



AAA WORLD

2024 MEDIA KIT



AAA WORLD

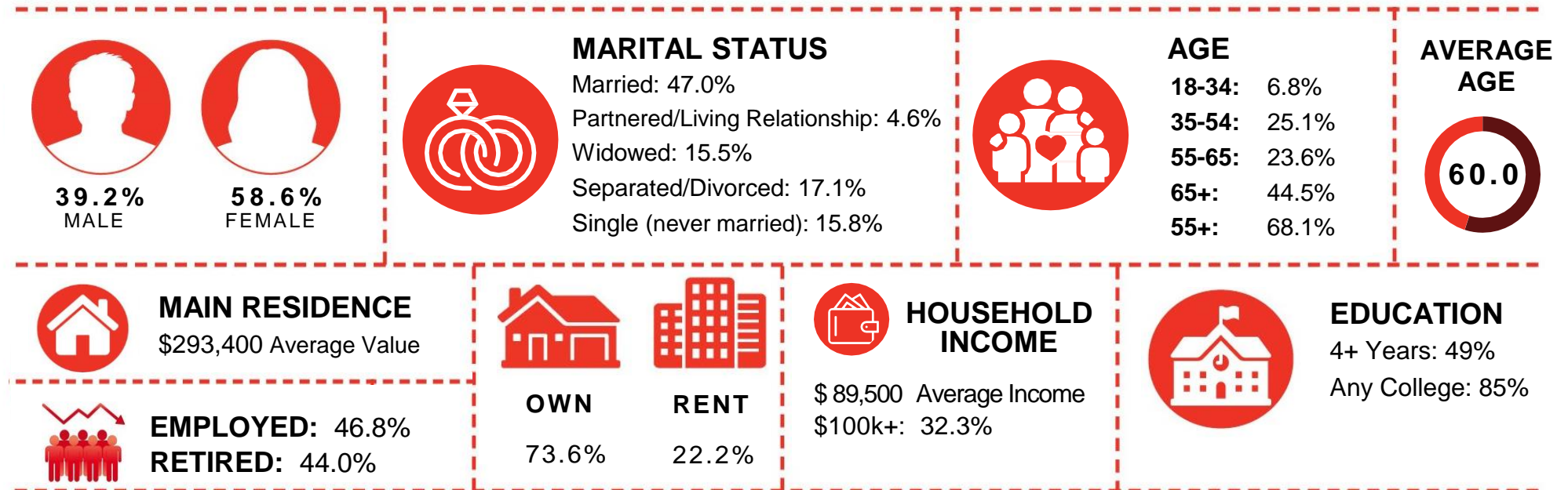
Connect with the AAA Brand
+ our Members



- AAA is a Federation of Member-owned Clubs serving more than **63 million Members** in the U.S. and Canada
- **More than 120 years** of reliable service and solutions for Members has made AAA one of the most loved and **trusted brands**¹
- **Desirable Demographics** combined with mass market penetration
- Deep knowledge of AAA Members and their lifestyles
- Loyal Members and strong retention rates
- **AAA Club Alliance** is one of the largest Clubs in the U.S. with **7.3m+ Members**
- **AAA WORLD** is among the **largest circulated publications** in the U.S.

TAP INTO A POWERFUL AUDIENCE

As one of America's most trusted brands and with more than seven million Members, our Club can provide your brand with unique access to a diverse and educated Membership base with disposable income that *travels more, stays longer and spends more.*



FAST FACT: AAA IS ONE OF AMERICA'S MOST TRUSTED BRANDS

Data courtesy MRI-Simmons AAA World 2022 Reader Profile Study

Fast Fact courtesy of Morning Consult: ¹ AAA is the #18 Most Trusted Brand overall, and the #6 Most Trusted Brand with Boomers in 2020.



OUR CONTENT OFFERINGS

Real people helping real people have real experiences. That's the foundation of all the content we create, which allows us to empower and educate our Members, while elevating their experiences.

Our goal is to serve AAA Club Alliance Members and the general public with authentic and engaging content that demonstrates and enhances Member value through a multi-channel immersive content experience.

AAA WORLD

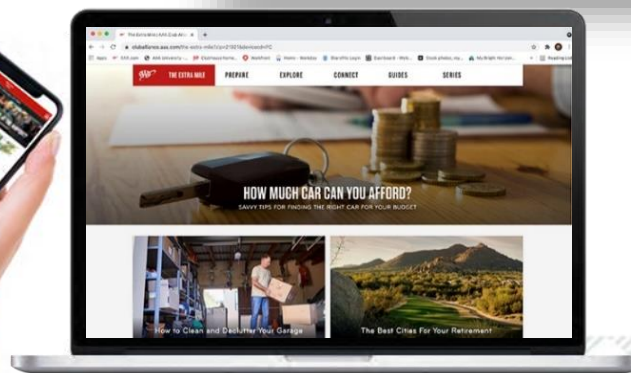
Our award-winning AAA Member magazine, *AAA World*, has an average circulation of more than 3.5 million HH's reaching up to 7.3 million Members throughout our Club's territory. Produced in four regional editions, *AAA World* is our Member's guide and companion, offering both inspiration and intel to help them live an empowered life out on the open road and beyond.

AAA TRAVELER WORLDWIDE

Connecting top travelers with top experiences, this highly targeted publication positions our brand and our trusted partners two to four times each year to help our Members plan the vacation of a lifetime. Sharing quality travel information, tips and destinations, *AAA Traveler* reaches 165,000+ select Member HH's of highly educated and higher-income travel enthusiasts.

THE EXTRA MILE

The Extra Mile, is our multiple award-winning Online Content Hub to connect our digital Member users with the content they want on the device they prefer. With travel, finance, automotive, and lifestyle content, our loyal Members engage with *The Extra Mile* content hub at impressive numbers throughout their AAA.com navigation experience.





INSIDE EVERY ISSUE

- | | |
|--|---|
| <input type="checkbox"/> INSIDE AAA (CEO/EDITOR) | <input type="checkbox"/> TRAVEL TIPS |
| <input type="checkbox"/> AAA ON YOUR SIDE | <input type="checkbox"/> AUTO FEATURE |
| <input type="checkbox"/> PROTECTING WHAT MATTERS | <input type="checkbox"/> CAR REVIEWS / CAR DOCTOR |
| <input type="checkbox"/> MEMBER NEWS | <input type="checkbox"/> EV LIVING |
| <input type="checkbox"/> WHAT'S TRENDING | <input type="checkbox"/> JUST BACK FROM |

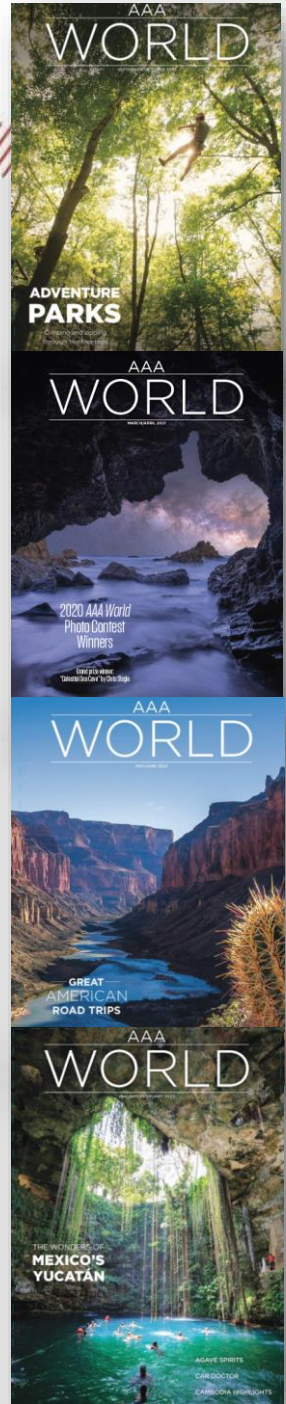
FEB – APR | *The Cruise Issue* (Common Features) 1-New Cruise Ships; 2-Cruises for Different Types of Travelers (Regional Articles:) NEA: Home Ports: Boston, Cape Liberty, Baltimore SEA: Home Ports: Cape Liberty, Baltimore, Norfolk CEN: Home Ports: Baltimore & Norfolk GP: Home Ports: Galveston & New Orleans What's Trending: What's New in Cruise Excursions Travel Tips/101: What to Wear on Your Next Cruise & Tips for First Time Cruisers.

MAY – JUL | *The Road Trip Issue* (Common Features) 1-Driving New Mexico: Taos to Albuquerque; 2-AAA World Photo Contest Winners/Results (Regional Articles) NEA: The Catskills, NY Road Trip SEA: Hammock Coast, SC Road Trip CEN: Upper Peninsula, Michigan Road Trip GP: Montana's Beartooth Highway What's Trending: WWII Reenactments-Reading PA+ Travel Tips/101: Guide to Road Trip Planning & TBD

AUG – OCT | *National Parks Issue* (Common Features) 1-National Parks You Need To Visit & Must Do's; 2-National Parks Specialty Foods (Regional Articles:) NEA: Acadia National Park, Maine SEA: Acadia National Park, Maine or Smoky Mtns., NC/TN CEN: Indiana Dunes National Park GP: Hot Springs National Park, Arkansas What's Trending: Sober Travel Travel Tips/101: Travel Passes Save You Money & TBD

NOV – JAN | *Member's Choice Results* (Common Features) 1-Member's Choice "best of" Results 2-Foodie: Hotel Test Kitchens-Marriott (Regional Articles:) NEA: TBD SEA: Bristol, Virginia/Tennessee CEN: Culinary Road Trip in Ohio / Comfort Food Trail GP: Hill Country / Fredericksburg, Texas What's Trending: TBD & Brief TBD Travel Tips/101: When to Book Travel to Save Big & Experts On Making Your Dream Trip Happen

FEB – APR '25 | *Issue Theme TBD* (Common Features) 1-TBD & 2-TBD (Regional Articles:) NEA: TBD SEA: TBD CEN: TBD GP: TBD What's Trending: TBD & Brief TBD Travel Tips/101: TBD & TBD



KEY: Common Features = Full Circulation Regional Articles: **(NEA)** N'East **(SEA)** S'East **(CEN)** Central **(GP)** Great Plains

***NOTE:** Proposed Editorial Calendar. Articles Subject to Change at Anytime. AAA WORLD Cannot Guarantee All Stories Will Be Published.



AAA
WORLD

Rates, Specs, Deadlines
+ Integrated Media Advertising



Print Ad Sizes & Specs

Magazine Trim Size:

7" wide x 10" height



FP Live Area:
6.5" w x 9.5" h

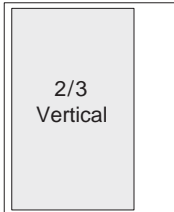
FP Bleed:
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Bleed .125"



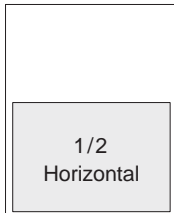
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Bleed: .125"

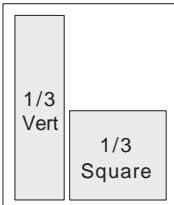
CV4 Live Area:
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2/3 VERT:
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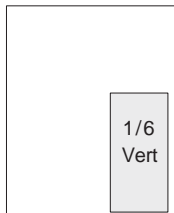


1/2 HORIZ:
6.5" w x 4.6875" h



1/3 VERT:
2.125" w x 9.5" h

1/3 SQ:
4.25" w x 4.6875" h



1/6 VERT:
2.125" w x 4.6875" h

Print Ad Rates – Full Circulation Ave: 3,585,000 HH's

AD SIZE	1-2x	3-4x	Covers
Full Page	\$71,700	\$68,115	Inside Front \$76,719
2/3 Page	\$50,190	\$47,681	Inside Back \$74,568
1/2 Page	\$38,001	\$36,101	Back Cover \$77,795
1/3 Page	\$25,095	\$23,840	
1/6 Page	\$12,906	\$12,261	



Submitting Ad Files

ADVERTISING MATERIAL
Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with Sales Rep. PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF Files, 300 dpi minimum. Send each page as a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .125 inch.

MECHANICALS
Printing Process: Web Offset
Binding: Saddle-stitched (jogged to the foot); Trim Size 7" x 10".

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.

FILE TRANSFER
To upload your production files, please contact your Sales Rep.

Deadlines 2024

ISSUE	AD SPACE	AD MATERIALS	IN-HOME DATES*
FEB-MAR'24	Dec 1, 2023	Dec 15, 2023	Feb 3, 2024
MAY-JUN'24	Mar 1, 2024	Mar 15, 2024	Apr 30, 2024
AUG-SEP'24	Jun 3, 2024	Jun 17, 2024	Aug 3, 2024
NOV-DEC'24	Sep 6, 2024	Sep 20, 2024	Nov 2, 2024
FEB-MAR'25	Dec 6, 2024	Dec 20, 2024	Feb 1, 2025

*Estimated In-Home Dates. Subject to Change.

Eastern Region-North

 HH Circulation Ave: **1,198,000**
 PA, NJ, CT

Ad Size	1-2x	3-4x
Full Page	\$25,158	\$23,900
2/3 Page	\$17,611	\$16,730
1/2 Page	\$13,334	\$12,667
1/3 Page	\$8,805	\$8,365
1/6 Page	\$4,528	\$4,302

Eastern Region-South

 HH Circulation Ave: **1,074,000**
 MD, VA, DE, DC

Ad Size	1-2x	3-4x
Full Page	\$22,554	\$21,426
2/3 Page	\$15,788	\$14,998
1/2 Page	\$11,954	\$11,356
1/3 Page	\$7,894	\$7,499
1/6 Page	\$4,060	\$3,857

Central Region

 HH Circulation Ave: **935,000**
 OH, KY, WVA, IN

Ad Size	1-2x	3-4x
Full Page	\$19,635	\$18,653
2/3 Page	\$13,745	\$13,057
1/2 Page	\$10,407	\$9,886
1/3 Page	\$6,872	\$6,529
1/6 Page	\$3,534	\$3,358

Great Plains Region

 HH Circulation Ave: **378,000**
 OK, KS, SD

Ad Size	1-2x	3-4x
Full Page	\$8,316	\$7,900
2/3 Page	\$5,821	\$5,530
1/2 Page	\$4,407	\$4,187
1/3 Page	\$2,911	\$2,765
1/6 Page	\$1,497	\$1,422



Print Ad Sizes & Specs

Magazine Trim Size:
9" wide x 10.5" height

Full-Page

FULL PAGE Live Area:
8.5 w x 10" h
Bleed .25"

Half-Page
Horizontal

HALF-PAGE
8.5" w x 5" h
Bleed: None

Submitting Ad Files

ADVERTISING MATERIAL
Digital materials (preferred)
Target Resolution: 300 dpi
(including embedded images)
Color: CMYK – PMS/Spot colors will be automatically converted to CMYK
File Format: PDF x1a:2001
Send each page as a single PDF (no spreads)

ADVERTISER PROOFS
Two press proofs required with each ad. Publisher shall not be held responsible for color accuracy if no color proof is provided.

FILE TRANSFER
To upload your production files, please contact your Sales Rep.

Print Ad Rates* – Full Circulation: 165,000

AD SIZE	1-2x	3-4x
Full Page	\$14,500	\$13,775
Half-Page	\$9,750	\$9,250

*Rates Subject to Change. Additional 6,000 AAA Store Distribution.



AAA Traveler Worldwide Deadlines 2024*

ISSUE	AD SPACE	AD MATERIALS	IN-HOME DATES*
WINTER 2024	Nov 3, 2023	Nov 17, 2023	Jan 2, 2024
SPRING 2024	Feb 5, 2024	Feb 19, 2024	Apr 1, 2024
SUMMER 2024	Apr 12, 2024	Apr 26, 2024	Jun 3, 2024
FALL 2024	Jul 22, 2024	Aug 5, 2024	Sep 16, 2024
WINTER 2025	Nov 1, 2024	Nov 15, 2024	Jan 2, 2025

*Number of Issues, Deadlines & Estimated In-Home Dates Subject to Change.

Audience Profile

- 68% Female 32% Male
- 15% 18-34
- 65% 35-64
- 20% 65+
- 85% Purchased Leisure Travel
- \$127,500 Average Income
- 50% Bachelor's Degree
- 25% Graduate Degree +



The Extra Mile Weekly Content Email

Average Open Rate: **53.4%**

Average Click Through Rate: **5.7%**



The Extra Mile Content Hub Site

Average Monthly Site Visits: **327,100**

Average Monthly Unique Visits: **280,200**

Average Time on Site: **2.6 min**



Monthly eSaver Partner Email

Average Open Rate: **59.5%**

Average Click Through Rate: **2.5%**



AAA.com/TEM Leaderboard Ads

Average Click Through Rate: **0.25%**



Monthly eLodging Partner Email

Average Open Rate: **55.3%**

Average Click Through Rate: **1.7%**



Social Media / AAA World FB Posts

11,600+ Followers

Average Click Through Rate: **15.2%**



Quarterly Health & Wellness Partner Email

Average Open Rate: **58.9%**

Average Click Through Rate: **1.9%**



THE EXTRA MILE - WEEKLY CONTENT EMAIL / eNewsletter 50x / year

- ❑ **Sponsored Content Feature Ad** w / image (600w x 240h) + 2-3 lines of copy (~40 words) + URL link
- ❑ **Sponsored Showcase Banner Ad** w / image & logo (600w x 270h) + ~100 character text + URL link

REGION	AUDIENCE	CONTENT FEATURE	BANNER
Eastern Region (NJ,PA,MD,DE,VA)	295,000	\$3,835	\$2,065
Connecticut	40,000	\$1,200	\$800
Central Region (OH,KY,WV,IN)	155,000	\$2,325	\$1,240
Kansas	15,000	\$675	\$375
Oklahoma	37,000	\$1,184	\$777
South Dakota	8,000	\$480	\$320
Full Audience	550,000	\$6,875	\$3,575

E-SAVER EMAIL (MONTHLY DISCOUNTS PARTNER EMAIL) 12x / year

- ❑ **Banner Ad** w / image & logo only (600w x 270h) + ~100 character text + URL link

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern	370,000	\$1,850
Central / Great Plains	180,000	\$1,000
Full Audience	550,000	\$2,475

LODGING EMAIL (MONTHLY LODGING PARTNER EMAIL) 8x / year FEB, APR-SEP, NOV

- ❑ **Banner Ad** w / image & logo only (600w x 270h) + ~100 character text + URL link

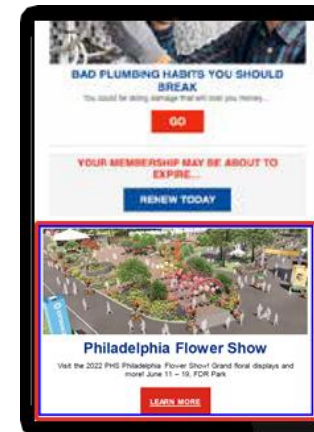
REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	300,000	\$1,875

HEALTH & WELLNESS EMAIL (QTLY PARTNER EMAIL) 4x / year JAN, APR, JUL, OCT

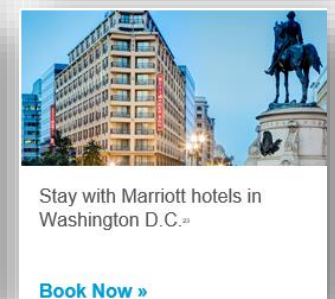
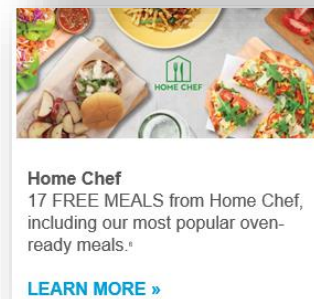
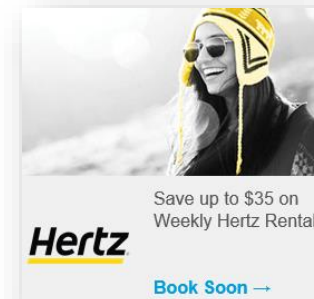
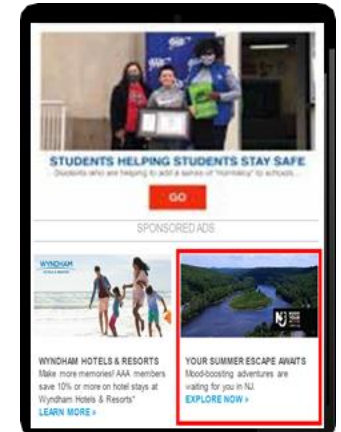
- ❑ **Banner Ad** w / image & logo only (600w x 270h) + ~100 character text + URL link

REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	335,000	\$2,450

EXAMPLE:
Content Feature Ad



EXAMPLE:
Showcase Banner Ad

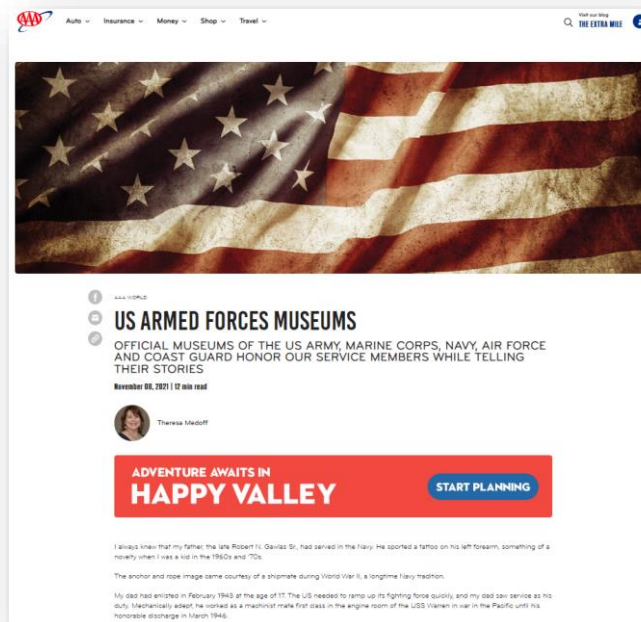


AAA.com/TEM LEADERBOARD ADS

(958w x 136h) + URL Link



REGION	NET RATE
Eastern Region (w/o CT)	\$800
Connecticut	\$250
Central Region	\$500
Great Plains Region	\$500
Full Audience	\$1,500



SPONSORED FACEBOOK POSTS

(1200w x 628h image) + Text + URL Link



REGION	AUDIENCE	NET RATE
Full Audience	11,700+	\$600





ONLINE SPONSORED CONTENT

RATES & SPECS

THE EXTRA MILE CONTENT HUB

- 500-600 Word Article + 1470w x 600h Image
- Hosted on AAA.com/The Extra Mile Content Hub:
<https://cluballiance.aaa.com/the-extra-mile>

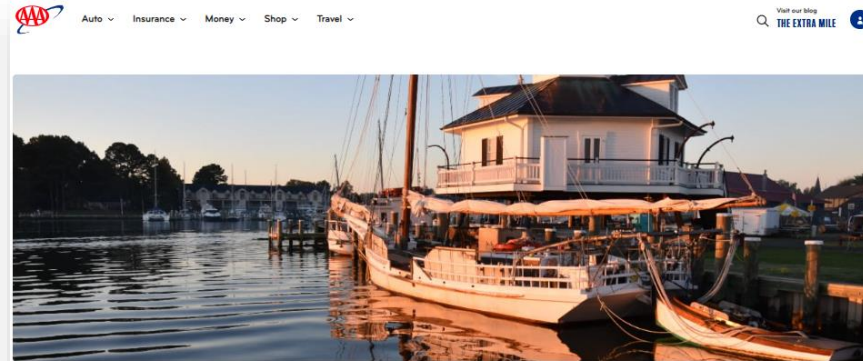
PLUS:

Digital Support To Drive Sponsored Article Traffic

- (2x) Email/Newsletter *Sponsored Banner Ads*
- (2x) AAA WORLD *FB Social Media Posts*
- (1x) AAA.com/TEM Leaderboard Ads (1-month)

\$10,000+ Value

AUDIENCE	NET PACKAGE RATE
Full / Varies	\$4,950



AAA WORLD

OPEN FOR STAYS BEYOND COMPARE IN MARYLAND

March 15, 2022 | 3 min read

From world-renowned seafood experiences, to the natural splendor of our waterways, parks and scenic byways, to the history and culture of our cosmopolitan city centers, Maryland is a destination that delights at every turn.

INDULGE IN WORLD-FAMOUS SEAFOOD

Whether you crave crabs, oysters, fish or all of the above, seafood is the star of Maryland's culinary scene. For deliciously authentic experiences, include stops along the one-of-a-kind Maryland Crab & Oyster Trail. You'll find unique restaurants, seafood markets and more. It all adds up to a culinary enthusiast's dream!

DISCOVER THE PERFECT OUTDOOR EXPERIENCE

Maryland's state parks and waterways are fundamental to its allure. Immerse yourself in natural beauty by exploring mile after mile of serene mountain trails. Experience thrilling skiing and snowboarding on the slopes at Wispo Resort. Take a road trip along Maryland's 18 scenic byways, home to countless adventures, from Chesapeake Country to Western Maryland's Allegheny Mountains. Eager to see it all from the water? Choose one of the many guided boat excursions throughout the state, many led by our Certified Chesapeake Bay Storytellers, leaving from picturesque spots like Point Lookout and St. Clement's Island.

FEEL THE POWER OF HISTORY AND CULTURE

History buffs will feel at home in the Old Line State. Witness the bravery of Harriet Tubman as you follow in her footsteps along the Underground Railroad. Get a dose of military history at destinations like Antietam, Monocacy battlefield and Fort Mifflin, the birthplace of our national anthem. Enjoy winter-themed celebrations like Winterfest in Ocean City. Or simply soak up the culture of historical cities like Baltimore, Annapolis and Frederick.

BE OPEN for an overnight trip at visitmaryland.org



FREDERICK COUNTY, MARYLAND
When it's time for you, we'll be ready.



KENT COUNTY, MARYLAND
Make photographic memories sailing the Chesapeake Bay and exploring the quaint, historic towns of Kent County.



MONTGOMERY COUNTY, MARYLAND
Take a Micro-Adventure and Explore Montgomery County, Maryland's Wide-Open Spaces.



CALVERT COUNTY, MARYLAND
Experience the Chesapeake Bay. Discover a shark's tooth, unwind in the sand or dine by the bay!



VISIT QUEEN ANNE'S COUNTY
Enjoy the best that Chesapeake country has to offer from one central location



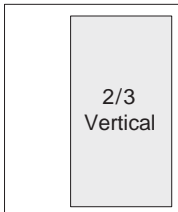
VISIT HARFORD
Fall is the perfect time to blaze your own trail in Harford County. Plan your experience today!





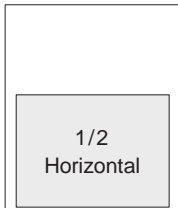
Full Page

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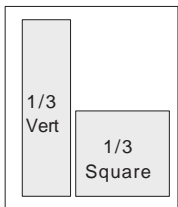
2/3
Vertical

2/3 VERT:
4.25" w x 8.375" h



1/2
Horizontal

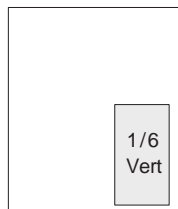
1/2 HORIZ:
6.5" w x 4" h



1/3
Vert
1/3
Square

1/3 SQ:
4.25" w x 4" h

1/3 VERT:
2.125" w x 8.375" h



1/6
Vert

1/6 VERT:
2.125" w x 4" h

travel planner

VISIT AAA.COM/INFOCENTER TO FIND OUT MORE ABOUT THE OFFERS IN THIS ISSUE.

PENNSYLVANIA	CANADA	WASHINGTON, D.C.
<div style="text-align: center; padding: 10px;">  <p>AMISHVIEW INN & SUITES</p> </div> <div style="text-align: center;">  <p style="font-size: x-small;">Adults-Only, Grand King Room</p> </div> <div style="text-align: center; padding: 10px;"> <h3 style="margin: 0;">Award-Winning Accommodations in the Heart of Amish Country</h3> <p style="font-size: x-small;">A boutique hotel with the best views of Lancaster County!</p> <p style="font-size: x-small;">Wake up and indulge in our hearty, hot, complimentary breakfast buffet! Other amenities include in-room kitchenettes, an indoor pool and whirlpool, fitness center and much more.</p> <p style="font-size: x-small;">While on property, enjoy a buggy ride, take a VIP (visit-in-person) Amish Tour and grab lunch or dinner.</p> <p style="font-size: x-small;">Family-friendly and adults-only rooms available.</p> <div style="display: flex; justify-content: center; gap: 10px; font-size: x-small;">    </div> <p style="font-size: x-small;">Named America's Best 3-Star Hotel by trivago #1 Best Hotel in the Nation by Thriller for two consecutive years</p> </div> <div style="text-align: center; background-color: #003366; color: white; padding: 5px; font-weight: bold;"> Reserve your room today. AmishViewInn.com 866.735.1600 </div>	<div style="text-align: center; padding: 10px;">  </div> <div style="text-align: center;">  <p style="font-size: x-small;">Travel Safely in Canada</p> <p style="font-weight: bold; font-size: small;">SMALL SHIP CRUISING</p> <p style="font-size: x-small;">Experience the beauty and history of the St. Lawrence and Ottawa Rivers on a classic Canadian riverboat.</p> <p style="font-size: x-small;">Call to receive our free travel guide 1-800-267-7868 www.StLawrenceCruiseLines.com</p> </div>	<div style="text-align: center; padding: 10px;"> <p style="font-size: x-small;">Basilica of the National Shrine of the Immaculate Conception</p>  </div> <div style="text-align: center; padding: 10px;"> <p style="font-weight: bold; font-size: small;">Join us for Advent & Christmas</p> <ul style="list-style-type: none"> • Open 365 Days • Daily Guided Tours • Daily Masses & Confessions • FREE Parking • Bookstore & Gift Shop <p style="font-size: x-small;">Largest Catholic Church in North America Top Ten in the World 400 Michigan Ave., NE • Washington, DC 202.526.8300 www.nationalshrine.org</p> </div>
AAA WORLD PROMO		
<div style="background-color: #003366; color: white; padding: 10px;"> <h2 style="margin: 0;">Make your way in the AAA World</h2> <div style="display: flex; justify-content: space-around; margin: 10px 0;">    </div> <p style="font-weight: bold; font-size: small;">Advertise with us 888-222-4252 AdInfo@AAACorp.com</p>  </div>		



Eastern Region-North

 HH Circulation Ave: **1,160,000**
 PA, NJ, CT

Full Page	6.5"w x 8.375"h	\$11,950
2/3 Page	4.25"w x 8.375"h	\$8,500
1/2 Page	6.5"w x 4"h	\$6,500
1/3 Page Square	4.25"w x 4"h	\$4,200
1/3 Page Vertical	2.125"w x 8.375"h	\$4,200
1/6 Page	2.125"w x 4"h	\$2,200

Eastern Region-South

 HH Circulation Ave: **1,045,000**
 MD, DE, VA, DC

Full Page	6.5"w x 8.375"h	\$10,750
2/3 Page	4.25"w x 8.375"h	\$7,500
1/2 Page	6.5"w x 4"h	\$5,600
1/3 Page Square	4.25"w x 4"h	\$3,750
1/3 Page Vertical	2.125"w x 8.375"h	\$3,750
1/6 Page	2.125"w x 4"h	\$1,950

Central Region

 HH Circulation Ave: **946,000**
 OH, KY, IN, WVA

Full Page	6.5"w x 8.375"h	\$9,700
2/3 Page	4.25"w x 8.375"h	\$6,700
1/2 Page	6.5"w x 4"h	\$4,900
1/3 Page Square	4.25"w x 4"h	\$3,200
1/3 Page Vertical	2.125"w x 8.375"h	\$3,200
1/6 Page	2.125"w x 4"h	\$1,600

Great Plains Region

 HH Circulation Ave: **387,000**
 OK, KS, SD

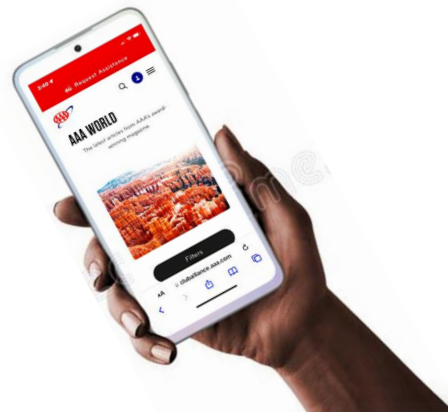
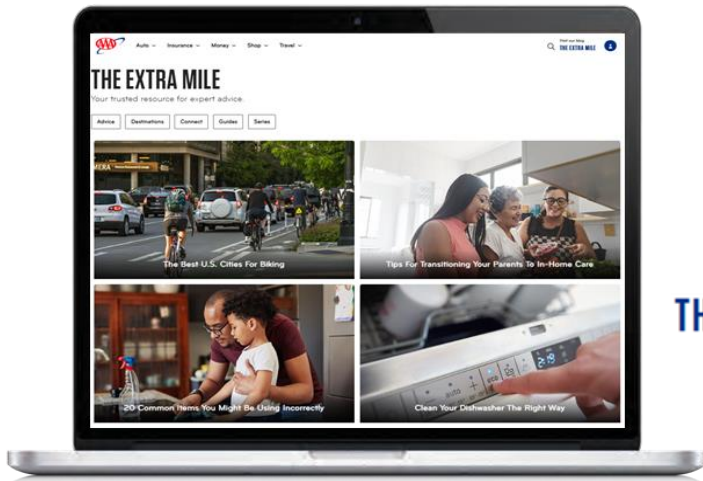
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LET'S CHAT

Enough about us. Let's hear about you!

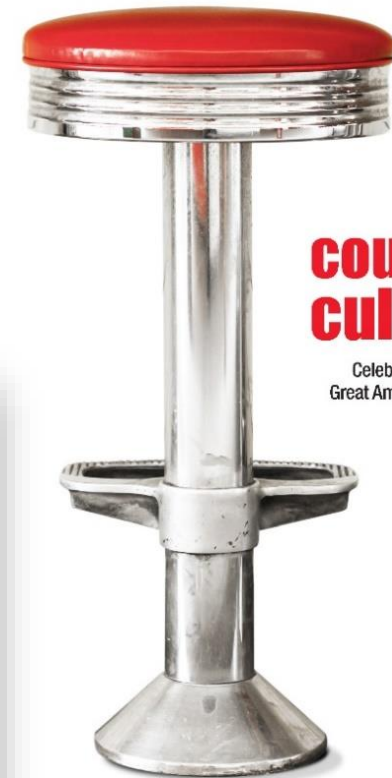
Maybe you have a great content idea you want to share. Or maybe you're a brand that can provide our Members with great products, experiences and solutions that we should be aware of.

Let's have a conversation. We look forward to partnering with you.



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SEPTEMBER/OCTOBER 2021



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AAA is a Federation of Member-owned Clubs located throughout North America. Additional AAA publications, including **SJ FIRST** (130,000 HH's) are available in other areas. Ask for details.



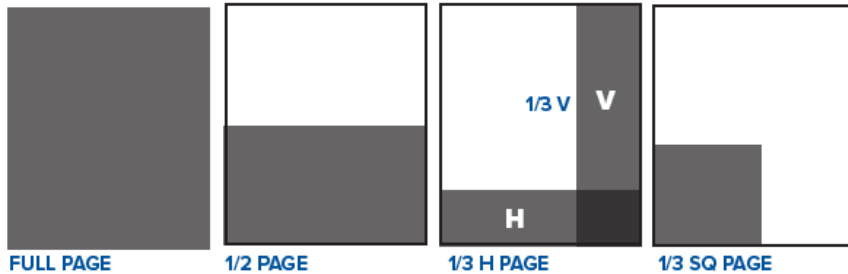
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Full Page	7.5 x 9.75	\$3,600	\$3,200	\$3,100
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1/3 Page Sq	4.75 x 4.69	\$1,500	\$1,300	\$1,200



AD SPACE / COPY DEADLINES & IN-HOME DATES

Issue 1 January 2024 • Content due: Nov. 3, 2023 • In homes: Jan. 3, 2024

Issue 2 May 2024 • Content due: Mar. 1, 2024 • In homes: May 6, 2024

Issue 3 November 2024 • Content due: Aug. 30, 2024 • In homes: Nov. 11, 2024

