

Circulation: 590,000

Digital Editorial Calendar



AAA Explorer Texas brings readers even more inspiring ideas for local events and activities, weekend getaways, and places to eat with the monthly AAA Explorer Texas eNewsletter.

Jan

New year discounts; What to see and do in Weatherford, TX

CLOSE: 11/1/2022 | MATERIALS: 11/8/2022 | SEND: 1/4/2023

Feb

Most romantic cities in Texas

CLOSE: 12/1/2022 | MATERIALS: 12/8/2022 | SEND: 2/1/2023

Mar

Food-hall roundup

CLOSE: 1/6/2023 | MATERIALS: 1/13/2023 | SEND: 3/1/2023

Apr

Spring activities

CLOSE: 2/13/2023 | MATERIALS: 2/20/2023 | SEND: 4/5/2023

May

Retro road trips in Texas

CLOSE: 3/13/2023 | MATERIALS: 3/20/2023 | SEND: 5/3/2023

Jun

Quick escapes

CLOSE: 4/7/2023 | MATERIALS: 4/14/2023 | SEND: 5/31/2023

Jul

The best summer fairs in Texas

CLOSE: 5/11/2023 | MATERIALS: 5/18/2023 | SEND: 7/5/2023

Aug

Best waterparks in Texas

CLOSE: 6/9/2023 | MATERIALS: 6/16/2023 | SEND: 8/2/2023

Sep

Fall events and activities

CLOSE: 7/14/2023 | MATERIALS: 7/21/2023 | SEND: 9/6/2023

Oct

The spookiest places in Texas

CLOSE: 8/11/2023 | MATERIALS: 8/18/2023 | SEND: 10/4/2023

Nov

Restaurants with festive holiday meals

CLOSE: 9/11/2023 | MATERIALS: 9/18/2023 | SEND: 11/1/2023

Dec

Best of 2023

CLOSE: 10/12/2023 | MATERIALS: 10/19/2023 | SEND: 12/6/2023

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AAA Explorer Texas eNewsletter

Reach a digitally-engaged audience of AAA members with the *AAA Explorer Texas* eNewsletter and align your brand with premium digital content.

Ad rates and specifications

Rate Card #6 | Effective January 2023. All rates are net.

Sponsored Content		\$11,000 net
eNewsletter Feature	Content Page	
<ul style="list-style-type: none"> Image (1360px W x 600px H, jpg, png) Headline (40 characters w/ spaces) Description (200 characters w/ spaces) 	<ul style="list-style-type: none"> Copy (1,000 words max) Photos 680px W x 380px H, min of one, landscape orientation preferred) 	
Banner Ad		\$ 6,000 net
<ul style="list-style-type: none"> 1200px W x 240px H JPEG, GIF, or Photoshop files 	<ul style="list-style-type: none"> 72 ppi, RGB Website url 	
Showcase Ad		\$ 3,200 net
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Deadlines

Issue Month	Ad Close	Ad Due	Send Date
January	11/01/2022	11/08/2022	01/04/2023
February	12/01/2022	12/08/2022	02/01/2023
March	01/06/2023	01/13/2023	03/01/2023
April	02/13/2023	02/20/2023	04/05/2023
May	03/13/2023	03/20/2023	05/03/2023
June	04/07/2023	04/14/2023	05/31/2023
July	05/11/2023	05/18/2023	07/05/2023
August	06/09/2023	06/16/2023	08/02/2023
September	07/14/2023	07/21/2023	09/06/2023
October	08/11/2023	08/18/2023	10/04/2023
November	09/11/2023	09/18/2023	11/01/2023
December	10/12/2023	10/19/2023	12/06/2023



6 gorgeous places to see spring flowers in New Mexico

Beautiful blooms are popping up all over the state. From mountain meadows to manicured gardens, here are some of the best spots to take in the glories of spring.

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- The ultimate Southwest road trip
- 9 ways to make your next vacation more ethically responsible

Banner

An offer for every adventure. **AAA** has you covered.



Tips for talking to your auto mechanic

When your car needs service, you need to communicate clearly with the service rep or tech. Read up on key things to do (and avoid) in the process.

[HELPFUL TIPS](#)

Related

- Did you know millions of AAA roadside service calls are preventable?
- Read about the latest auto trends in the free 2021 AAA Car Guide

Sponsored Content

10 dos and don'ts for road-tripping

After a year of way too much time at home, we're all anxious to break out and hit the road. The quintessential road trip is all about making memories, exploring new terrain, and having fun. There are many details to consider when planning your trip. Create a memorable experience with these 10 tips.

[READ MORE](#)

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- Save up to 15% at Best Western on your next road trip
- The ultimate 12-day Southwest road trip



10 dream destinations to put on your bucket list

Our travel writers and editors share some of their favorite places on the planet.

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Showcases

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