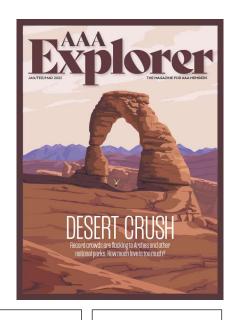
# **AAA Explorer New Mexico**

Circulation: 127,000 | Audience: 228,600

## **General Advertising Rates**

Rate Card #27 Effective January 2023 All rates are gross

Ad Size	<b>1</b> x	2x	4x
Full Page	\$ 4,930	\$ 4,680	\$ 4,440
2/3 Page	3,690	3,510	3,330
1/2 Page	3,080	2,930	2,770
1/3 Page	1,880	1,790	1,690
1/6 Page	1,100	1,050	990



#### **Ad Sizes**

Full page
7.75"W x 10.5"H
Spreads
15.5"W x 10.5"H

Add .125" bleed to
all sides

Live copy no less
than .25" from trims

**2/3 Page Vertical**4.5"W x
9.5"H

**1/2 Page Horizontal** 6.875″W x 4.625″H 1/3 Page Square 4.5"W x 4.625"H 1/3 Page Vertical 2.125"W x 9.5"H

**1/6 Page Vertical**2.125"W
x 4.625"H

### **Print Ad Requirements**

#### All print ads must be uploaded to <a href="https://acepubs.sendmyad.com">https://acepubs.sendmyad.com</a>

- Downloadable InDesign ad templates available at <a href="https://acepubs.sendmyad.com">https://acepubs.sendmyad.com</a>
- Ads must be submitted as a PDF/X1a
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

  Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on https://acepubs.sendmyad.com is FREE.

  Additional ad uploads may incur additional production charges.

Production questions? Contact: Jessica Cabading • 714-885-2392 • cabading.jessica@aaa-calif.com