200 ea
 B1 placement \$250
 Back Page Any section \$150
 Other Banners are priced by the column inch rate.

Column Inch Rate:

Color \$5.75
 B&W \$4.25

Classifieds:

up to 3 lines \$15
 (\$5 for each additional line)

Ad Deadlines are noon on FRIDAY for THURSDAY publication.



LEE COUNTY LISTENER

BY KEY MEDIA

The Lee County Listener is our newest adventure — a weekly podcast. We are currently accepting sponsorships for the podcast and those start at \$350 for a six-month period, and \$699 for one-year.

This breaks down to less than \$15 per episode.

Individual ad spots are also available starting at just \$20 per episode.

Because we believe in advocating for small businesses, for each sponsorship purchased, Key Media will donate a sponsorship to a new business that needs help getting off the ground and running.

Each sponsorship will include ad-spots in every podcast during the commitment period and an opportunity to be showcased with an interview during one episode. Please consider helping us help other small businesses.



2023-24 Live *Lee* Magazine Series

Official Full Color Ad Agreement

www.liveleemagazine.com

Important instructions on back →

Business Name: _____ Address: _____	Contact: _____ Title: _____ Phone: _____ Email: _____
--	--

Theme	(Ad copy deadline)	Other Options
<input type="checkbox"/> Feb '23 Everything Art	(Jan 9)	<input type="checkbox"/> PRIME PLACEMENT
<input type="checkbox"/> Apr '23 No Theme	(Mar 13)	Choose where your full-pg ad is placed:
<input type="checkbox"/> May '23 Graduation	(May 8)	Add \$100 each issue inside.
<input type="checkbox"/> June '23 Lee County Summer	(May 15)	Add \$200 each issue back cover.
<input type="checkbox"/> Aug '23 No Theme	(July 10)	<small>(subject to availability, 2-year limit to back cover placement)</small>
<input type="checkbox"/> Oct '23 Travel	(Sept 11)	Total: _____
<input type="checkbox"/> Nov '23 Combined Holiday	(Oct 9)	<input type="checkbox"/> DESIGN FEE
<input type="checkbox"/> Dec '23 No Theme	(Nov 13)	The Observer will design our ad for you.
<input type="checkbox"/> Feb. '24 TBA	(Jan 9)	Add \$50 each new ad design.
<input type="checkbox"/> Apr '24 No Theme	(Mar 13)	<small>(may be billed as needed)</small>
<input type="checkbox"/> May '24 Graduation	(May 8)	Total: _____
<input type="checkbox"/> June '24 No Theme	(May 15)	<input type="checkbox"/> I will submit my own ad for approval.

Build Your Own Package	Prices for EACH AD in any 1 - 3 issues:			Prices for EACH AD in any 4 - 7 issues:				Prices for EACH AD in any 8 - 12 issues:				
	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues	7 issues	8 issues	9 issues	10 issues	11 issues	12 issues
Filler	240	480	720	688	860	1,032	1,204	880	990	1,100	1,210	1,320
Qtr pg	360	720	1,080	1,196	1,495	1,794	2,093	1,976	2,223	2,470	2,717	2,964
Half pg	480	960	1,440	1,608	2,010	2,412	2,814	2,640	2,970	3,300	3,630	3,960
Full pg	720	1,440	2,160	2,528	3,160	3,792	4,424	4,400	4,950	5,500	6,050	6,600

Payment Arrangements: <input type="checkbox"/> Package paid in full <input type="checkbox"/> Pay first month. Bill monthly. <input type="checkbox"/> Pay first issue. Bill remaining issues separately to the email above (for packages of 8+ issues) <input type="checkbox"/> Other: _____	Package price: _____ Prime placement: _____ Design fee: _____ Total: _____
Cash/Check (Payable to The Observer)/Credit (Visa, MC, AmEx, Disc) Name on Card: _____ #: _____	Exp: _____ Code: _____ Zip: _____



- Ad copy must be submitted as a PDF file to **editor@OpelikaObserver.com** on or before the deadline for each issue that you have chosen.
- Allow .5' text margin for each ad.
- Dimensions for each ad:
 - Quarter page (5.375"x 4.125")
 - Vertical half page (4.125"x 10.75")
 - Horizontal half page (5.375"x 8.25")
 - Full page (10.75"x 8.25")
- Ad copy orientation and/or layout may be altered by the Live *Lee* magazine editor to fit magazine content. You will be contacted if any changes to your ad are necessary. You will be responsible for any future ad design fees incurred for the 2022 - 2023 Live *Lee* ads.
- Identical ads may run no more than 12 consecutive issues.
- Receipts and future invoices will be emailed to you at the email address you provided in this agreement.



Services

Print Magazine

	Non-Contract	Contract
Inside Cover (Front, Back)	\$425	\$350
Full Page	\$350	\$295
Half Page	\$195	\$165
Quarter Page	\$125	\$85

Photography (300 dpi up to 60 images)

Interior/Exterior	\$125
Drone Only	\$100

Video Tour

Interior/Exterior	\$150
Drone Only	\$100

Photography/Video Tour

Interior/Exterior	\$195
Drone Only	\$145

Digital Services Additional Fees

20+ Mile Travel	\$25
3,500+ Square Footage	\$25
Reshoot	\$50



Check Out Our Digital Edition By
Scanning Here



Neighborhood Tour™
YOUR MOVE IN MOTION



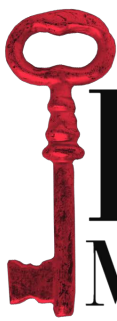
Samantha Sweatman

Editor, Photographer, Videographer
334.663.1060
NHTmagazine@gmail.com

Michelle Key

Owner
334.749.8003

223 S 8th Street
Opelika, AL 36801

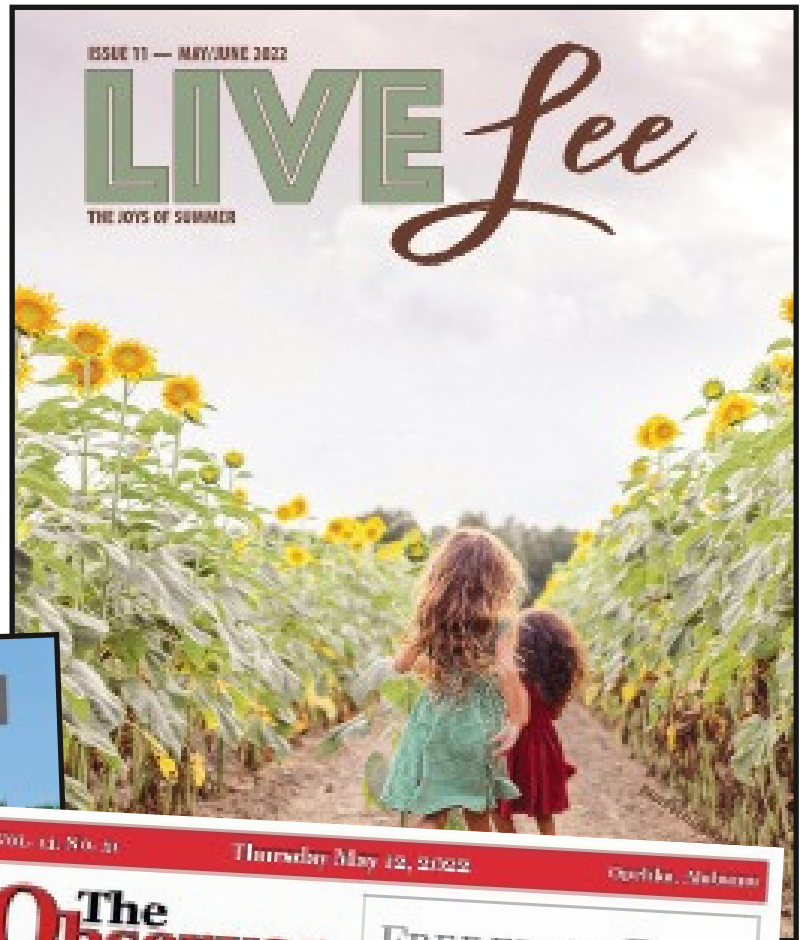


KEY MEDIA, LLC

Located in beautiful downtown Opelika
223 S. 8th St. | 334-749-8003
www.opelikaobserver.com

SUBSCRIBE TODAY
\$40 FOR LEE COUNTY

www.opelikaobserver.com/subscribe-today/



Vol. 41, No. 51 Thursday May 12, 2022 Opelika, Alabama

The Observer

Covering Lee County, Alabama

An award-winning publication created "For local people, by local people"

FREDERICK-DEAN

FUNERAL HOME & CREMATORY

334-745-4667

CyberZone To ReOpen

Grand Re-Opening Set for May 20



OPELIKA — The fun and excitement of CyberZone is set to return to Opelika, Alabama, as the attraction prepares for its grand re-opening on May 20. The new CyberZone is a state-of-the-art, multi-level attraction that features a variety of rides and games, including a roller coaster, a drop tower, and a laser tag arena. The attraction is owned and operated by CyberZone Entertainment, a leading national amusement company. "We are excited to bring this exciting new attraction back to Opelika and provide our guests with a unique and thrilling experience," said the company's representative. The re-opening is expected to draw thousands of visitors to Opelika each week.

Opelika to Host Memorial Day Service



OPELIKA — The city of Opelika is preparing for a Memorial Day service on Monday, May 23, at 10 a.m. The service will be held at the Opelika City Center and will feature a variety of activities, including a parade, a concert, and a prayer service. The service is being organized by the Opelika City Council and the Opelika Chamber of Commerce. "We are proud to honor our fallen heroes and their families on this special day," said the city representative. The service is open to the public and is free of charge. For more information, visit the Opelika City website.

The Observer Welcomes Kendyl Hollingsworth



OPELIKA — The Opelika Chamber of Commerce is pleased to announce the addition of Kendyl Hollingsworth to its staff. Kendyl will be serving as the Chamber's new Events and Marketing Coordinator. She has a Bachelor's degree in Business Administration from the University of Alabama and has worked for several years in the events and marketing industry. "We are excited to have Kendyl join our team and bring her expertise and passion to the Chamber," said the Chamber representative. Kendyl will be reporting to the Chamber's Executive Director and will be responsible for planning and executing a variety of events and marketing campaigns. She will also be responsible for managing the Chamber's social media presence and for developing new marketing strategies. For more information, visit the Opelika Chamber of Commerce website.

Hyundai To Launch U.S.-Built Electrified Genesis GV70, Santa Fe Hybrid

OPELIKA — Hyundai Motor America is preparing to launch two new models in the U.S. market: the all-electric Genesis GV70 and the Santa Fe Hybrid. The GV70 is a luxury SUV that features a range of 325 miles and a top speed of 130 mph. The Santa Fe Hybrid is a midsize SUV that features a fuel economy of 26 mpg city and 33 mpg highway. Both models are built at Hyundai's U.S. manufacturing plant in Alabama. "We are proud to launch these new models in the U.S. market and to provide our customers with a variety of options," said the company representative. The GV70 is expected to be available in the U.S. market in late 2022, while the Santa Fe Hybrid is expected to be available in the U.S. market in early 2023. For more information, visit the Hyundai website.



LEE COUNTY LISTENER

BY KEY MEDIA