

Circulation: 90,000

AAA Explorer Alabama eNewsletter

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

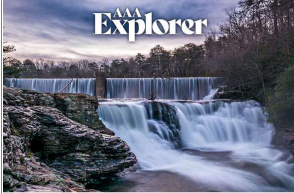
Ad rates and specifications

Rate Card #3 | Effective January 2023. All rates are net.

Sponsored Content		\$2,500 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		\$ 1,000 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		\$ 650 net
<ul style="list-style-type: none"> Business Name (30 characters w/ spaces) Image (800px W x 430px H) 	<ul style="list-style-type: none"> Offer/Copy (35 characters w/ spaces) Website url 	

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



Beautiful Alabama waterfalls worth the drive

The state has hundreds of cascades to admire, and May is the perfect month to see them. Here are three worth a road trip, plus ideas on what more you can see and do while you're in the area.

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- Check out these movie locations in the South
- 6 mistakes that can ruin a road trip

Banner



An offer for every adventure. **Check out our new AAA Explorer eNewsletter.**



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.

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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.

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- Save up to 15% at Best Western on your next road trip
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10 dream destinations to put on your bucket list

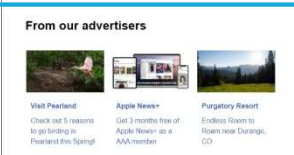
Our travel writers and editors share some of their favorite places on the planet.

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Showcases



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