



## al.com Launches Free iPad App

Birmingham, AL - November 18, 2011—al.com, Alabama’s largest website with 2.8 million unique monthly visitors,\* has launched a FREE iPad app with real-time local news, sports, entertainment, business, and opinion articles, photos and classifieds—powered by The Birmingham News, The Huntsville Times and Press-Register. The [al.com iPad app](#) is available in the iTunes App Store.

The iPad app joins a growing number of mobile products including al.com’s mobile site, iPhone and Android apps as well as al.com’s high school app which features high school game scores and stats from across the state.

Content on the app and other mobile platforms includes news coverage of local communities throughout Alabama, high school and college sports; weather; entertainment coverage of TV, movies, music and the local arts scene; and photo galleries and obituaries. There are also listings of jobs, autos, and homes for sale and rent.

The iPad app is unique in presentation and includes a bold, photo-driven home screen that automatically arranges top stories into an attractive, dynamic layout. Articles automatically adjust to portrait or landscape orientation. Article pages feature a clean look, with adjustable text size, and saving and sharing functions through Facebook, Twitter and iMessage.

“By 2014, 69% of the mobile advertising market will be dominated by small local businesses, according to BIA/Kelsey,” said Cindy Martin, President/CEO of al.com. “al.com offers local businesses the opportunity to reach customers on the go through a suite of mobile advertising products. In September, al.com reported over 600,000 unique monthly visitors\* on the mobile version of al.com and that number continues to grow. We are also able to serve clients’ ads across thousands of other sites through our network alliances and target the messages by geography, demographics and behavior.’

[Download the al.com iPad app from the App Store here.](#)

### **About al.com**

al.com, an affiliate of Advance Digital, is the leading local website for news and information throughout Alabama featuring the latest [Alabama news](#), business, sports, travel, weather, traffic, shopping and entertainment information. In addition, al.com has a comprehensive business listings directory, as well as local classified listings for jobs, homes, apartment rentals and autos. al.com is powered by *The Birmingham News*, *The Huntsville Times* and *Press-Register*.

### **About The Birmingham News, The Huntsville Times and (Mobile) Press-Register**

Purchased in the 1950’s and 1960’s by Advance Publications, the Birmingham News, Huntsville

Times and (Mobile) Press-Register newspapers collected, edited, printed and delivered the day's news and advertising in print only. Today, the Birmingham News, Huntsville Times and (Mobile) Press-Register, the dominant multimedia companies in their respective markets, operate state-of-the-art facilities that house over 1,000 employees who create and deliver news, information and advertising on multimedia platforms that are read by over a million adults every week, or 67% of the adults in the three markets. These audience figures are a testament to the quality of reporting and diversity of topics covered by our award-winning news teams, affording our advertisers access to large audiences in all age, education and income groups. No other media reaches more local consumers with one insertion than the Birmingham News, Huntsville Times and (Mobile) Press-Register.

### **About Advance Digital**

Advance Digital, based in Jersey City, NJ, provides digital information and connection solutions for local consumers and businesses. The company operates 11 media properties across the U.S. that are the number one local news, information and community hubs in the markets they serve. The sites include al.com, cleveland.com, gulflive.com, NJ.com, NOLA.com, OregonLive.com, SILive.com, syracuse.com, MassLive.com, PennLive.com, and lehighvalleylive.com.

\*comScore Media Metrix, May 2010, SiteCatalyst Omniture, October 2011