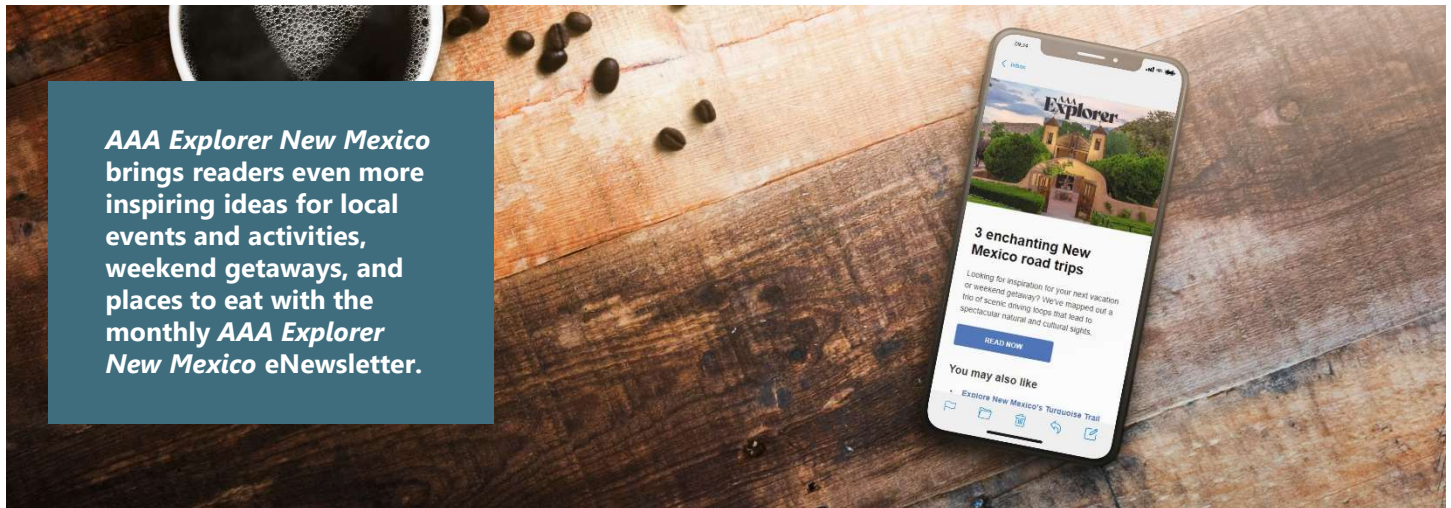


Circulation: 47,000

## Digital Editorial Calendar



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

### Jan

New year discounts

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

### Feb

Romantic lodges in Albuquerque, NM

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

### Mar

Food issue

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

Road trip to the Grand Canyon's North Rim

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

Summer travel

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

### Aug

Summer travel

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

### Sep

Culinary travel and Las Cruces, NM

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

### Oct

Fall events and activities, Pueblo-owned resorts

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

### Nov

Holidays and family

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

Circulation: 47,000

## AAA Explorer New Mexico eNewsletter

Reach a digitally-engaged audience of AAA members with the *AAA Explorer New Mexico* 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		\$1,200 net
<b>eNewsletter Feature</b>	<b>Content Page</b>	
<ul style="list-style-type: none"> <li>Image (1360px W x 600px H, jpg, png)</li> <li>Headline (40 characters w/ spaces)</li> <li>Description (200 characters w/ spaces)</li> </ul>	<ul style="list-style-type: none"> <li>Copy (1,000 words max)</li> <li>Photos 680px W x 380px H, min of one, landscape orientation preferred)</li> </ul>	
Banner Ad		\$ 800 net
<ul style="list-style-type: none"> <li>1200px W x 240px H</li> <li>JPEG, GIF, or Photoshop files</li> </ul>	<ul style="list-style-type: none"> <li>72 ppi, RGB</li> <li>Website url</li> </ul>	
Showcase Ad		\$ 450 net
<ul style="list-style-type: none"> <li>Business Name (30 characters w/ spaces)</li> <li>Image (800px W x 430px H)</li> </ul>	<ul style="list-style-type: none"> <li>Offer/Copy (35 characters w/ spaces)</li> <li>Website url</li> </ul>	

### 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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**Banner**



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- Read about the latest auto trends in the free 2021 AAA Car Guide

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