

AAA South Jersey

2024 Magazine &
Digital Media Kit





SJ FIRST CONTENT

SJ FIRST engages AAA members with current and meaningful articles, provides helpful travel and automotive tips and information, and informs members about current promotions, local events, discounts, and benefits of membership.

SJ FIRST reaches over 130,000 households & is delivered to members in Camden, Gloucester, Salem, and Cumberland counties.



TRUSTED AND VALUED

Since 1902, motorists across the U.S. have relied on AAA for roadside assistance, travel planning, driver safety and child passenger safety programs. Today, AAA is a federation of affiliated motor clubs with 60 million members nationwide.

Member benefits include access to automotive services, travel planning and resources, discounts and rewards, insurance and financial services.

MEMBER DEMOGRAPHICS



53% FEMALE



47% MALE



AGE

16-35: 26%
36-55: 29%
55-65: 21%
66+: 24%



OWN 96%



RENT: 4%



EDUCATION

4+ years: 41%
Any College: 59%



HOUSEHOLD INCOME

\$1K - \$49K: 21%
\$50K - \$174K: 61%
\$175K - \$250K: 18%



MARITAL STATUS

Married: 91%
Single: 9%



SJ FIRST PRINT OPTIONS

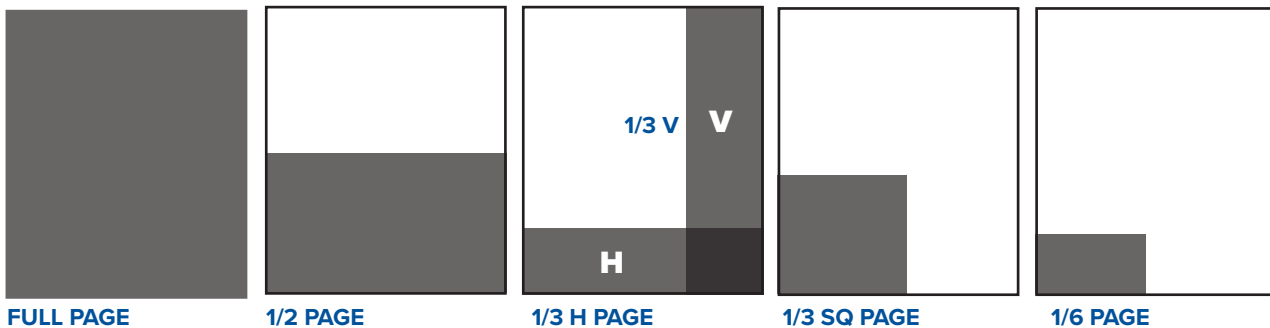


Showcase your business to members who trust the AAA brand. AAA South Jersey is a motor club with **4 branches** and over **225,000** members in the Camden, Gloucester, Salem, and Cumberland counties.

2024 TECHNICAL REQUIREMENTS & RATES*

SPACE	SIZE	1X	2X	3X
Full Page	7.5 x 9.75	\$3,600	\$3,200	\$3,100
1/2 Page	7.5 x 4.7	\$2,300	\$2,000	\$1,900
1/3 Page H	7.5 x 3	\$1,500	\$1,300	\$1,200
1/3 Page V	3 x 9.75	\$1,500	\$1,300	\$1,200
1/3 Page Sq	4.75 x 4.69	\$1,500	\$1,300	\$1,200
1/6 Page	4.75 x 2.4	\$800	\$700	\$600

*Costs are per issue. Note: a \$100 design fee will be added to advertisements created by AAA South Jersey



FULL PAGE

1/2 PAGE

1/3 H PAGE

1/3 SQ PAGE

1/6 PAGE

Preferred Position Pricing:

- Inside Front or Inside Back cover: **\$3,950** (Discounts available for multi-issue purchases)
- Back Cover: **\$4,500** (Discount available for multi-issue purchases)
- Full page ads only for covers. No other specific placements can be guaranteed.

- TIFF or EPS Include fonts and links with EPS files. Type should be converted to outline.

Electronic File Submission

Quality reproduction is subject to quality of materials received. The following file types are accepted:

- PDF (strongly recommended) Optimized for Press (high resolution). Embed 100% of fonts used. Allow a 1/4 inch bleed where applicable.

Ad Commitment 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

For more information on how to advertise:
Editor@aaasj.com | 856.679.2642



SJ FIRST DIGITAL OPTIONS

PACKAGE #1 ...\$600*
EMAIL AD &
ARTICLE PAGE AD

Size: 900x600
Email: 165,000+ Subscribers

*Pricing is per issue

PACKAGE #2...\$550*
EMAIL AD &
HOME PAGE AD

Size: 900x600
Email: 165,000+ Subscribers

*Pricing is per issue

PACKAGE #3...\$500*
EMAIL AD

Size: 900x600
Email: 165,000+ Subscribers

*Pricing is per issue

EMAIL



Introducing the SJ First Online Email!

[SEE MORE ARTICLES](#)



Things to Do This Holiday Season in South Jersey

From theater to winter fests -- magical lights to incredible shopping experiences. There's plenty to do this holiday season all throughout South Jersey.

[SEE THEM ALL](#)



Email Ad
900 x 600

4 Most Common Roadside Emergencies and How to Avoid Them

AAA
Fall 2019



While cars are much more complicated than they were just a few years ago, they also are more reliable. Even so, AAA Emergency Road Service trucks keep busy answering calls from stranded motorists. Here are the most common reasons for Emergency Road Service calls, and how you can avoid them.

Flat Tire

Road hazards can destroy even a new tire, but old-time maintenance skill is valuable. In addition to eyeballing side-wall bulge, regularly inspect each tire for proper inflation using a gauge. Don't forget the spare; tires can lose air just sitting there.

Events

NOV 14 Discover Alaska - Land and Sea
November 14 @ 6:00 pm - November 14 @ 8:00 pm

[See full events calendar](#)

[Submit your event](#)



Article Page Ad
900 x 600



Highest landing page visibility



Things to Do in South Jersey This Holiday Season

From theater to winter fests -- magical lights to incredible shopping experiences. There's plenty to do this holiday season all throughout South Jersey.

[Read full article](#)



4 Most Common Roadside Emergencies and How to Avoid Them

While cars are much more complicated than they were just a few years ago, they also are more reliable. Even so, AAA Emergency Road Service trucks keep busy answering calls from stranded motorists. Here are the most common reasons for Emergency Road Service calls, and how you can avoid them.

[Read full article](#)



It's Not Worth The Risk. Stop On Red.

With the number of red light running crashes on the rise, AAA calls for drivers to use caution when approaching signalized intersections, and for pedestrians and cyclists to stay alert when crossing the street.

[Read full article](#)



Driven to Success

As of September 2019, AAA has hit the milestone mark of 50 million members, making the motoring and rescue organization one of the largest membership associations in North America.

[Read full article](#)



Message from the CEO - Fall 2019

From learning about other cultures firsthand to seeing where historical events took place with our own eyes, travel gives us the opportunity to deepen our understanding of art, science, history and culture in ways we never have before.

[Read full article](#)



Home Page Ad
900 x 600




Email Ad
900 x 600

For more information on how to advertise:
Editor@aaasj.com 856.679.2642

STANDALONE E-MAIL & DISCOUNT E-NEWSLETTER


SOCIAL MEDIA

eDiscounts




Everything You Need for Tax Season
AAA members save on printing, copying, shredding, and UPS shipping.

Featured Discounts & Rewards




TaxAct
Save 25% on state and federal tax prep and filings and select other products with TaxAct.

[LEARN MORE](#)



hp
AAA members save up to 50% during the HP President's Day sales event. Offer ends on February 20th.




[SHOP NOW](#)



Reebok
Save 15% off your purchase at all Reebok Outlet Stores. Offer can be combined with in-store promotions.

[FIND AN OUTLET](#)

Brand NEW Discounts






eDiscounts
Monthly newsletter featuring AAA Discounts & Rewards partners
76,000 + Subscribers

Featured Banner: \$1,200

Highlighted Banner: \$800

DISCOUNTS REWARDS



AAA members save an additional 10% off Dell products

Visit AAA.com/Dell

START SHOPPING

Forward to a friend | View in your browser

AAA South Jersey
700 Laurel Oak Road
Voorhees, NJ 08043 US
[Contact us](#)


Dell Coupon Offer: Offer valid until 12/31/2022 7:00am CST. Coupon is valid with select other offers, but not with other coupons. Coupon is good with select other offers, but not with other coupons. Coupon is valid on select order codes. Offer does not apply to, and is not available with, systems or items purchased through individualized forms or open plans. Purchase limit of 3 items per order. Not valid for...

Standalone Email
Target demographics based on your business needs.

Email: \$2000
(List Size Varies by targeting)

AAA South Jersey Sponsored

The AAA Premium Battery is now in stock at NAPA AUTO PARTS Stores.




POWER YOU CAN TRUST™

aaa.com/napa
AAA Members get \$22 off
Purchase includes a 3-ye... [Learn more](#)

AAA South Jersey Sponsored


Get \$100 towards fuel on select one-way Penske truck rentals of \$600 or more made now through July 31, 2022.



aaa.com/penske
Get \$100 of Fuel on Us
Take advantage of specia... [Learn more](#)

AAA South Jersey Sponsored


AAA Members save up to \$80 off gate prices on Walt Disney World® Resort Theme Park tickets.



aaa.com/disney
SAVE ON THE MAGIC!
The World's Most Magical... [Learn more](#)

AAA South Jersey Sponsored

Explore three amazing theme parks at Universal Orlando Resort and save up to \$65 on tickets.



aaa.com/universal
Special AAA Discounts
Theme park thrills and th... [Learn more](#)

Platinum (3 months): \$1,200
Gold (1 month): \$500

Branch TV Monitor

Digital ad featured on TV in lobby in a high foot traffic area in AAA branch office. 300-500 people avg. Monthly.

Platinum (3 months): \$800
Gold (1 month): \$400




GREAT TIMES DAY CAMP
South Jersey's perfect answer for your summer childcare needs!

- Door to Door Transportation
- Hot Lunches Served Daily
- Swim Lessons Included
- Extensive Range of Activities
- Extended Hours Available

Ages 3-15

AAA members receive **\$100 OFF Household Bill**. Valid for 1st year/1st Time Campers only.

223 Ehrke Rd., Waterford Works, NJ • 609-567-2166 • greattimesdaycamp.com

[Ask a Branch Counselor for Details.](#)

Custom advertising packages available.