

Circulation: 370,000

Digital Editorial Calendar



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

Jan

10 important Civil Rights sites to visit

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

Feb

Romantic hotel roundup

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

Mar

The Midwest and South's best burgers

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

Apr

Architectural treasures

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

May

A roundup of beautiful botanical gardens

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

Best wineries to visit this Fall

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

Oct

Fall events and activities

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

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AAA Explorer eNewsletter

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

Ad rates and specifications

Rate Card #4 | Effective January 2023. All rates are net.

Sponsored Content

\$5,500 net

eNewsletter Feature

- Image (1360px W x 600px H, jpg, png)
- Headline (40 characters w/ spaces)
- Description (200 characters w/ spaces)

Content Page

- Copy (1,000 words max)
- Photos 680px W x 380px H, min of one, landscape orientation preferred)

Banner Ad

\$ 3,000 net

- 1200px W x 240px H
- JPEG, GIF, or Photoshop files

- 72 ppi, RGB
- Website url

Showcase Ad

\$ 1,600 net

- Business Name (30 characters w/ spaces)
- Image (800px W x 430px H)

- 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



8 roadside diners worth the drive

The food is the destination at these highway eateries, where you'll discover sublime twists on roadside classics and one-of-a-kind dishes, too.

[READ MORE](#)

Related

- Celebrate Missouri's bicentennial
- 6 mistakes that can ruin a road trip

Banner



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](#)

Related

- 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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- Why you need travel insurance now more than ever

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