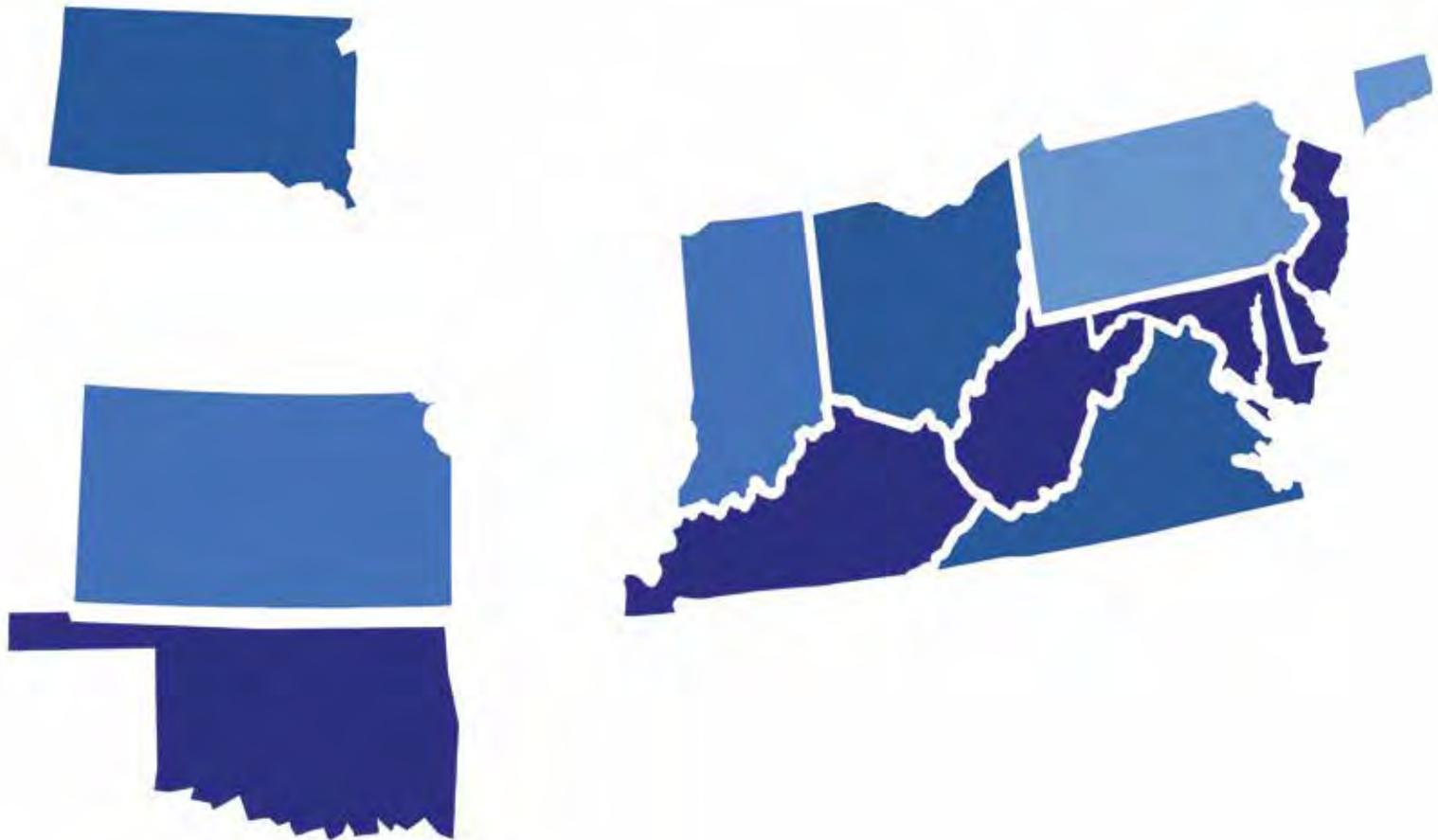




# Media Planner 2018

PRINT • ONLINE • DIGITAL

**AAA World** magazine is a bimonthly publication for members of AAA Club Alliance. It reaches more than 2.6 million households in Connecticut, Delaware, District of Columbia, Indiana, Kansas, Kentucky, Maryland, New Jersey, Ohio, Oklahoma, Pennsylvania, South Dakota, Virginia and West Virginia.



**AAA World** engages AAA members with relevant and meaningful features, provides useful travel and automotive information and informs members about discounts and benefits of their membership.

## SPACING OUT

.....in Central Florida.....

BY MICHELLE BROWN

Central Florida and theme parks are a go-to for families looking for fun. But with so many options, it can be hard to know where to go. Here are some tips to help you decide.

### AUTO REVIEWS

**Pickup Lines**

Three personal pickups for your personal - By Alan Rider

Having quoted our share of "fact-based" figures over the years, we're well acquainted with the saying popularized by Mark Twain about him: "There are three kinds of lies: lies, damned lies and statistics." While Twain didn't invent that aphorism, we understand where he was coming from. Look around long enough, and you can find a statistic that supports virtually anything. Still, we find ourselves drawn to a couple of revealing automotive stats: namely, that a very small percentage of pickup buyers—the number we saw was less than 15 percent—actually use their trucks for work and that pickups account for nearly 20 percent of new vehicles sold in America.

Whether you choose to believe those statistics or not, common sense says that only a small percentage of pickups will ever haul anything more weighty than a couple of mountain bikes. That's why we've chosen to bring you this update on three of the most appealing "personal" pickups on the market today.

**Honda Ridgeline**

Here's a mid-tier, best-in-class pickup—the Ford F-Series, to be precise—has been the best-selling vehicle in America for the last 30-plus years. That, in an odd way, makes the second-generation Honda Ridgeline that much more appealing.

You see, if you're lukewarm about those big Fords, chances are you're going to love Honda's midsize pickup. Granted, nowhere in the automotive world does brand loyalty run deeper than in the truck segment. Just the same, approach the Ridgeline with an open mind, and you'll have to agree that it gives Detroit's pickups a run for their money.

Built on the same underpinnings as Honda's class-leading minivan, the four-door Ridgeline combines car-like ride and handling with what is arguably the most innovative bit in the business. In addition to a tough-but-lightweight composite construction, the Ridgeline's five-foot bed offers an under-floor "trunk" with a tailgate that folds down or swings out to the side to make the bed's cargo easier to access.

Add better-than-average fuel economy by pickup standards, at least in the top crash-test scores, and you'll understand why we think the Honda Ridgeline is a best-in-class in the making.

**STRENGTHS**

- Unibody construction/independent rear suspension create easy ride/handling.
- Good-sized bed wide enough for four-foot-by-eight-foot chests of plywood.
- Unspaced-plus; highest payload capacity in midsize pickup segment (1,384 pounds).

**WEAKNESSES**

- Less towing capacity (8,000 pounds) than the traditional pickup.
- Modest ground clearance/no low-range limit off-road adventuring.

**BOTTOM LINE**

Remarkable levels of sophistication make this a no-brainer for folks who don't need a full-size pickup's heavy-duty towing capacity.

**PRICING**

Base Price: \$29,650  
As Tested: \$43,910

**SAFETY**

NHTSA: Overall: 5 stars (out of 5); Front: 5 stars; Side: 5 stars (NHTSA's Small Overlap Front/Moderate Overlap Front: Good)  
Good Highway rating; Side: Good

**M.P.G. (CITY/HIGHWAY)**

19/23 (3.1L V6, automatic)

**INTERESTING TECHNOLOGY**

Honda's Lane Watch passenger-side blind-spot camera; Apple CarPlay/Android Auto smartphone integration

**ALSO CONSIDER**

Chrysler Colorado/GMC Canyon, Toyota Tacoma

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MEMBER NEWS
MEMBER NEWS

**CAR CARE**

#### Six Tips to Save at the Gas Pump

Fluctuating gas prices can throw a wrench in your auto travel plans. Instead of putting the brakes on your road trip, curb fuel costs by following these simple tips to get more miles for your money.

- **Pump it up.** Keeping your car's tires properly inflated can increase its fuel efficiency.
- **Lighten the load.** Resist the urge to pack everything but the kitchen sink; extra weight in the car can decrease fuel efficiency.
- **Start a carpool.** Do you and your next-door neighbor drive your kids to the same school? Do you and a coworker live in neighboring towns? Consider carpooling.
- **Go slow and steady.** Most cars are less fuel-efficient at speeds over 60 m.p.h. Using the cruise control feature will help you stay within the speed limit and at a consistent speed.
- **Stay cool.** In warmer weather, keeping your vehicle parked in the shade may minimize fuel evaporation.
- **Get a check-up.** Proper vehicle maintenance can prevent problems that may affect fuel efficiency. Visit your mechanic to ensure that your vehicle is in proper working order.

Visit [AAA.com/CarCare](http://AAA.com/CarCare) or call 866/AAA-AUTO (232-2868) to locate a trusted auto repair facility near you.

**FINANCIAL SERVICES**

#### Applying for a Car Loan? Proceed With Questions

Save money, time and headaches by asking the right questions before signing a loan application.

**WHAT IS THE INTEREST RATE?**  
The interest rate will help you calculate the amount of interest you will pay over the life of the loan.

**WHAT IS THE TERM OF THE LOAN?**  
The "term" refers to the repayment period of your loan. Typically on car financing, this term is between 36 and 60 months.

**WHAT WILL MY MONTHLY PAYMENT BE?**  
Your car payment is based on your interest rate and the term of the loan. Get the exact figure from your lender so that you can work your monthly payment into your overall financial picture.

**IS THERE A PREPAYMENT PENALTY?**  
If you're planning to pay off the loan faster than the loan schedule, check with your lender to see if you will be penalized.

**ARE THERE ANY LATE CHARGES ON THIS LOAN?**  
Lenders may charge you for late payments, but the penalty amount depends on the lender.

**IS THE ADVERTISED RATE THE RATE I'M GOING TO GET?**  
The loan rate depends on an individual's credit. This means the better your credit, the better your rate may be. In fact, it could potentially be better than the advertised rate.

Do you need help financing a vehicle? To get the greatest interest rates and a free quote, visit [AAA.com/AutoLoans](http://AAA.com/AutoLoans) or call 855/715-8222. In Pennsylvania and Maryland, call 800/290-7328.

**DISCOUNTS & REWARDS**

#### Here's to Good Health and Great Savings!

Every new year brings with it new opportunities to better our lives, especially when it comes to improving our health and increasing our savings, which are consistently ranked among Americans' top New Year's resolutions. If you share these goals, AAA is here to help you on the road to your resolutions with three offers for AAA members through the AAA Discounts & Rewards program.

**KNOW Foods**—Receive 15 percent off all orders with KNOW Foods, featuring top choices for health, wellness, diet and nutrition. Products are grain-free, gluten-free, non-GMO, high-protein, high-fiber and low-sodium. Shop for bread slices, buns, waffles, wraps, donuts, muffins, cupcakes, pasta, pancake mix and more at [AAA.com/KNOWFoods](http://AAA.com/KNOWFoods) to receive the discount.

**AAA Prescription Savings**—Save an average of 35 percent on prescriptions for your whole family, including pet prescriptions for those medications that are also human-consumable drugs, by participating pharmacies with AAA Prescription Savings. To learn more about the program and to print your AAA Prescription Savings card, visit [AAA.com/Prescriptions](http://AAA.com/Prescriptions).

**LensCrafters**—Save on your complete eyewear purchases in stores at LensCrafters. Check with your local store for the latest AAA offers, or visit [AAA.com/VisionSavings](http://AAA.com/VisionSavings).

For more details and a complete list of retail partners and offers available nationwide, visit [AAA.com/Discounts](http://AAA.com/Discounts).

**DEPOSITS**

#### Saving for Rainy Days and Emergencies

Even the best savings plan can be interrupted when something unexpected occurs. Establishing rainy-day and emergency funds will allow you to handle unforeseen expenses that come your way. But what's the difference between the two, and why are both necessary?

A rainy-day fund is money you save for times when inconveniences strike. Automobile repairs, broken appliances or last-minute travel emergencies often fit when you least expect it. It's important that you're able to cover these costs without dipping into your normal living expenses. You should try to set aside \$1,000 to \$2,000 for minor unexpected events such as these.

An emergency fund is money saved to cover expenses if you find yourself out of work for an extended period of time. If you're between jobs or get sick and can't work, this fund can be used to support you. Building up about six months' worth of income is a good rule of thumb, but you should leave however much you feel is enough.

Whether you suddenly suffer an illness or your car breaks down, it's crucial to ensure that you have enough money saved to tackle the issue.

To learn more about AAA savings, money market and CD accounts by Discover, visit [AAA.com/Deposits](http://AAA.com/Deposits).

Discover Bank, Member FDIC

**AAA MOBILE**

#### Appy Travels

No matter where your travels take you this winter, no card in your pocket protects you more than your AAA membership card. You can rest assured that help is always just a call away. Our commitment to our members drive everything we do, including providing options for how you choose to "call" us in your time of need.

By downloading the AAA Mobile app, you need only push a few buttons on your mobile device to request AAA Roadside Assistance or to access other important member benefits. You can also download a digital version of your AAA membership card by tapping the card in the upper right-hand corner of your phone screen. It works just like the plastic card in your wallet.

With AAA Mobile, you're always protected, whether you're tracking a roadside service vehicle as it comes to your rescue or looking for help booking a hotel after a long day's drive. Our app connects you to a dedicated team that stands behind you, whenever the road leads.

Download the free AAA Mobile app today. Visit your app store or [AAA.com/OnTheGo](http://AAA.com/OnTheGo).

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## READER DEMOGRAPHICS

### Marital Status

Married 53.1%
Widowed 6.2%
Separated/Divorced 14.8%
Single (never married) 25.9%

### Gender

Male	Female
36%	64%

### Main Residence

OWN	RENT
71.3%	28.7%
\$346,200	\$288,800
AVERAGE VALUE	MEDIAN VALUE

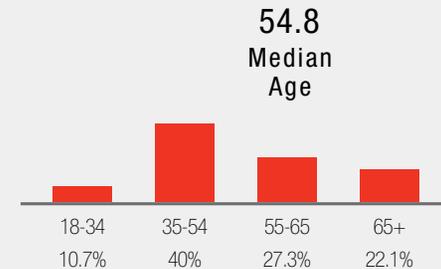
### Household Income

\$107,500	\$88,300
AVERAGE INCOME	MEDIAN INCOME

### Education

52%	83%
4+ YEARS	ANY COLLEGE

### Age



## MEMBER TRAVEL HABITS

How long before traveling  
do you book  
a trip?

 23.1% More than 6 Months

 39.9% 3-6 Months

 37.0% Less than 3 Months

Members who took vacations  
**79.1%**  
Last 12 month

**Personal 96.9%**

**Business 31.7%**

**Business/Personal 22%**

\$3,100

**Average  
amount  
spent on  
trip**

76%

**Weekend  
trips**

85.9%

**Traveled  
by car**

## ADVERTISING RATES

### Kansas/Oklahoma/South Dakota



<b>KS OK SD</b>				TOTAL CIRCULATION: 384,500
<b>4 Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	
Full Page	\$16,860	\$16,017	\$15,174	
2/3 Page	\$12,645	\$12,013	\$11,381	
1/2 Page	\$10,116	\$9,610	\$9,104	
1/3 Page	\$6,744	\$6,407	\$6,070	
1/6 Page*	\$3,709	\$3,524	\$3,338	

\*Available only in Travel Planner or coops

<b>South Dakota</b>				TOTAL CIRCULATION: 53,000
<b>4 Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	
Full Page	\$2,266	\$2,153	\$2,039	
2/3 Page	\$1,700	\$1,615	\$1,530	
1/2 Page	\$1,360	\$1,292	\$1,224	
1/3 Page	\$906	\$861	\$816	
1/6 Page*	\$499	\$474	\$449	

\*Available only in Travel Planner or coops

<b>Kansas</b>				TOTAL CIRCULATION: 94,500
<b>4 Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	
Full Page	\$6,587	\$6,258	\$5,928	
2/3 Page	\$4,940	\$4,693	\$4,446	
1/2 Page	\$3,952	\$3,755	\$3,557	
1/3 Page	\$2,635	\$2,503	\$2,371	
1/6 Page*	\$1,449	\$1,377	\$1,304	

\*Available only in Travel Planner or coops

<b>Oklahoma</b>				TOTAL CIRCULATION: 237,000
<b>4 Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	
Full Page	\$9,880	\$9,386	\$8,892	
2/3 Page	\$7,410	\$7,040	\$6,669	
1/2 Page	\$5,928	\$5,632	\$5,335	
1/3 Page	\$3,952	\$3,754	\$3,557	
1/6 Page*	\$2,174	\$2,065	\$1,956	

\*Available only in Travel Planner or coops



### Metro Washington/Maryland

599,500 households in VA, DC, MD

- 1/3 page 4c ..... \$10,163
- 1/6 page 4c ..... \$5,082
- 1/12 page 4c ..... \$2,541
- 1/24 page 4c ..... \$1,270

### Pennsylvania/Delaware

413,200 households in PA & DE

- 1/3 page 4c ..... \$6,694
- 1/6 page 4c ..... \$3,347
- 1/12 page 4c ..... \$1,674
- 1/24 page 4c ..... \$837

### New Jersey

414,800 households in NJ

- 1/3 page 4c ..... \$6,899
- 1/6 page 4c ..... \$3,450
- 1/12 page 4c ..... \$1,725
- 1/24 page 4c ..... \$862

### Cincinnati/Indiana/Kentucky

245,900 households in OH, IN, KY

- 1/3 page 4c ..... \$6,040
- 1/6 page 4c ..... \$3,020
- 1/12 page 4c ..... \$1,510
- 1/24 page 4c ..... \$755

### Miami Valley/Toledo

153,700 households in OH

- 1/3 page 4c ..... \$4,480
- 1/6 page 4c ..... \$2,240
- 1/12 page 4c ..... \$1,120
- 1/24 page 4c ..... \$560

### Virginia/West Virginia

195,600 households in WV & VA

- 1/3 page 4c ..... \$3,904
- 1/6 page 4c ..... \$1,952
- 1/12 page 4c ..... \$976
- 1/24 page 4c ..... \$488

### Kansas

94,500 households in KS

- 1/3 page 4c ..... \$2,635
- 1/6 page 4c ..... \$1,318
- 1/12 page 4c ..... \$659
- 1/24 page 4c ..... \$329

### Connecticut

244,000 households in CT

- 1/3 page 4c ..... \$5,403
- 1/6 page 4c ..... \$2,702
- 1/12 page 4c ..... \$1,351
- 1/24 page 4c ..... \$675

### Oklahoma

237,000 households in OK

- 1/3 page 4c ..... \$3,952
- 1/6 page 4c ..... \$1,976
- 1/12 page 4c ..... \$988
- 1/24 page 4c ..... \$494

### South Dakota

53,000 households in SD

- 1/3 page 4c ..... \$906
- 1/6 page 4c ..... \$453
- 1/12 page 4c ..... \$227
- 1/24 page 4c ..... \$113

### All Regions

2,651,200 households

- 1/3 page 4c ..... \$32,860
- 1/6 page 4c ..... \$16,430
- 1/12 page 4c ..... \$8,215
- 1/24 page 4c ..... \$4,108

### Travel Planner / Co-op Ad Sizes

#### FULL PAGE

7" wide x 8.75" high

#### 2/3 PAGE

4.625" wide x 8.75" high

#### 1/2 PAGE

7" wide x 4.25" high

#### 1/3 PAGE SQUARE

4.625" wide x 4.25" high

#### 1/3 PAGE VERTICAL

2.25" wide x 8.75" high

#### 1/6 PAGE

2.25" wide x 4.25" high

#### 1/12 PAGE

2.25" wide x 2" high

#### 1/24 PAGE

2.25" wide x 1" high

## Mechanical Specifications

### ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with sales representative), PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF files, 300 dpi minimum. **Send each page as single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.**

### MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the head)  
Trim Size: 7.875 x 10.5

### INSERTS

Consult your *AAA World* sales representative for specification sheet. Publisher reserves the right to omit inserts not complying with specifications. **Send each page as single PDF. No spreads. Single crop marks should be offset .25 inch. Must supply printed or pdf proofs with pages labeled for orientation.**

### DIGITAL FILE DELIVERY

*AAA World* accepts digital files through many portals, including e-mail and FTP. Please contact your *AAA World* sales representative for details on digital file transfer.

### ADVERTISER PROOFS

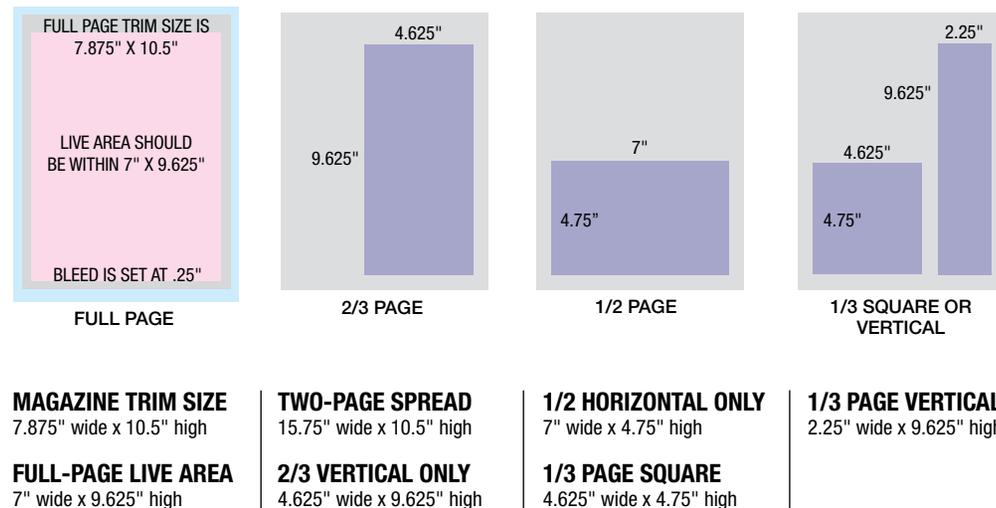
Two press proofs required with each ad. *AAA World* shall not be held responsible for color accuracy, if no color proof is provided.

## 2018 Publishing Calendar

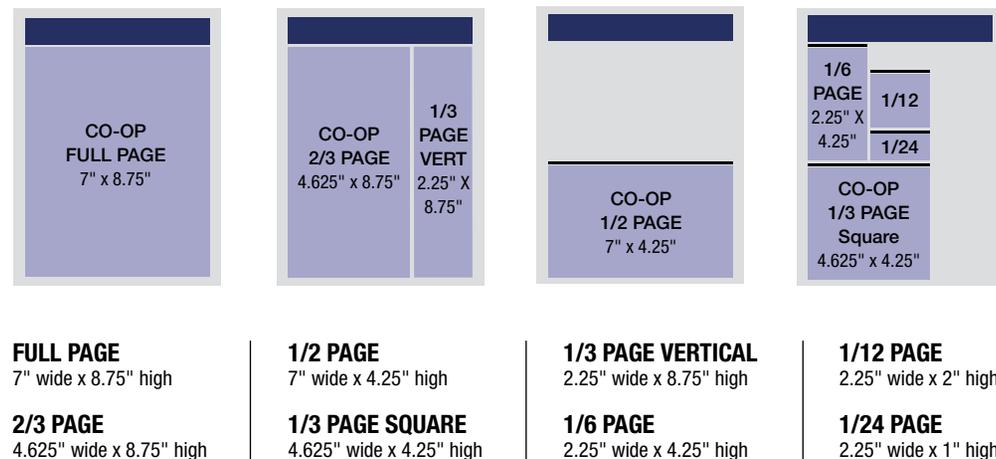
Issue	Space	Ad Material	In Home
Jan./Feb.	Oct. 25	Nov. 24	Dec. 26–29
Mar./Apr.	Jan. 3	Jan. 26	Feb. 26–Mar. 1
May/June	Feb. 28	Mar. 23	Apr. 24–28
July/Aug.	Apr. 25	May 25	June 26–30
Sept./Oct.	June 27	July 27	Aug. 28–Sept. 1
Nov./Dec.	Aug. 29	Sept. 28	Oct. 27–31
Jan./Feb. ('19)	Oct. 31	Nov. 28	Dec. 29–Jan. 2, 2019

*No cancellations accepted after the closing date.*

## Standard Ad Sizes (in inches)

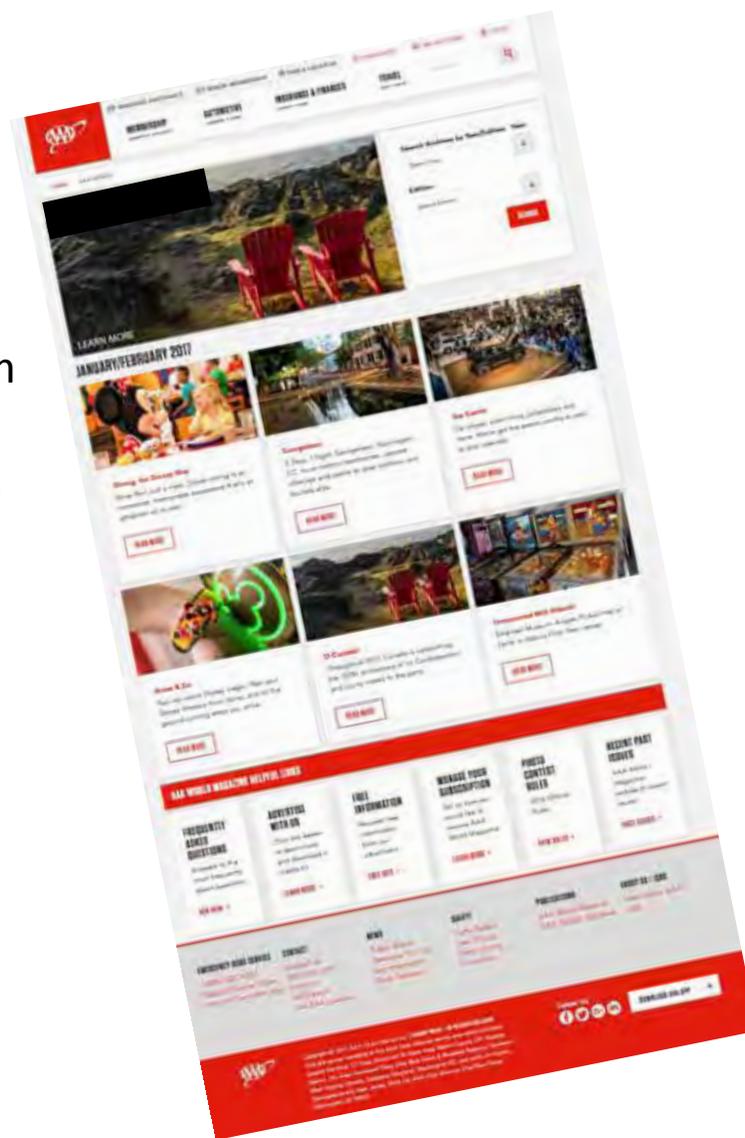


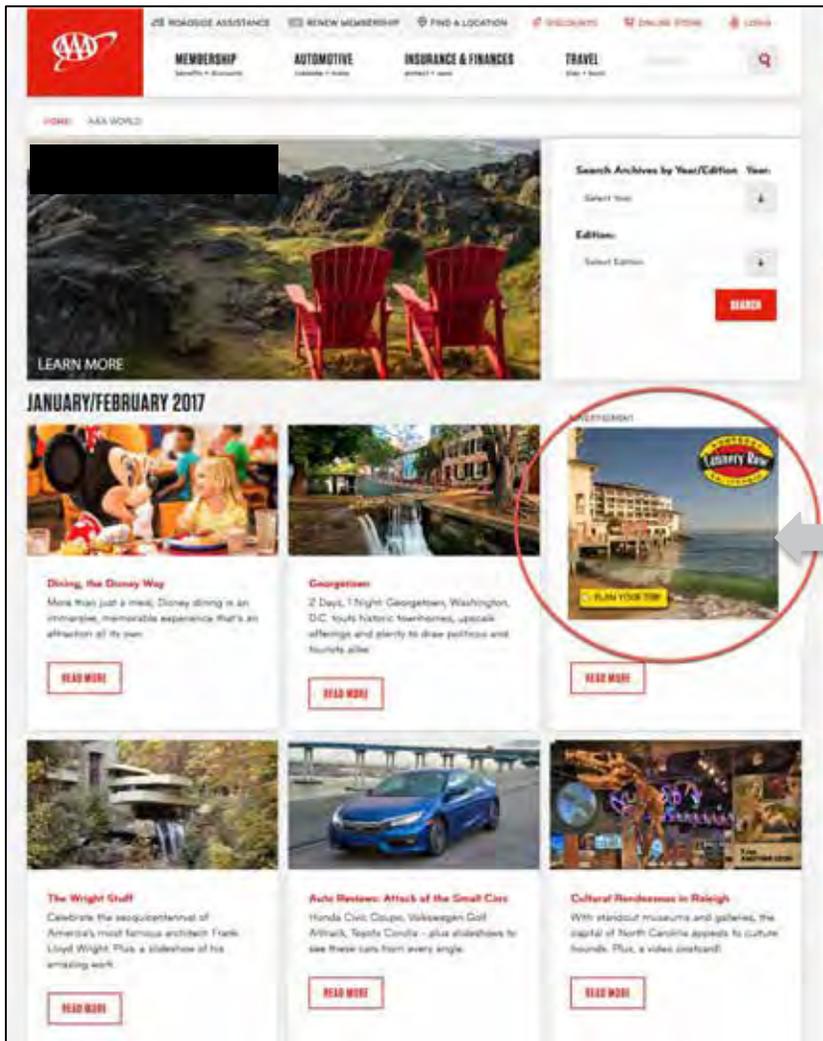
## Travel Planner / Co-op Ad Sizes



**AAA WORLD DIGITAL** is integrated within AAA.com and features slideshows, unique editorial, videos and other interactive elements to engage readers.

- **Average Monthly Visits to the AAA.com:** 1,243,550 (across all regions)
- **Average Unique Monthly visitors:** 555,000
- **Average Time-on-Site:** 6.5 minutes





## AAA World Web Page Sponsorship

- One advertorial sponsorship a month, per regionalized version
- 676 x 350 pixels image needed (please include logo)
- Small paragraph of text needed (*text may be edited by editorial team*)

### Regionalized Versions:

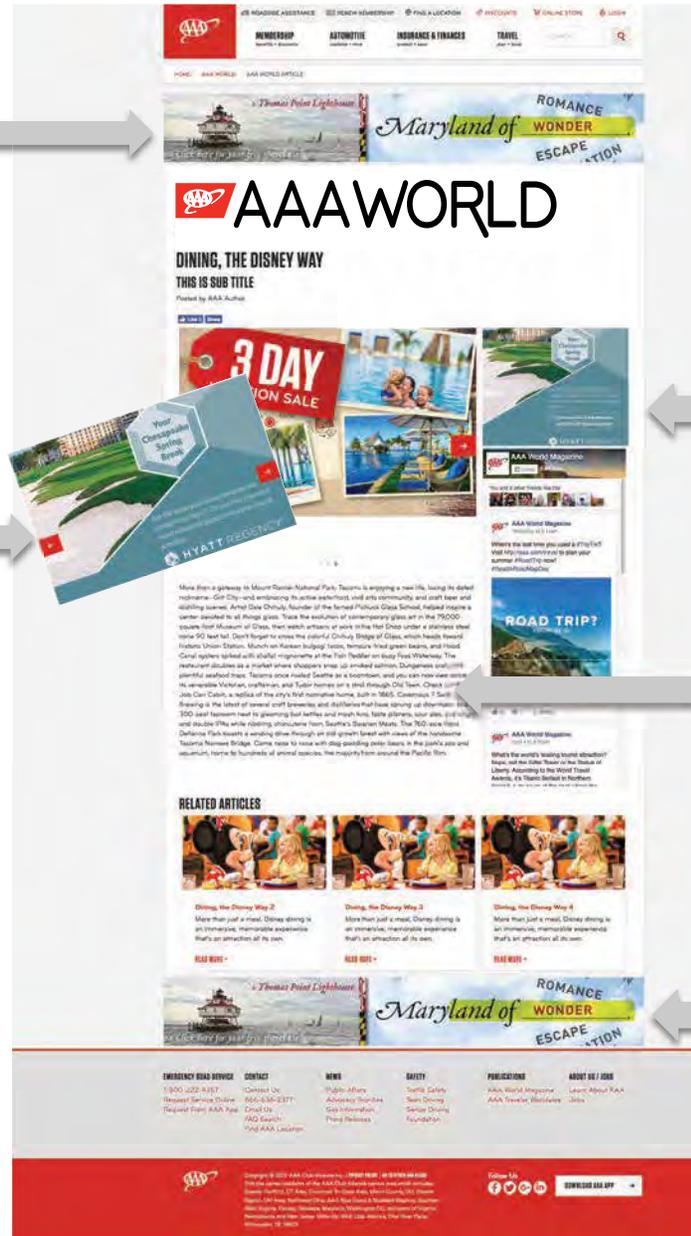
1. Connecticut
2. Kansas
3. Mid-Atlantic Region
  - Delaware
  - Maryland
  - New Jersey
  - Pennsylvania
  - Virginia
4. Allied Region
  - Ohio
  - West Virginia
  - Indiana
  - Kentucky

**Top Leaderboard:**

- 958 x 136
- Max Size = 250KB
- JPEG or GIF

**Slideshow Insert:**

- 676 x 350
- Max Size = 250KB
- JPEG or GIF



**Square:**

- 676 x 550 or Video
- Max Size = 250KB
- JPEG or GIF

**In Copy Banner Ads/Videos:**

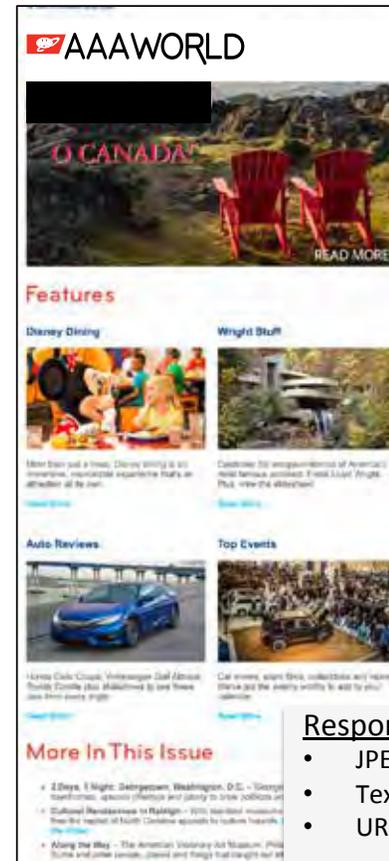
- Incorporated into edit
- 676 x 350
- Max Size = 250KB
- JPEG or GIF

**Bottom Leaderboard:**

- 958 x 136
- Max Size = 250KB
- JPEG or GIF

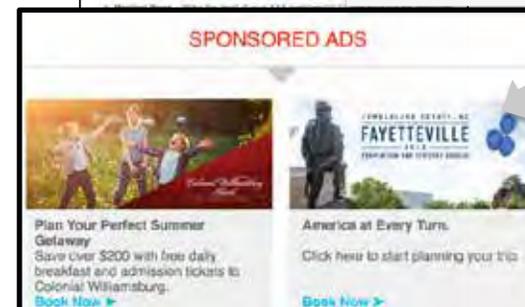
## AAA World Carrier Email

- 819,000 email recipients
- 33.64% Open Rate (industry average = 22%)
- Regionalized Versions:
  1. Connecticut (64k)
  2. Kansas (26k)
  3. Mid-Atlantic Region (350k)
    - Delaware
    - Maryland
    - New Jersey
    - Pennsylvania
    - Virginia
  4. Allied Region (210k)
    - Ohio
    - West Virginia
    - Indiana
    - Kentucky
  5. South Dakota (30k)
  6. Oklahoma (139k)
- Demographics:
  1. Female
  2. Average Age 53
  3. \$75,000 - \$99,999 average HHI
  4. 51.83% of AAA World members receive email
- Deploys 6 times a year:
  1. December 29
  2. March 1
  3. April 26
  4. June 28
  5. August 30
  6. November 2
- Four spots available per email



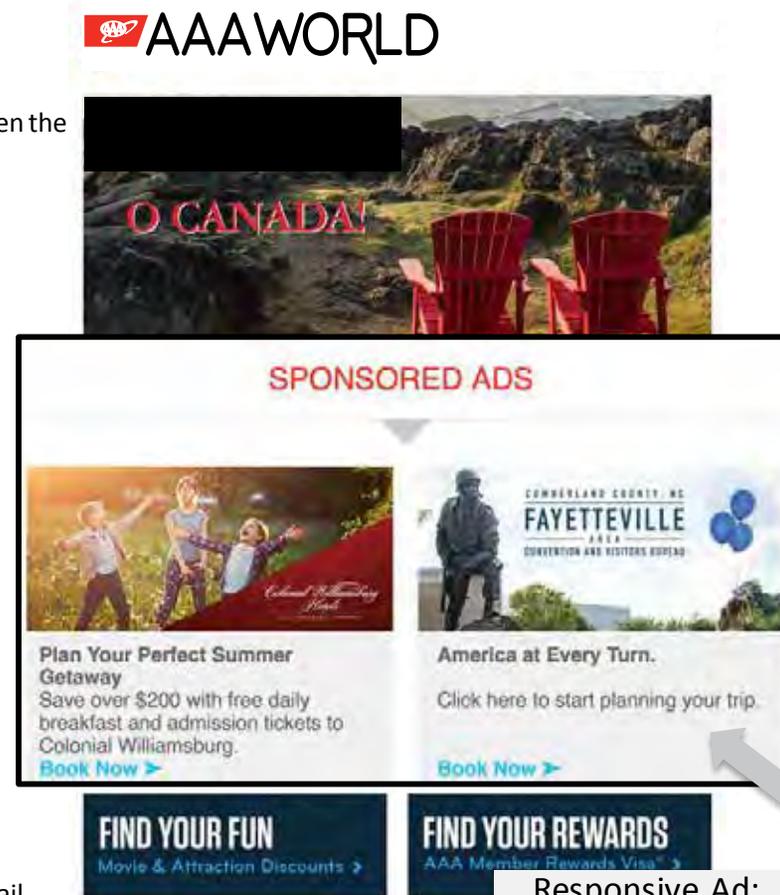
### Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link



## AAA World Follow-Up Email

- 180,000 email recipients
- New MOBILE format launching May 5, 2017
- Sent to known AAA World readers who did not click/open the AAA World Carrier Email (sent 1 wk after carrier email)
- 29% Open Rate (industry average = 22%)
- Regionalized Versions:
  1. Connecticut (17.5k)
  2. Kansas (5.5k)
  3. Mid-Atlantic Region (105k)
    - Delaware
    - Maryland
    - New Jersey
    - Pennsylvania
    - Virginia
  4. Allied Region (47k)
    - Ohio
    - West Virginia
    - Indiana
  5. South Dakota (2k)
  6. Oklahoma (3k)
- Demographics:
  1. Female
  2. Average Age 53
  3. \$75,000 - \$99,999 average HHI
  4. 51.83% of AAA World members receive email
- Deploys 6 times a year:
  1. January 7
  2. March 9
  3. May 3
  4. July 4
  5. September 5
  6. November 11
- Four spots available per email

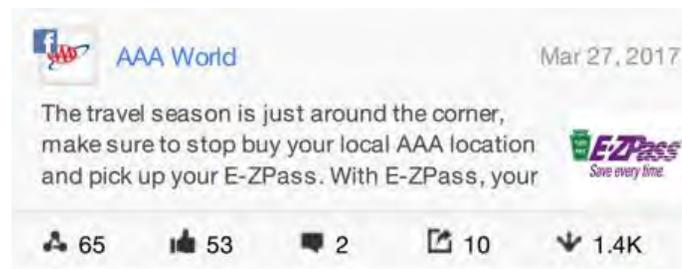
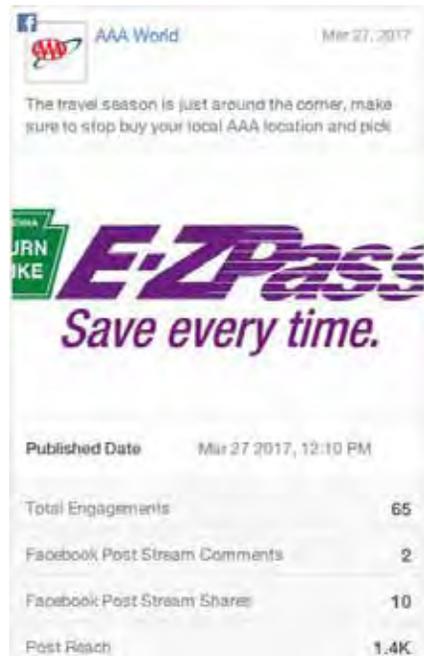


### Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link

## AAA World Facebook Sponsorship

- AAA World Facebook Page launched on January 10.
- 8.9K Followers in the entire AAA ClubAlliance territory (*no regionalization*)
- Two sponsorships a month. Advertiser picks week.
- 1200 x 628 image needed. Only 20% of image can be text (per Facebook)
- Small paragraph of text needed (*text may be edited by editorial team*)





FEATURES



NEW ISSUE OF AAA WORLD

Click through the latest issue. Top: Sitka, Alaska; Middle: Sitka, Alaska; Bottom: Alaska. All Other.

READ MORE



AAA MEMBER DAYS AT SESAME PLACE

Don't miss this special offer! Visit Sesame Place May 18-21 and save 50% off your admission!

SEE TICKETS NOW

EVENTS

Looking for your next vacation? Stop in your local store and speak with our travel specialists. We'll help you find the perfect getaway.

SPONSORED ADS



**Plan Your Perfect Summer Getaway**  
Save over \$100 with free daily breakfast and admission to Colonial Williamsburg.  
[Book Now](#)



**America at Every Turn.**  
Click here to start planning your trip.  
[Book Now](#)



**Marriott**  
Rock up and save up to 15% off weekends with Marriott.  
[Book Now](#)



**Eliminate Sun Glare on the Road Today!**  
Earn 15% off Glass Reflecting Polarized Car Vents Now!  
[Save Now](#)



**MEMBERS ONLY!**  
SAVE \$100 A YEAR ON A QUALIFYING VERIZON TRIPLE PLAY!  
[Learn More](#)



**GREAT SAVINGS**  
ON HOME SERVICES FOR NEW PETRO CUSTOMERS!  
[Learn More](#)



SPONSORED ADS



**Plan Your Perfect Summer Getaway**  
Save over \$100 with free daily breakfast and admission to Colonial Williamsburg.  
[Book Now](#)



**America at Every Turn.**  
Click here to start planning your trip.  
[Book Now](#)

**Responsive Ad:**

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link

## AAA.com Digital Banners

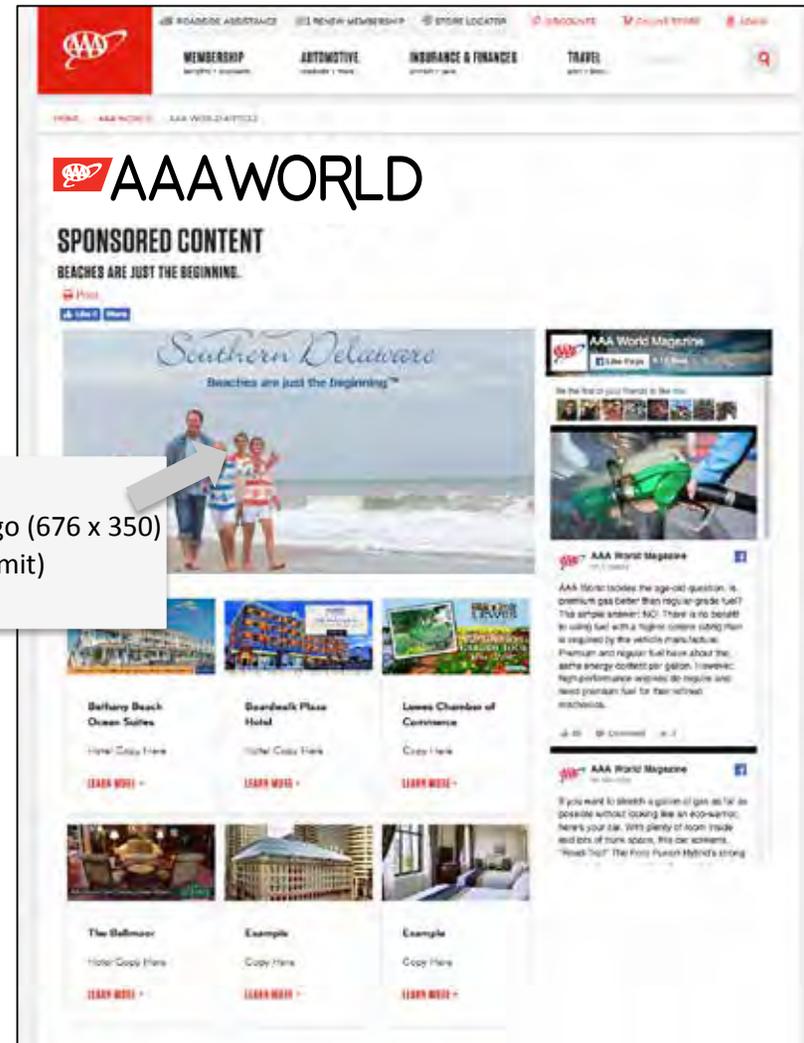
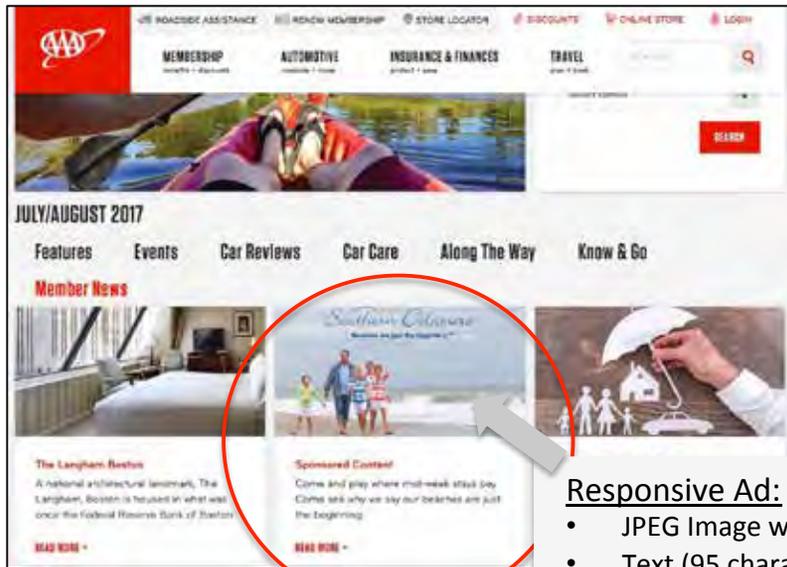
- Rotating ad on various pages throughout AAA.com
- 958 x 136 pixels banner ad needed

### Regionalized Versions:

1. Connecticut
2. Kansas
3. Mid-Atlantic Region
  - Delaware
  - Maryland
  - New Jersey
  - Pennsylvania
  - Virginia
4. Allied Region
  - Ohio
  - West Virginia
  - Indiana
  - Kentucky

- **Average Monthly Visits to the AAA.com:**  
1,243,550 (across all regions)
- **Average Unique Monthly visitors:** 555,000
- **Average Time-on-Site:** 6.5 minutes





### Responsive Ad:

- JPEG Image with Logo (676 x 350)
- Text (95 character limit)
- URL Link

## AAA World Digital Co-Op

- Can be regionalized
- Front Page
  - 676 x 350 pixels image needed (please include logo)
  - Small paragraph of text needed (*text may be edited by editorial team*)
- Second Page
  - Items needed per partner:
    - 676 x 350 pixels image needed (please include logo)
    - Small paragraph of text needed (*text may be edited by editorial team*)
    - Linking URL

## 2018 Digital Rates

### Emails

<b>Carrier Email</b>							
Banner Ad (600w x 270h)	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	429k	64k	26k	200k	70k	30k	819k
Net Rate per Insertion	\$2,900	\$1,250	\$580	\$2,150	\$1,300	\$580	\$7,400

<b>Follow-up email</b>							
Banner Ad (600w x 270h)	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	105k	17.5k	5.5k	47k	3k	2k	180k
Net Rate per Insertion	\$900	\$260	\$260	\$650	\$530	\$260	\$2,300

<b>Connections eNewsletter</b>							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	785k	73k	27k	130k	71k	14k	1,100,000
Net Rate per Insertion	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400

<b>eSaver eNewsletter</b>							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic/Connecticut		Kansas/All Other Allied		Oklahoma/South Dakota		Full Audience
Quantity							700k
Net Rate per Insertion							\$5,500

<b>Lodging eNewsletter</b>							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic	Connecticut/Kansas/All Other Allied			Oklahoma	South Dakota	Full Audience
Quantity							350k
Net Rate per Insertion							\$3,900

### AAA.com

Digital Magazine Content / Bi-Monthly	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Page Sponsorship (675w x 350h)	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Top Leaderboard (958w x 136h)	\$900	\$260	\$260	\$650	\$530	\$260	\$2,300
Side Banner (676w x 550h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900
In-Copy Slideshow/Videos (676w x 350h)	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Bottom Leaderboard (958w x 136h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900

AAA.com / Monthly	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Banner Ad (958w x 136h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900

Facebook Sponsored Posts	Full Audience
1200x628 image, Text, URL link	\$895