

AAA
WORLD

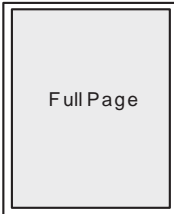
Rates, Specs
+ Integrated Media Advertising



Print Ad Sizes

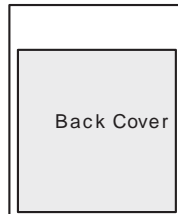
Magazine Trim Size:

7" wide x 10" height



FP Live Area:
6.5" w x 9.5" h

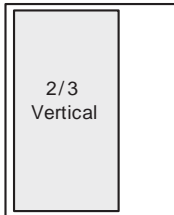
FP Bleed:
7" w x 10" h
Bleed .125"



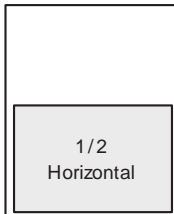
CV4 Trim Size:
7" w x 8" h

Bleed: .125"

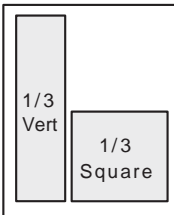
CV4 Live Area:
6.5" w x 7.75" h



2/3 VERT:
4.25" w x 9.5" h

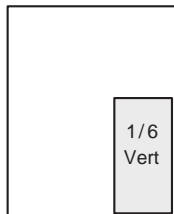


1/2 HORIZ:
6.5" w x 4.6875" h



1/3 VERT:
2.125" w x 9.5" h

1/3 SQ:
4.25" w x 4.6875" h



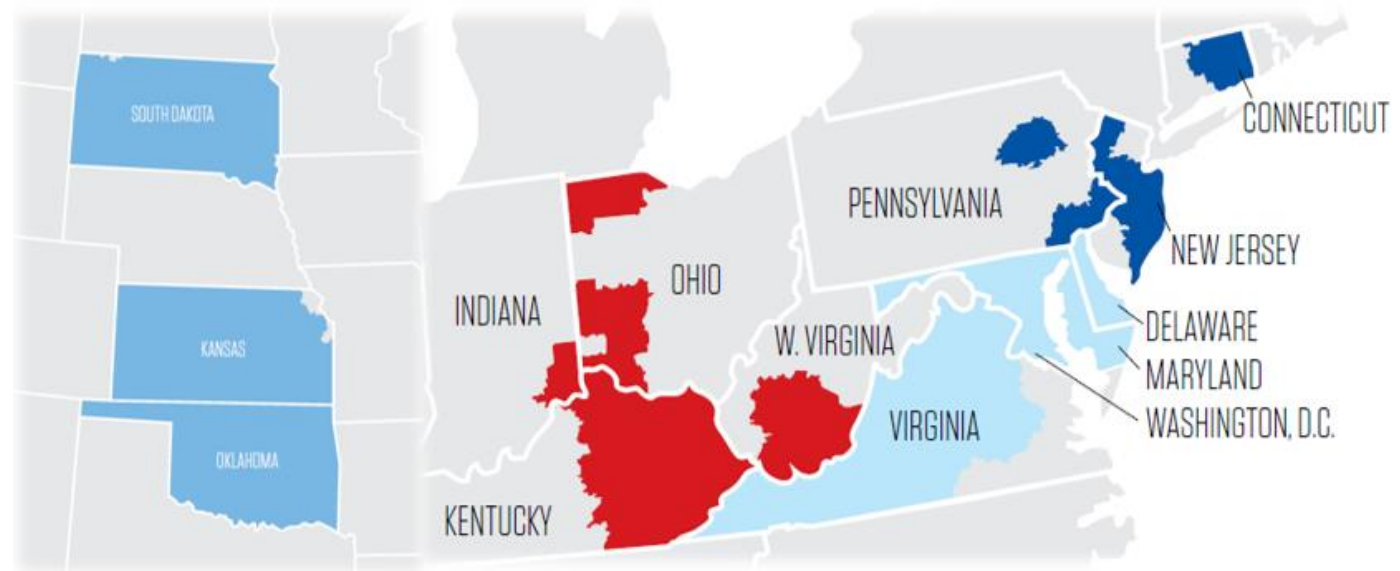
1/6 VERT:
2.125" w x 4.6875" h

Deadlines 2023

ISSUE	SPACE DEADLINE	AD MATERIALS DUE	FIRST IN-HOME DATES*
Jan/Feb '23	Nov 2, 2022	Nov 16, 2022	Dec 29, 2022
Mar/Apr '23	Jan 5, 2023	Jan. 19, 2023	Feb 21, 2023
May/June '23	Mar 3, 2023	Mar. 17, 2023	Apr 25, 2023
Jul/Aug '23	May 3, 2023	May 17, 2023	Jun 20, 2023
Sep/Oct '23	Jul 5, 2023	Jul 19, 2023	Aug 22, 2023
Nov/Dec '23	Sep 5, 2023	Sep 19, 2023	Oct 24, 2023
Jan/Feb '24	Nov 2, 2023	Nov 16, 2023	Dec 30, 2023

*Estimated In-Home Dates. Subject to Change.

Coverage Areas



Eastern Region-North

 HH Circulation: 962,322
 PA, NJ, CT

SPACE	1-2X	3-4X	5-6X
Full Page	\$24,058	\$22,855	\$21,652
2/3 Page	\$16,841	\$15,999	\$15,157
1/2 Page	\$14,435	\$13,713	\$12,991
1/3 Page	\$9,623	\$9,142	\$8,661
1/6 Page	\$5,052	\$4,800	\$4,547

Eastern Region-South

 HH Circulation: 846,664
 MD, DE, VA, DC

SPACE	1-2X	3-4X	5-6X
Full Page	\$21,167	\$20,108	\$19,050
2/3 Page	\$14,817	\$14,076	\$13,335
1/2 Page	\$12,700	\$12,065	\$11,430
1/3 Page	\$8,467	\$8,043	\$7,620
1/6 Page	\$4,445	\$4,223	\$4,000

Central Region

 HH Circulation: 417,264
 OH, KY, IN, WVA

SPACE	1-2X	3-4X	5-6X
Full Page	\$10,432	\$9,910	\$9,388
2/3 Page	\$7,302	\$6,937	\$6,572
1/2 Page	\$6,259	\$5,946	\$5,633
1/3 Page	\$4,173	\$3,964	\$3,755
1/6 Page	\$2,191	\$2,081	\$1,972

Great Plains Region

 HH Circulation: 323,749
 OK, KS, SD

SPACE	1-2X	3-4X	5-6X
Full Page	\$8,094	\$7,689	\$7,284
2/3 Page	\$5,666	\$5,382	\$5,099
1/2 Page	\$4,856	\$4,613	\$4,371
1/3 Page	\$3,237	\$3,076	\$2,914
1/6 Page	\$1,700	\$1,615	\$1,530





AAA DIGITAL SOLUTIONS



The Extra Mile Weekly Content Email

Average Open Rate: **28.97%**

Average Click Through Rate: **4.34%**



Monthly eSaver & eLodging Emails

Average Open Rate: **35.00%**

Average Click Through Rate: **2.20%**



AAA.com/TEM Banner Ads

Average Click Through Rate: **0.30%**



Quarterly Health & Wellness Email

Average Open Rate: **35.00%**

Average Click Through Rate: **2.20%**



The Extra Mile Content Hub Site

Average Unique Visits/Month: **117,876**

Average Time on Site: **2.3 minutes**



Social Media / Facebook

11,600+ Followers

Average Click Through Rate: **12.0%**





EMAIL SOLUTIONS

RATES & SPECS

THE EXTRA MILE - WEEKLY CONTENT EMAIL 52x / year

- Sponsored Banner Ad** with image & logo (600w x 270h) + ~95 character text + URL link
- Sponsored Content Feature Ad** with image (600w x 240h) + 2-3 lines of copy (~35 words) + URL link

REGION	AUDIENCE	CONTENT FEATURE	BANNER
Eastern Region (w/o CT)	168,000	\$4,200	\$2,520
Connecticut	34,000	\$1,190	\$714
Central Region (OH, KY, IN, WV)	50,000	\$1,500	\$900
Kansas	12,000	\$780	\$468
Oklahoma	30,000	\$1,050	\$630
South Dakota	6,000	\$390	\$234
Full Audience	300,000	\$7,200	\$5,400

E-SAVER EMAIL (MONTHLY DISCOUNTS PARTNER EMAIL) 12x / year

- Banner Ad** with image & logo only (600w x 270h) + ~95 character text + URL link

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern	370,000	\$3,700
Central / Great Plains	180,000	\$2,160
Full Audience	550,000	\$4,400

LODGING EMAIL (MONTHLY LODGING PARTNER EMAIL) 8x / year FEB, APR-SEP, NOV

- Banner Ad** with image & logo only (600w x 270h) + ~95 character text + URL link

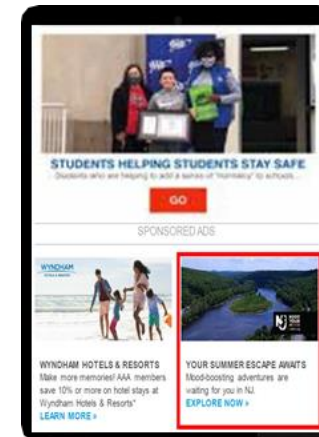
REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	300,000	\$3,000

HEALTH & WELLNESS EMAIL (QTLY PARTNER EMAIL) 4x / year JAN, APR, JUL, OCT

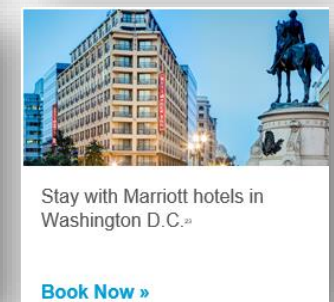
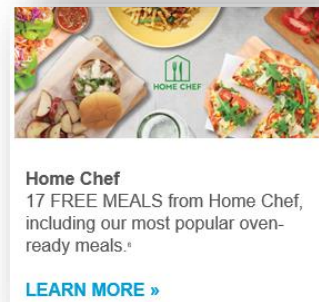
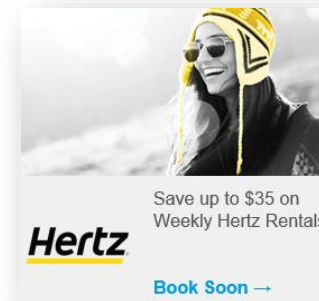
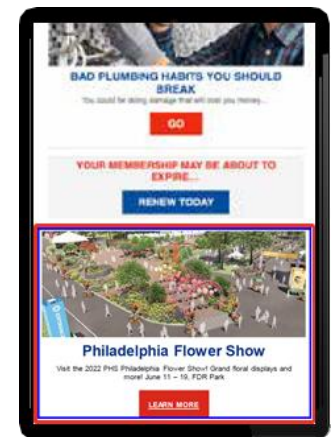
- Banner Ad** with image & logo only (600w x 270h) + ~95 character text + URL link

REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	335,000	\$3,200

EXAMPLE:
Email Banner Ad



EXAMPLE:
Content Feature Ad



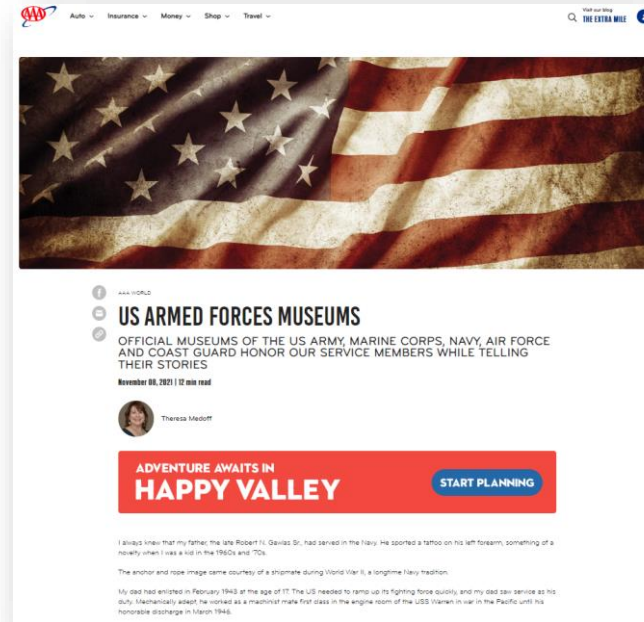
Digital advertising files, specifically banner ads and images, should be .jpg or .png formats with a max file size of 100 kb. Files and copy should be delivered to your AAA Representative ~3 weeks prior to asset deployment date, along with any url / tracking code. Audience sizes listed on this page are approximate and may vary by send and list pull. Weeks & Regions subject to availability.

AAA.com/TEM LEADERBOARD ADS

(958w x 136h) + URL Link



REGION	NET RATE
Eastern Region (w/o CT)	\$900
Connecticut	\$450
Central Region (OH,KY,IN,WV)	\$600
Great Plains	\$600
Full Audience	\$1,750



SPONSORED FACEBOOK POSTS

(1200w x 628h image) + text + URL Link



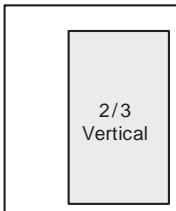
REGION	AUDIENCE	NET RATE
Full Audience	11,600+	\$750



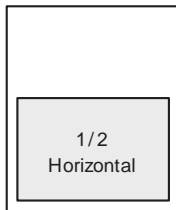
Full Page:
6.5" w x 8.375" h



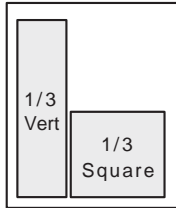
2/3 VERT:
4.25" w x 8.375" h



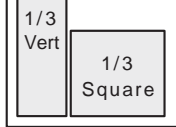
1/2 HORIZ:
6.5" w x 4" h



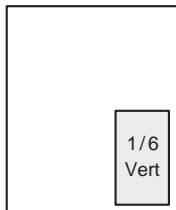
1/3 SQ:
4.25" w x 4" h



1/3 VERT:
2.125" w x 8.375" h



1/6 VERT:
2.125" w x 4" h



travel planner

VISIT AAA.COM/INFOCENTER TO FIND OUT MORE ABOUT THE OFFERS IN THIS ISSUE.

PENNSYLVANIA



AMISHVIEW
INN & SUITES

Adults-Only, Grand King Room

Award-Winning Accommodations in the Heart of Amish Country

A boutique hotel with the best views of Lancaster County!

Wake up and indulge in our hearty, hot, complimentary breakfast buffet! Other amenities include in-room kitchenettes, an indoor pool and whirlpool, fitness center and much more.

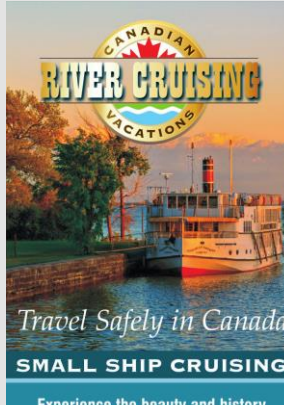
While on property, enjoy a buggy ride, take a VIP (visit-in-person) Amish Tour and grab lunch or dinner.

Family-friendly and adults-only rooms available.



Reserve your room today.
AmishViewInn.com
866.735.1600

CANADA



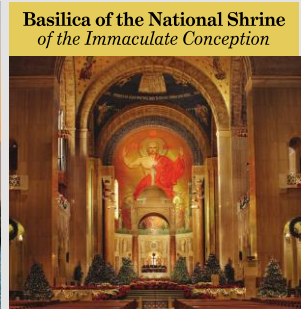
CANADIAN RIVER CRUISING VACATIONS

Travel Safely in Canada

SMALL SHIP CRUISING

Experience the beauty and history of the St. Lawrence and Ottawa Rivers on a classic Canadian riverboat.
Call to receive our free travel guide
1-800-267-7868
www.StLawrenceCruiseLines.com

WASHINGTON, D.C.



Basilica of the National Shrine of the Immaculate Conception

Join us for Advent & Christmas

- Open 365 Days
- Daily Guided Tours
- Daily Masses & Confessions
- FREE Parking
- Bookstore & Gift Shop

Largest Catholic Church in North America
Top Ten in the World
400 Michigan Ave., NE • Washington, DC
202.526.8300
www.nationalshrine.org

AAA WORLD PROMO

Make your way in the AAA World



Advertise with us **888-222-4252**
AdInfo@AAACorp.com



©2021 AAA Club Alliance Inc. 21_024636



Eastern Region-North

Circulation: 962,322
PA, NJ, CT

Full Page	6.5"w x 8.375"h	\$11,400
2/3 Page	4.25"w x 8.375"h	\$8,300
1/2 Page	6.5"w x 4"h	\$6,900
1/3 Page Square	4.25"w x 4"h	\$4,800
1/3 Page Vertical	2.125"w x 8.375"h	\$4,800
1/6 Page	2.125"w x 4"h	\$2,600

Eastern Region-South

Circulation: 846,664
MD, DE, VA, DC

Full Page	6.5"w x 8.375"h	\$9,900
2/3 Page	4.25"w x 8.375"h	\$7,400
1/2 Page	6.5"w x 4"h	\$6,100
1/3 Page Square	4.25"w x 4"h	\$3,900
1/3 Page Vertical	2.125"w x 8.375"h	\$3,900
1/6 Page	2.125"w x 4"h	\$2,300

Central Region

Circulation: 417,264
OH, KY, IN, WVA

Full Page	6.5"w x 8.375"h	\$4,900
2/3 Page	4.25"w x 8.375"h	\$3,600
1/2 Page	6.5"w x 4"h	\$2,900
1/3 Page Square	4.25"w x 4"h	\$1,900
1/3 Page Vertical	2.125"w x 8.375"h	\$1,900
1/6 Page	2.125"w x 4"h	\$975

Great Plains Region

Circulation: 323,749
OK, KS, SD

Full Page	6.5"w x 8.375"h	\$3,900
2/3 Page	4.25"w x 8.375"h	\$2,900
1/2 Page	6.5"w x 4"h	\$2,400
1/3 Page Square	4.25"w x 4"h	\$1,600
1/3 Page Vertical	2.125"w x 8.375"h	\$1,600
1/6 Page	2.125"w x 4"h	\$875

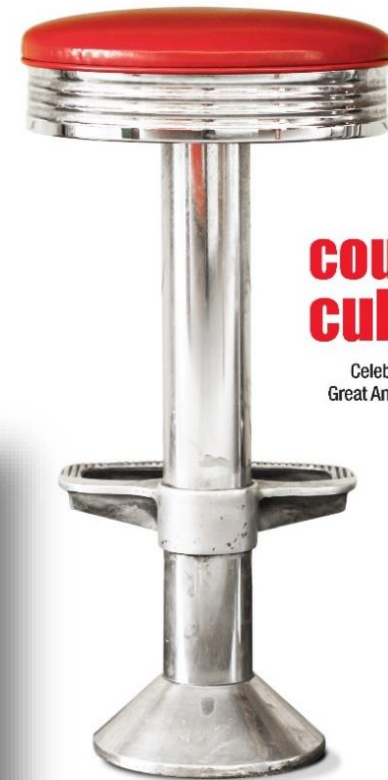
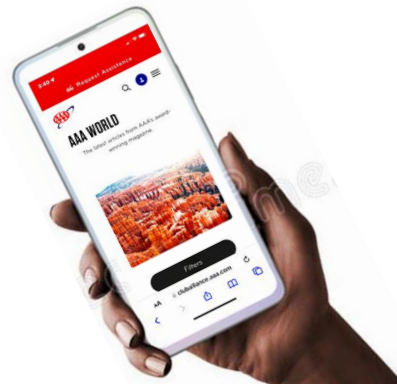
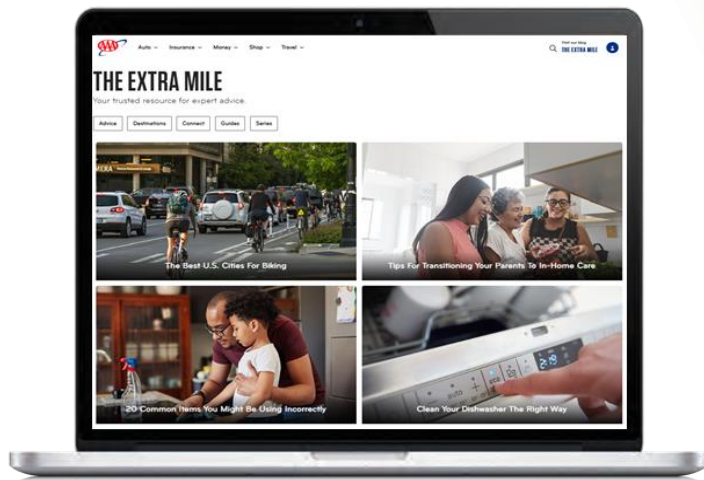


LET'S CHAT

Enough about us. Let's hear about you!

Maybe you have a great content idea you want to share. Or maybe you're a brand that can provide our Members with great solutions that we should be aware of.

Let's start a conversation.



counter culture

Celebrating the Great American Diner

AAA is a federation of Member-owned Clubs located throughout North America. Additional AAA publications (including **SJ FIRST** – 130,000 HH's) available in other areas. Ask for details.

