ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

COMMUNITY STORIES.
MARKETING SOLUTIONS.

Where Local Trust Drives Business Growth

Adams brings together trusted local journalism, community and events, integrated production, and modern digital solutions to help businesses earn attention, build trust, and drive measurable growth.

> ***Stories create attention.***
> ***Attention creates trust.***
> ***Trust creates business.***



LOCAL STORY ENGINE

Journalism +
Community+
Production +
Digital



TRUSTED LOCAL JOURNALISM

Credible reporting that earns daily attention and trust.



COMMUNITY & EVENTS

Local moments, sports, and the events we produce in every market.



INTEGRATED PRODUCTION

Creative, pagination, printing and distribution under one roof.



DIGITAL SOLUTIONS

Targeted campaigns, modern creative, and measurable performance.

LOCAL ROOTS. EDITORIAL STANDARDS. MEASURABLE RESULTS.

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

OUR FOOTPRINT

Every Market, *One Team*

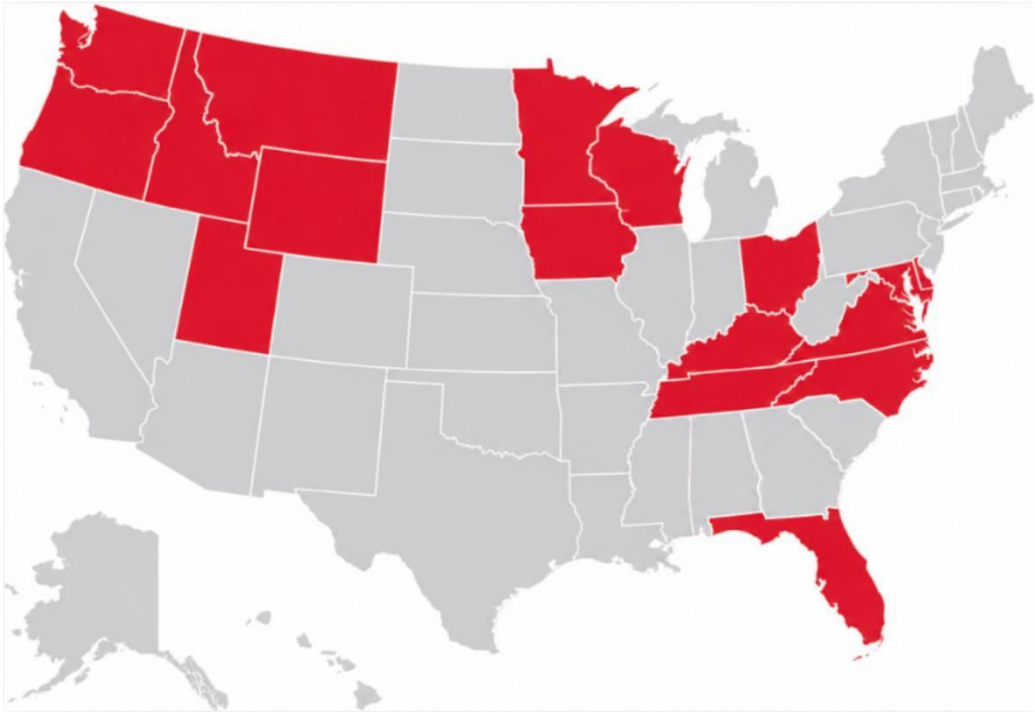
Adams MultiMedia serves readers and advertisers across the country from the Rockies to the Florida Keys.

17
States

220+
Products

30
Daily titles

100+
Communities



Adams MultiMedia National Footprint

ADAMS MULTIMEDIA
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LIFE IN OUR MARKETS

West

Mountain towns, lake communities, and high-desert markets where the local paper is the town square.



Skagit Valley, Washington



Big Timber, Montana



Logan, Utah



Idaho Falls, Idaho



Klamath Falls, Oregon



Cheyenne, Wyoming

ADAMS MULTIMEDIA
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LIFE IN OUR MARKETS

Central

Heartland counties and lake country, fairs, schools, and hometown institutions at the center of daily life.



Grand Rapids, Minnesota



Cedar Rapids, Iowa



Northfield, Minnesota



Edina, Minnesota



Hayward, Wisconsin

ADAMS MULTIMEDIA
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LIFE IN OUR MARKETS

East

From Tennessee to the Chesapeake to Florida, the widest range of communities in the company.



Haliwa-Saponi Pow Wow, North Carolina



Athens, Ohio



Sweetwater, Tennessee



Venice, Florida



Chesapeake, Maryland

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

JOURNALISM

Our Work *Matters*

Local journalism gives a community more than information. It gives people a shared understanding of where they live, a voice in what comes next and a trusted record of the people and moments that define them. At AMM, our work matters because strong communities begin with people who are informed, connected and seen.



TRACI BAUER

Vice President, Print and Digital Content

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

INDUSTRY-RECOGNIZED EXCELLENCE

531 Awards. *One Standard of Excellence.*

AWARDS EARNED IN THE PAST 12 MONTHS

Honoring outstanding work across journalism, advertising, design and community storytelling, as judged by leading industry associations.

National Newspaper Association
Society of Professional Journalists
Florida Press Association
Idaho Press Club
Maryland | Delaware | District of Columbia MDDC Press Association
WNPA
Minnesota Newspaper Association
Montana Newspaper Association
NCPA North Carolina Press Association — Fighting for your right to know since 1873
Ohio News Media Association
Oregon Newspaper Publishers Association
Tennessee Press Association
WNA Wisconsin NewsMedia Association
Wyoming Press Association

Awarding bodies include national, regional and state press associations across our markets

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

LOCAL JOURNALISM FRONT AND CENTER

Every Community *Has A Story To Tell*



Page One storytelling across Adams MultiMedia

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

AUDIENCES BUILT AROUND PASSION AND PLACE

Publications *People Choose*



A sample of 870+ products across the portfolio

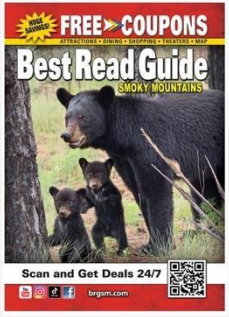
ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

OUR TOURISM DIVISION

Best Read Guide
SMOKY MOUNTAINS

1100+ DISTRIBUTION POINTS ACROSS EAST TENNESSEE

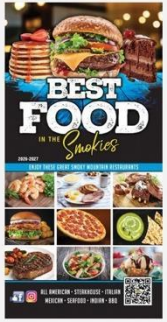
The Best Read Guide family of visitor titles, produced and distributed by Adams MultiMedia in East Tennessee.



PRINT MAGAZINE

Best Read Guide

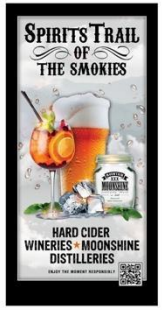
The flagship visitor guide: maps, visitor information and coupons, with the widest circulation of the family.



DINING GUIDE

Best Food in the Smokies

The region's premier restaurant guide: top kitchens, local favorites and iconic mountain eateries.



SPIRITS GUIDE

Spirits Trail of the Smokies

The complete guide to hard cider, moonshine distilleries and scenic mountain wineries.



BROCHURE DISTRIBUTION

Racks & Brochures

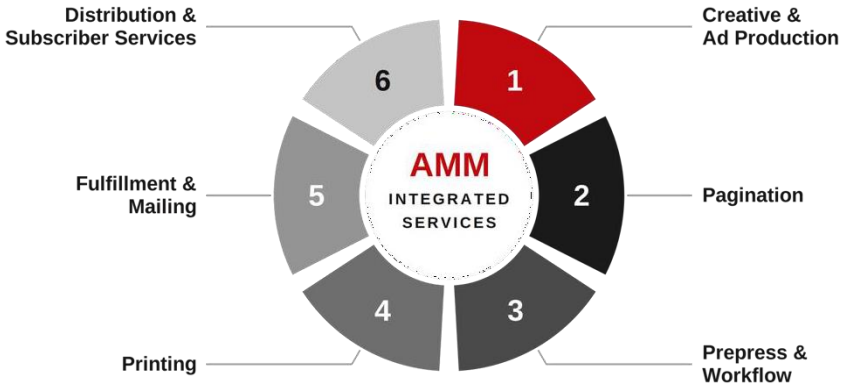
Delivered to 1,100+ lodging, dining and retail locations across East Tennessee.

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

Adams *Integrated Services*

PAGINATION | GRAPHICS | COMMERCIAL PRINTING

AMM combines creative, pagination, prepress, printing, fulfillment, mailing and distribution in one coordinated system. The platform supports AMM's own media portfolio while serving newspaper groups, publishers and commercial clients across the United States and Canada.





NATIONAL SCALE. END-TO-END CONTROL.

13 PRINT FACILITIES

U.S. + CANADA CLIENT REACH

DESIGN TO DELIVERY — ONE INTEGRATED WORKFLOW

Trusted by leading media organizations, including: The New York Times, Gannett, McClatchy, and Lee Enterprises

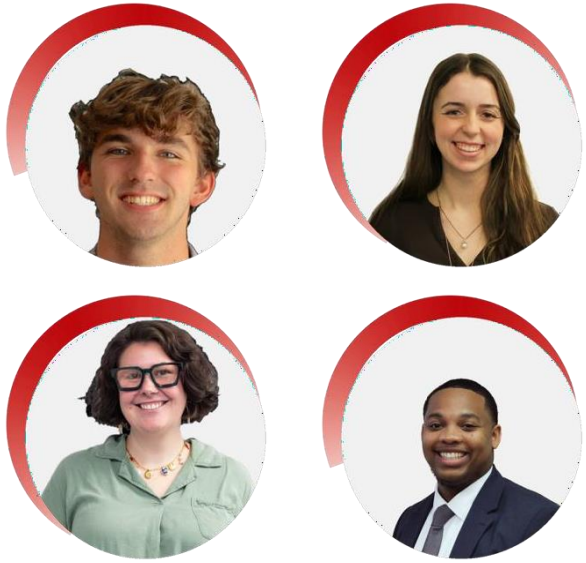
ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

BUILD YOUR CAREER WITH ADAMS

Rated by the *People Who Work Here*

1,400+ engaged associates across 17 states and three operating divisions.

Work-Life Balance	4.4 / 5
Management	4.4 / 5
Culture and Values	4.3 / 5
Compensation and Benefits	4.3 / 5
Career Opportunities	4.3 / 5



2026 associate survey conducted by Reputation Management

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

LOCAL IS PERSONAL

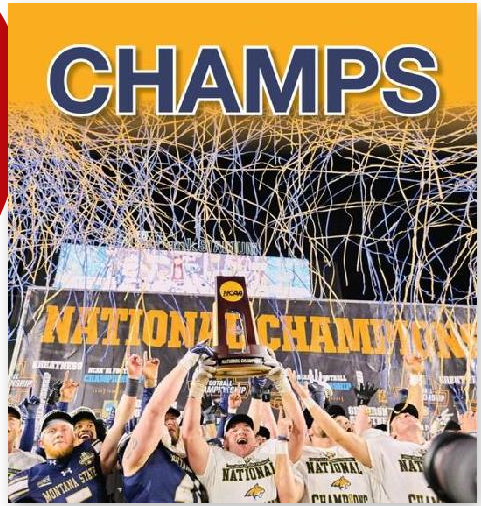
Proud to be *Part of the Community*



LIGGETT PUMPKIN TEAM
OHIO



WE LOVE OUR
SCHOOLS



MONTANA STATE
UNIVERSITY
CHAMPS

Our people live, work and celebrate in the communities we serve

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

ONE PARTNER. EVERY CHANNEL.

360° *Market Capabilities*

OUTREACH
Targeting, Audio, Connected TV, Programmatic, Email & Video

CONTENT
Websites, Video Creation & Native Advertising

DIGITAL
Desktop, Mobile Contests, Social, Newsletters and Emails

PRINT
Newspapers in 17 states, Special Sections, Magazines, Inserts & Guides



EVENTS
Own, Partnerships, Sponsorships, Custom Events

MULTI-CULTURAL
Spanish-speaking marketing

DIGITAL SERVICES
Websites, SEO & SEM, OTT/CTV, Email, Geofencing, Audio & Social

DATA
Analytics, Audience, Curation & Conversion Tracking

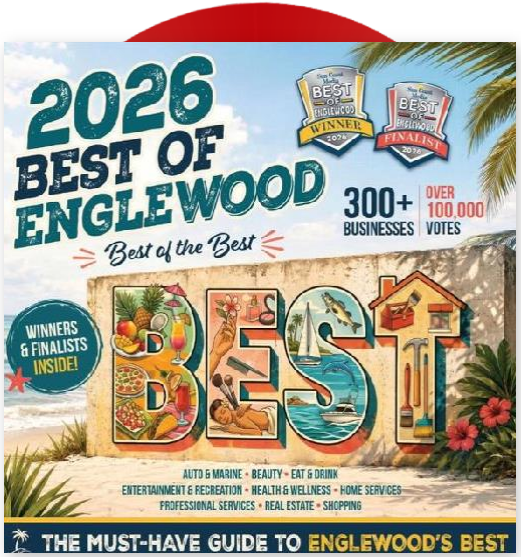
Market capabilities at a glance

ADAMS MULTIMEDIA
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LOCAL BUSINESS, CENTER STAGE

The Best of Local, *Brought to Life*

Our Best Of programs transform local votes into visibility, credibility, and lasting connections for the businesses that make each community distinctive.















Celebrating trusted businesses across our markets

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

AUDIENCES, ACTIVATED IN-PERSON

Local Reach Becomes *Real-World Engagement*

200+

LIVE EVENTS

From high school sports and women's empowerment to weddings, and hurricane preparedness, we create category-specific experiences that connect brands with engaged audiences face to face.









FIERCE, one of more than 200 live events across our markets

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

SIGNATURE EVENT FRANCHISES

Programs We Own, *Market After Market*

The strength isn't the count — it's that our best events are repeatable properties, market to market.



Best of Preps Athletic Awards

High school athletes honored on stage, with title sponsors named on every medal, check and backdrop.



Women to Watch

A recognition program that convenes the women shaping each market — and the brands that want to reach them.



Under the Veil / Beyond the Bowtie

A full wedding showcase: runway, vendor floor and engaged couples in one room on one day.

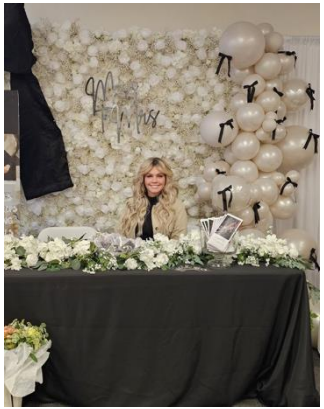
Branded event properties operated across Adams MultiMedia markets

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

EVERY MARKET, EVERY SEASON

Events Built Around *How Communities Live*

Weddings, home projects, retirement, the holidays, the family pet — the moments audiences already plan around.



BRIDAL SHOW



HOME & GARDEN SHOW



SENIOR EXPO



EVENING WITH SANTA



SHOP & ADOPT

A sample of the community and consumer events Adams produces each year

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

DISTINCTIVE CAPABILITY

Co-op Expertise That Expands Every Opportunity

$1,500,000 in 2025 co-op billing across Adams

$950,000 claimed and returned to customers

63% of customer ad cost reimbursed

WHAT MAKES ADAMS UNIQUE

- Full-service team that handles every aspect of the co-op experience.
  - Billing
  - Art approvals
  - Earned ad reimbursement
- Dedicated creative team for compliant print & digital campaigns
- Pre-approvals and claim submissions handled by Adams MultiMedia
- Sales-focused consultants, not administrators
- A turnkey approach most media companies don't offer

Co-op: More available funding. Larger campaigns. Stronger client relationships.

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

LOCAL DIGITAL AUDIENCE

Trusted Reach, *On Every Screen.*

Premium local ad experiences across our owned websites, apps and newsletters - reaching readers who trust us every day.

DIGITAL DISPLAY

High-impact placements across our sites and mobile apps.

NEWSLETTERS

Seamless ad experiences alongside sought-after local content.

TARGETING

Privacy-forward, first-party targeting built on reader trust.



Owned and operated reach at a glance



ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

AMM | digital
connecting ideas to outcomes

Digital Reach

At AMM Digital, we're a full-service marketing, branding and advertising agency, with local teams located in hundreds of communities across the U.S. and equipped to assist your business.

We meet at the intersection of future-focused strategy and expert execution across digital, traditional, search and social channels. Our journey to help your business grow its revenue and customer base begins with a simple conversation.

Connect with us today!



ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

FULL-FUNNEL DIGITAL MARKETING, BUILT FOR LOCAL BUSINESS

A *Smarter System* for Customer Growth

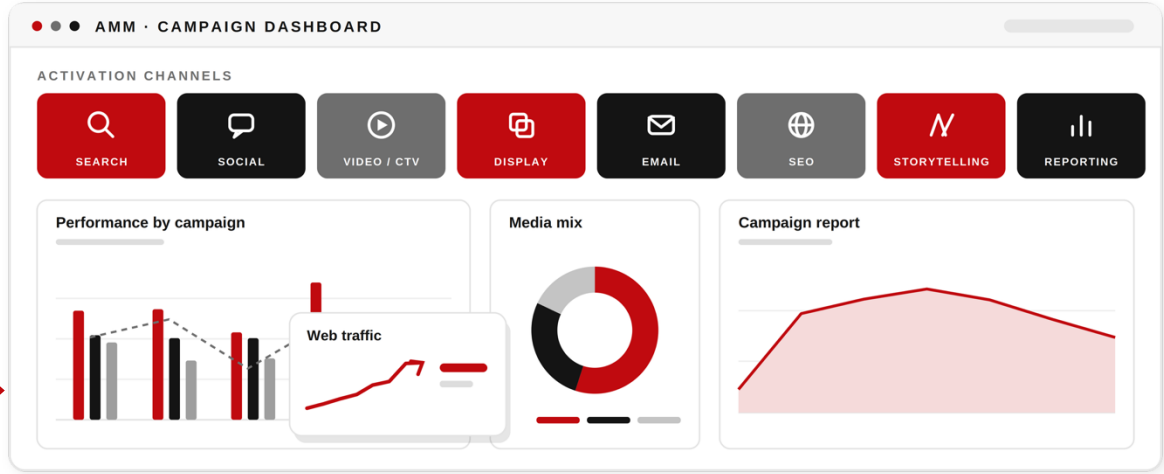
AMM builds digital marketing programs around the unique realities of each business, its local market, audience, competition and goals, then applies the right mix of channels to reach the right customers and drive measurable results.

LOCAL INTELLIGENCE

People and audiences
Market relationships
Community moments
Category knowledge
Local timing and context

AMM STRATEGY

Turning local knowledge into smarter campaign decisions



MORE RELEVANT MARKETING - informed by what AMM knows locally

ADAMS MULTIMEDIA
Community Stories • Marketing Solutions

Trusted. *Local.* Built to Last.

Trusted local brands.
Real community participation.
Modern marketing capability.



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