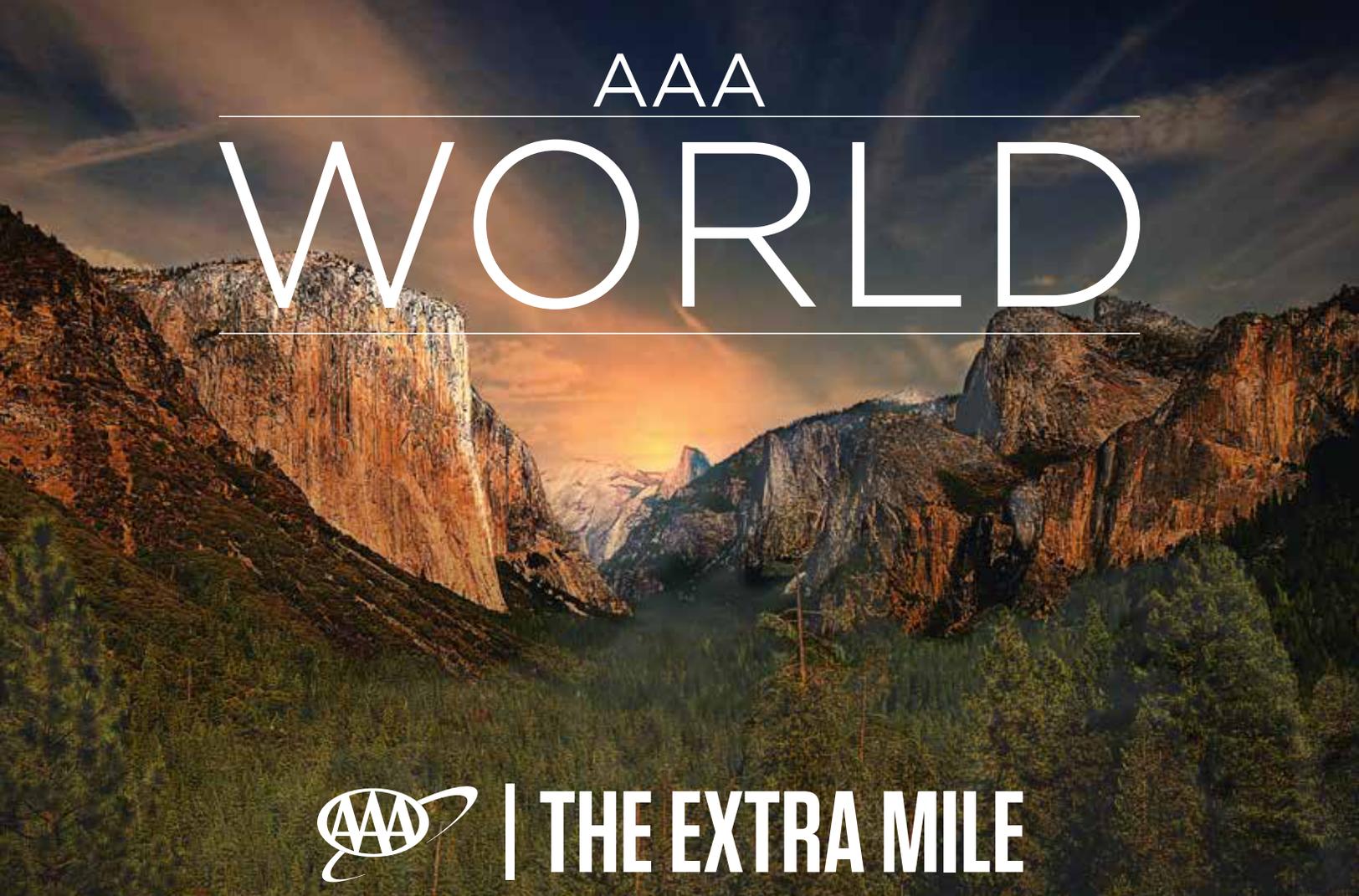




AAA
WORLD



 | **THE EXTRA MILE**

2021 MEDIA KIT





WE'RE BOTH AFTER THE SAME THING

The attention of consumers - it's what we're all looking for. After all, attention is the scarcest resource in our economy. We live in a time when information is readily available at our fingertips. We're just a swipe, tap and click away from making our next decision. As easy as it seems, we're plagued with too many options, opinions from strangers and unreliable ratings and reviews. When it comes down to making a clear-cut choice, it can all be too overwhelming.

That's where we come in. At AAA, we've hit the roads since before there were actual roads. We've experienced every chapter of life, and we're anxious to share. We know our Member's time is valuable. That's why we invested in an immersive multi-channel content experience for our Members that puts their needs first.

Our Members trust us, and our partners.

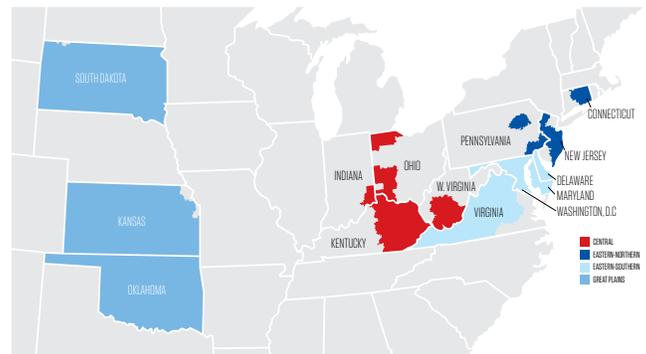
That's where you come in. Your goal is to get eyes on your content and ads with the hopes of driving awareness and conversions. Because of our content-first approach, you make the perfect co-pilot to share your story with our Members. We can create the right contextual opportunities that position your brand as a solution to our Members, strengthening the results of your advertising and marketing dollars.



A LITTLE BIT ABOUT US

AAA's past is what makes our present so valuable. With more than 100 years of service to our Members and communities, we were founded in 1902 with a focus on safety. We're built on the notion of people helping people, and our commitment to service inspires the loyalty and trust of our Members. With 35 Member-owned Clubs making up the AAA federation, AAA services more than 60 million Members across the United States and Canada as a not-for-profit organization.

We're AAA Club Alliance – the third-largest AAA Club in the country with Members in thirteen states and the District of Columbia. We service many large and medium designated market areas (DMAs), including **Philadelphia, Washington DC, Hartford, Baltimore and Cincinnati**, and can provide you with access to more than six million Members. Due to our unique footprint, we offer AAA Member benefits to a diverse cross-section of the country and provide access to a wide selection of demographics that can meet your advertising and marketing needs.

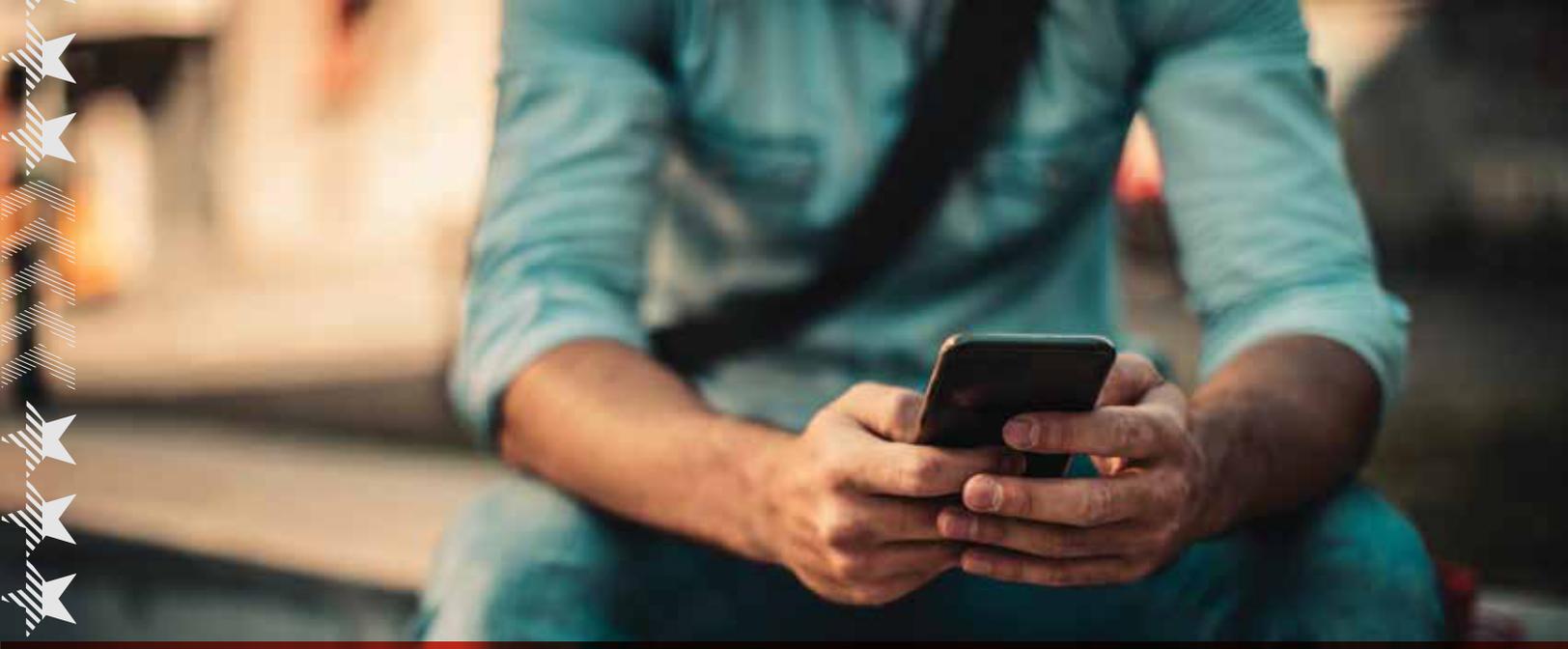


FAST FACT: AAA IS ONE OF AMERICA'S MOST LOVED BRANDS.

According to Morning Consult, AAA was the #5 Most Loved Brand among consumer elites and #12 among suburban consumers in 2018.

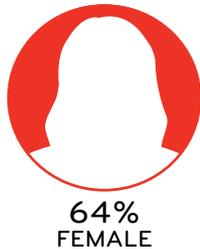
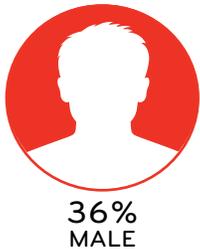
CONTACT US: AAA Club Alliance | 888-AAA-4252





TAP INTO A POWERFUL AUDIENCE

As one of America's most trusted brands and with more than six 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 more and spends more.



MARITAL STATUS

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



MAIN RESIDENCE

\$364,200 Average Value
\$288,800 Median Value



71.3%
OWN



28.7%
RENT



HOUSEHOLD INCOME

\$107,500 Average Income
\$88,300 Median Income



AGE

18-34: 10.7%
35-54: 40.0%
55-65: 27.3%
66+: 22.1%

MEDIAN AGE



EDUCATION

4+ Years: 52%
Any College: 83%

Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252





MEMBER TRAVEL HABITS



MEMBERS WITH A VALID PASSPORT
61%



AVERAGE AMOUNT SPENT ON A TRIP
\$3,100



MEMBERS WHO TOOK VACATIONS IN THE PAST 12 MONTHS
79.1% TOTAL

Personal	96.9%
Business	31.7%
Business/Personal	22.0%



WHO MEMBERS TRAVEL WITH ON THEIR VACATIONS

Spouse	53%
Child(ren)	46%
Partner	16%
Friends/Co-Workers	36%
Grandchild(ren)	25%
Parents/Grandparents	15%
Alone	19%



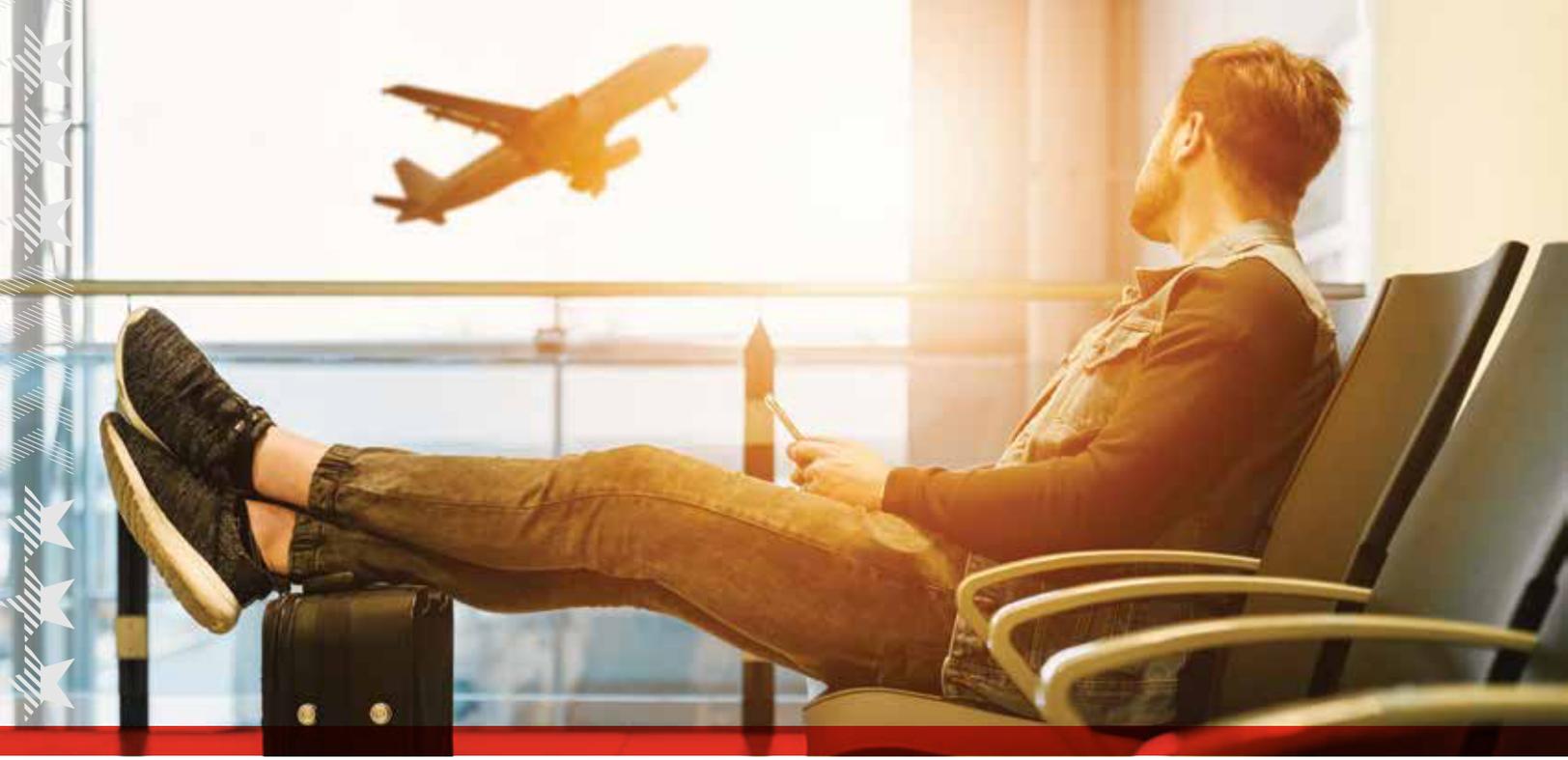
WHEN MEMBERS BOOK TRIPS

More than 6 months prior	23.1%
3 - 6 months prior	39.9%
Less than 3 months prior	37.0%

Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252

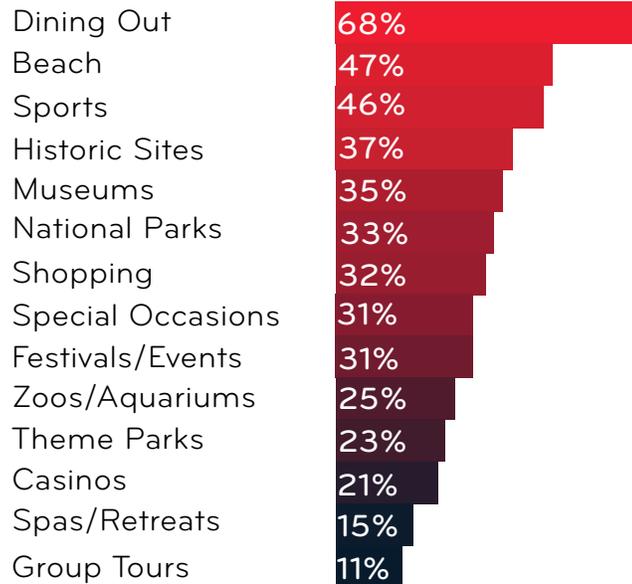




PREFERRED METHOD OF TRANSPORTATION FOR VACATION



LEISURE VACATION ACTIVITIES IN THE PAST 12 MONTHS



OUR MOST POPULAR ROAD TRIP DESTINATIONS IN 2019

1. Nashville, TN
2. Myrtle Beach, SC
3. Orlando, FL
4. Cincinnati, OH
5. Savannah, GA
6. Asheville, NC
7. Charleston, SC
8. Las Vegas, NV
9. Yellowstone National Park, WY
10. Gatlinburg, TN
11. Niagara Falls, ON
12. New Orleans, LA
13. Memphis, TN
14. Hilton Head, SC
15. Pigeon Forge, TN
16. Bar Harbor ME
17. Zion National Park, UT
18. Williamsburg, VA
19. Denver, CO
20. St. Louis, MO

Data courtesy 2018 GfK MRI AAA World Reader Profile Study





MEMBER DINING PREFERENCES

Whether it's at a AAA Five Diamond restaurant or a fast food drive-thru, AAA Members spend more at restaurants and visit restaurants more frequently compared to adults 18+.

Visited a restaurant in the past 6 months



Visited a family restaurant or steakhouse in the last 6 months



Visited a fast food or drive-in restaurant in the last 6 months



Visited a fine dining restaurant in the last 6 months



How Much They Spend:

Mean Restaurant Expenditures in the past 30 days



Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252





MEMBER SHOPPING HABITS

AAA Members are more likely to make purchases based on their interactions with retailers.

	All U.S. Adults 18+	AAA Members
 Obtained information from a catalog, and purchased	40.8%	45.8%
 Obtained information from a mobile website/app, and purchased	37.8%	42.6%
 Obtained information from a website, and purchased	51.0%	62.0%
 Obtained information from a store, and purchased	47.3%	55.5%

Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252





MEMBERS CARE ABOUT THEIR PERSONAL HEALTH

Actions taken as a result of seeing or hearing healthcare advertising in the past 12 months:

Bought a non-prescription product	11.0%
Visited a product or drug website	6.4%
Asked doctor to prescribe a specific drug	5.2%
Discussed an ad with a doctor	4.1%

Member Health & Fitness

Go to the doctor for regular check-ups	56.8%
Follow a regular exercise routine	28.4%
Prefer popular brand-name drugs, even if they cost more	13.2%

Spa, Salon and Day Spa Visits in the Past 6 Months:

Visited a day spa	7.0%
Purchased products at a salon or spa	6.6%

Foods Purchased with Specialty Labels:

Natural/Organic	18.2%
Low-sodium	14.0%
Low-fat	11.1%
Fat-free	10.5%
High protein	10.5%
Low-carb	9.5%
High fiber	9.1%
Gluten-free	7.3%

Personal Services Had in the Past 6 Months:

Haircut	72.7%
Pedicure	20.7%
Hair color/highlights	20.2%
Manicure	15.1%
Massage	11.1%
Waxing	7.8%
Facial	2.9%
Body treatments	1.0%
Laser Hair Removal	1.0%

Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252





MEMBER VEHICLE AND DRIVING PREFERENCES

AAA Members drive more and spend more on their vehicles.

	All U.S. Adults 18+	AAA Members
Mean vehicles owned	1.9	2.2
Average miles driven annually	11,109	11,801
Currently own vehicle	80.4%	90.0%
Currently lease vehicle	10.8%	11.4%
Own a new vehicle	42.2%	63.9%
Own a used vehicle	39.5%	43.6%
Bought/leased in the past 12 months	26.0%	27.2%

Alternative Fuel Usage by Members:

Own a diesel fuel vehicle	4.6%
Own a hybrid	4.0%
Own a electric, E85, hydrogen vehicle	1.0%

How Members Finance Their Vehicles:

Purchased with cash	34.6%
With dealer financing	24.2%
With trade-in	20.1%
With a bank loan	12.5%
With a credit union loan	7.9%
With auto manufacturer financing	4.7%

Where Members Get Their Vehicles Serviced:

Car Dealer	46.9%
Gas station/garage	21.1%
Auto repair chain	14.0%
Yourself	10.8%
Yourself/someone else	8.7%
Discount department store	1.6%

Amount Members Spent on Their Most Recent Vehicle Purchase (New or Used):

\$50,000+	3.7%
\$40,000 - \$49,999	5.9%
\$30,000 - \$39,999	12.7%
\$20,000 - \$29,999	24.2%
\$15,000 - \$15,999	11.6%
\$10,000 - \$14,999	8.9%
Under \$10,000	15.1%

Vehicle Types Owned by Members:

Sedan/4-door	52.7%
Sport utility vehicle (SUV)	48.5%
Truck	27.7%
Van/minivan	11.5%
Coupe/sports car	9.7%
5-door hatchback/wagon	7.9%
Convertible	4.3%
Sedan/2-door	3.9%
3-door hatchback	0.9%

Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252





TOP 5 DOMESTIC TRIPS BOOKED BY MEMBERS IN 2018

1. Orlando
2. Hawaii
3. New Orleans
4. New York City
5. Alaska



TOP 5 INTERNATIONAL TRIPS BOOKED BY MEMBERS IN 2018

1. Ireland
2. Italy
3. Mexico
4. Dominican Republic
5. Jamaica

OUR READERS TAKE ACTION:



took action as a result of reading



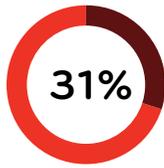
visited AAA.com



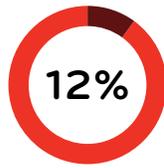
visited or contacted a AAA Store



visited an advertiser's website



became aware of or used AAA discounts



traveled to a destination advertised or written about

Data courtesy 2018 GfK MRI AAA World Reader Profile Study

CONTACT US: AAA Club Alliance | 888-AAA-4252

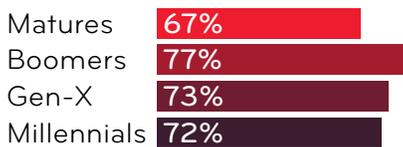




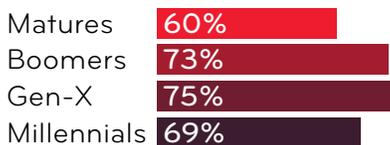
WE HAVE CONTENT OUR READERS WANT

Our readers and users have spoken, sharing with us the content that matters most to them from the AAA brand. They have an appetite for content and we're building our editorial strategy around their needs, creating the perfect contextual opportunity for your advertising and sponsored content.

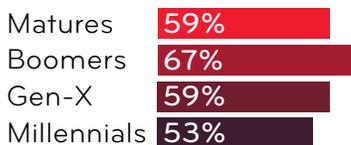
TRAVEL TIPS & ADVICE



WEEKEND GETAWAYS



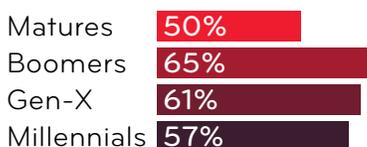
REGIONAL TRAVEL



CAR CARE & MAINTENANCE



FESTIVALS & EVENTS



PRODUCT RATINGS & REVIEWS



CAR REVIEWS



HEALTH & WELLNESS



SAVINGS TIPS



INTERNATIONAL TRAVEL



FOOD & WINE



HOME IMPROVEMENT



BUDGETING & FINANCIAL TIPS



HOW-TO DEMONSTRATIONS



Data courtesy 2019 AAA Club Alliance Insights Member Survey

CONTACT US: AAA Club Alliance | 888-AAA-4252





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 all AAA Members with authentic and engaging content that demonstrates and enhances Member value through a multi-channel experience, knowing that our content can serve as an additional reason that Members choose to renew their Membership. Our content creators are building assets around demographic and behavioral audiences, including Millennials, empty nesters, planners and family-first households to ensure that all Members can find relevant, engaging content from the AAA brand and its partners.

Our bi-monthly AAA Member magazine, *AAA World*, has a circulation of more than 6.8 million Members in 2.5 million households across 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. This allows Members to get in the know so they can confidently move forward into the next chapter of their life, or wherever the road may take them next.



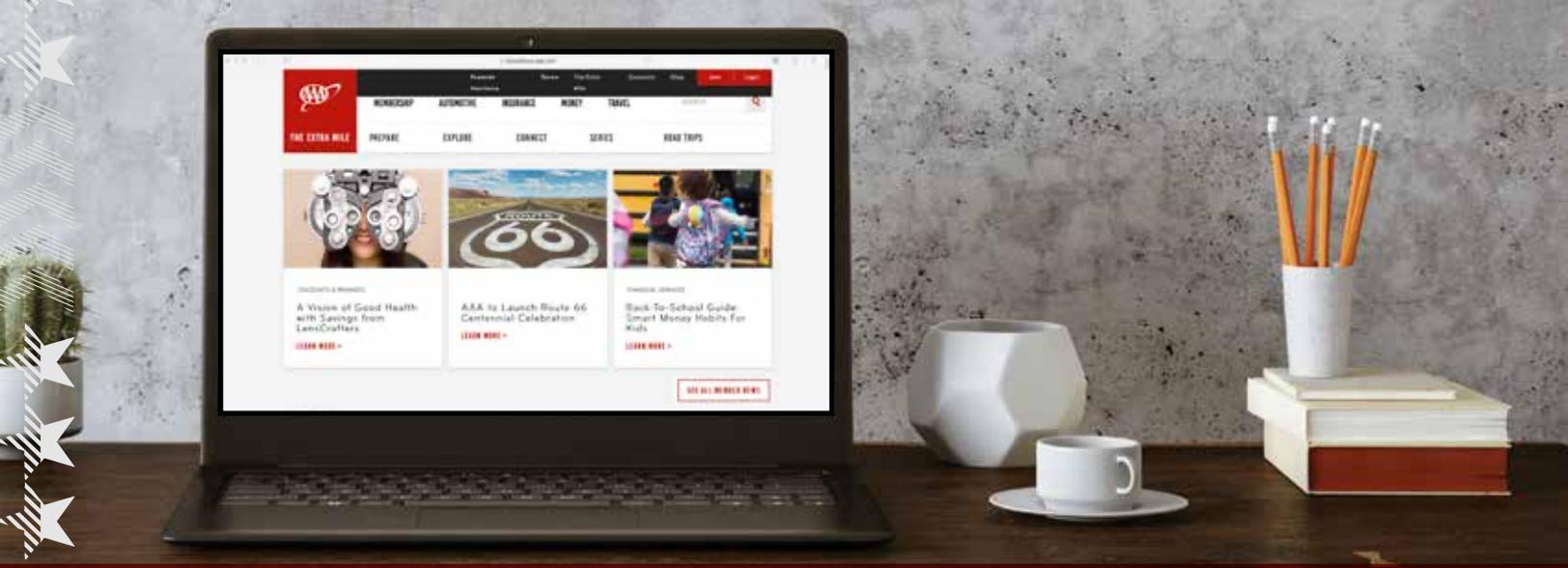
AAA World magazine and its editors, designers and contributing writers regularly win awards for writing, editing and design from a variety of regional and national journalism organizations. These honors include Gold, Silver and Bronze Awards from the North American Travel Journalists Association.

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

According to Morning Consult, AAA was the #18 Most Trusted Brand overall, and the #6 Most Trusted Brand with Boomers in 2020.

CONTACT US: AAA Club Alliance | 888-AAA-4252





THE EXTRA MILE

The Extra Mile continues to be a key way for us to connect our digital users with the content they want on the device they choose. With travel, finance, automotive, and lifestyle content, users engaged with The Extra Mile content hub at record numbers in 2020. Prominently featured throughout the AAA.com navigation experience, The Extra Mile was awarded first place in the 2020 Delaware Press Association Communication Contest within the non-profit, government, or education website category.



The Extra Mile Content Hub Site

Average Unique Visits/Month: **117,876**

Average Time on Site: **2.3 minutes**

Average Pages Per Session: **117,876**



The Extra Mile Weekly Email

Average Open Rate: **28.97%**

Average Click Through Rate: **4.34%**



AAA.com Banner Ads

Average Click Through Rate: **0.30%**



Monthly eSaver Email

Average Open Rate: **35.00%**

Average Click Through Rate: **2.20%**



Facebook

10,600 Followers

Average Click Through Rate: **12.0%**

DIGITAL SPECS INFORMATION

Digital advertising files, specifically banner ads and images, should be .jpg or .png formats with a max file size of 100 kb. Files and copy should be delivered to your AAA Sales Representative at least three weeks prior to asset deployment, along with any tracking code.

DIGITAL PRODUCTION CONTACTS

Nicole Bumbaugh
302-299-4222
nbumbaugh@AAAMidAtlantic.com

Colin Anderson
302-299-4746
manderson@AAAMidAtlantic.com

CONTACT US: AAA Club Alliance | 888-AAA-4252



RATES & SPECS: THE EXTRA MILE & DIGITAL SOLUTIONS

EMAIL SOLUTIONS

THE EXTRA MILE - WEEKLY CONTENT EMAIL (WEDNESDAYS)

Banner ad with image and logo only (600w x 270h) + 95 character limit + URL link or content feature with copy + image (600w x 240h) + URL link - \$50 CPM

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern Region (without CT)	168,000	\$8,400
Connecticut	34,000	\$1,700
Central Region (OH, KY, IN, WV)	50,000	\$2,500
Kansas	12,000	\$600
Oklahoma	30,000	\$1,500
South Dakota	6,000	\$300
Full Audience	300,000	\$15,000

ESAVER NEWSLETTER - MONTHLY DISCOUNTS EMAIL

Banner ad with image and logo only (600w x 270h) + 95 character limit + URL link - \$30 CPM

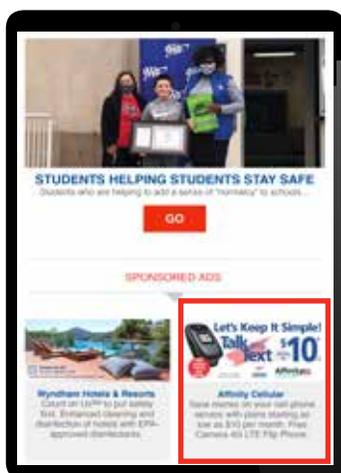
REGION	AUDIENCE	NET RATE PER INSERTION
CT, DC, DE, MD, NJ, PA, VA	397,000	\$11,910
IN, KS, KY, OH, WV	123,000	\$3,690
OK, SD	70,000	\$2,100
Full Audience	590,000	\$17,700

LODGING NEWSLETTER - MONTHLY LODGING PARTNER EMAIL

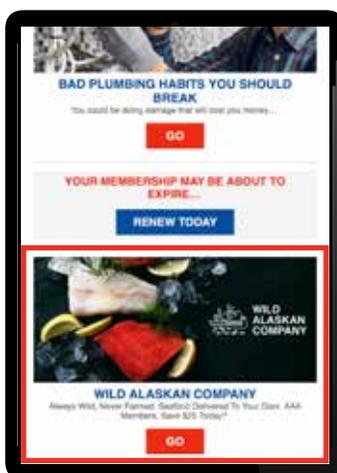
Banner ad with image and logo only (600w x 270h) + 95 character limit + URL link - \$30 CPM

REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	300,000	\$9,000

EXAMPLE:
Banner ad with image and logo + 95 characters + URL link



EXAMPLE:
Content Feature + 95 characters + URL link



Audience sizes listed on this page are approximate and may vary by send and list pull.

CONTACT US: AAA Club Alliance | 888-AAA-4252



RATES & SPECS: THE EXTRA MILE & DIGITAL SOLUTIONS

THE EXTRA MILE DIGITAL CONTENT SOLUTIONS

THE EXTRA MILE DIGITAL PLATFORM

Collection Sponsorship (1470w x 600h + logo + HEX color scheme + content articles) - \$50 CPM

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern Region (without CT)	353,160	\$17,658
Connecticut	32,760	\$1,638
Central Region (OH, KY, IN, WV)	58,680	\$2,934
Kansas	12,240	\$612
Oklahoma	32,040	\$1,602
South Dakota	6,480	\$324
Full Audience	495,360	\$24,769

Sponsored Content (300 - 500 word article + images/ video + 1470w x 600h image) - \$30 CPM

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern Region (without CT)	353,160	\$10,595
Connecticut	32,760	\$983
Central Region (OH, KY, IN, WV)	58,680	\$1,760
Kansas	12,240	\$367
Oklahoma	32,040	\$961
South Dakota	6,480	\$194
Full Audience	495,360	\$14,860

Top Leaderboard or In-Copy Banner Ad (958w x 136h or .mp4 video) - \$10 CPM

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern Region (without CT)	353,160	\$3,532
Connecticut	32,760	\$328
Central Region (OH, KY, IN, WV)	58,680	\$587
Kansas	12,240	\$122
Oklahoma	32,040	\$320
South Dakota	6,480	\$65
Full Audience	495,360	\$4,954

In-Line Text Contextual Ad (95 char. + URL CTA) - \$10 CPM

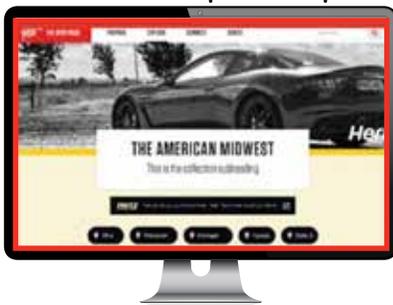
REGION	AUDIENCE	NET RATE PER INSERTION
Eastern Region (without CT)	353,160	\$3,532
Connecticut	32,760	\$328
Central Region (OH, KY, IN, WV)	58,680	\$587
Kansas	12,240	\$122
Oklahoma	32,040	\$320
South Dakota	6,480	\$65
Full Audience	495,360	\$4,954

AAA WORLD SOCIAL MEDIA

AAA WORLD SPONSORED FACEBOOK POSTS

ASSET	AUDIENCE	NET RATE PER INSERTION
Full audience (1,200 x 1,200 image, text, URL link) - \$10 CPM	10,500	\$1,050

EXAMPLE:
Collection Sponsorship



EXAMPLE:
In-Line Text Ad

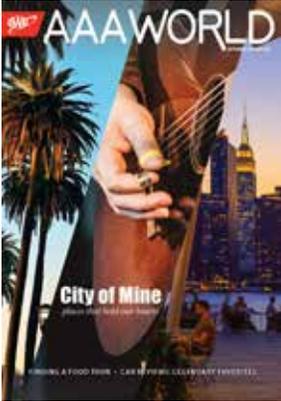


Audience sizes listed on this page are approximate and may vary by send and list pull.

CONTACT US: AAA Club Alliance | 888-AAA-4252



RATES & SPECS: FULL CIRCULATION



AAA World Magazine

TOTAL CIRCULATION
2,550,000

CIRCULATION REGIONS

- Connecticut
- Delaware
- Indiana
- Kansas
- Kentucky
- Maryland
- New Jersey
- Ohio
- Oklahoma
- Pennsylvania
- South Dakota
- Virginia
- Washington D.C.
- West Virginia

MAJOR DMAs

- Philadelphia
- Washington D.C.
- Baltimore
- Hartford
- Cincinnati

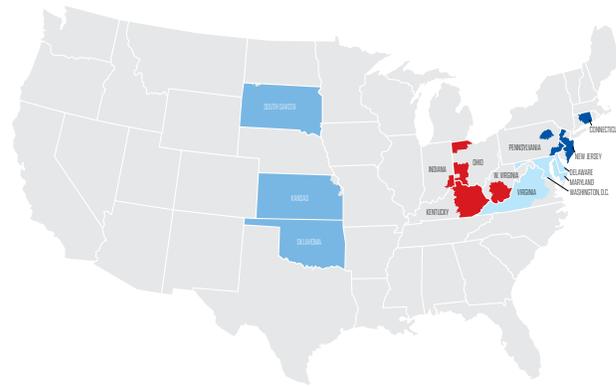
	1x	3x	6x
4 COLOR			
Full Page	\$76,500	\$72,675	\$68,850
2/3 Page	\$57,375	\$54,506	\$51,638
1/2 Page	\$45,900	\$43,605	\$41,310
1/3 Page	\$30,600	\$29,070	\$27,540
1/6 Page*	\$16,830	\$15,989	\$15,147

**Available only in Travel Planner or co-ops
Prices as of January 1, 2021*

COVER PRICING

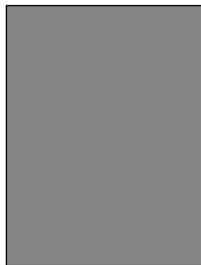
Inside Front Cover:	\$84,150
Inside Back Cover:	\$80,325
Back Cover:	\$87,975

FULL CIRCULATION TERRITORY MAP



STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10"
Bleed size: 7.5" x 10.5"

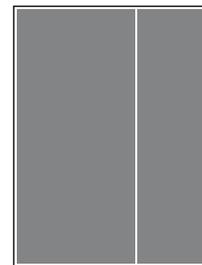


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

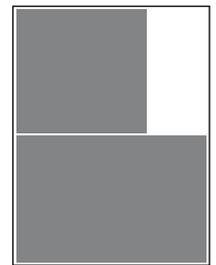


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high

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 a 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 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.

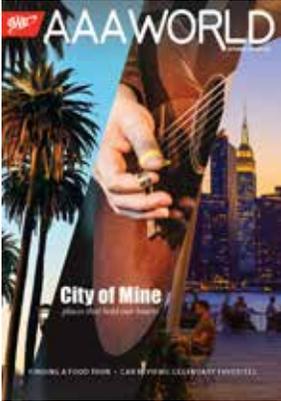
PRODUCTION CONTACTS

Andrea Corbin
302-299-4269
acorbin@AAAMidAtlantic.com

Steve McDonald
302-299-4268
smcdonald@AAAMidAtlantic.com



RATES & SPECS: EASTERN REGION - NORTHERN



AAA World Magazine

TOTAL CIRCULATION
962,322

CIRCULATION REGIONS
Connecticut
New Jersey
Pennsylvania

DMAs
Philadelphia
Hartford

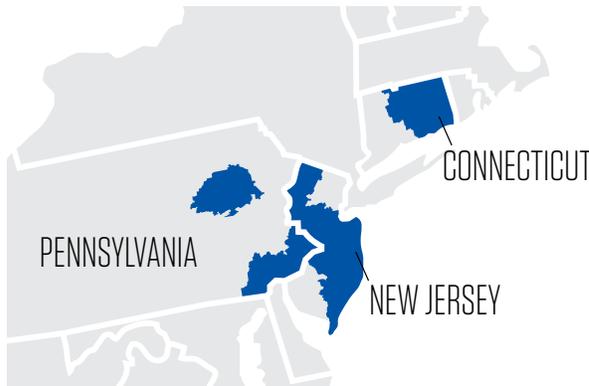
	1x	3x	6x
4 COLOR			
Full Page	\$28,870	\$27,426	\$25,983
2/3 Page	\$21,652	\$20,594	\$19,535
1/2 Page	\$17,322	\$16,456	\$15,590
1/3 Page	\$11,548	\$10,970	\$10,393
1/6 Page*	\$6,351	\$6,063	\$5,678

*Available only in Travel Planner or co-ops
Prices as of January 1, 2021

COVER PRICING

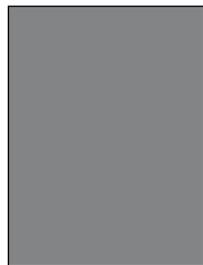
Inside Front Cover:	\$31,757
Inside Back Cover:	\$30,313
Back Cover:	\$33,200

EASTERN REGION - NORTHERN TERRITORY MAP



STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10"
Bleed size: 7.5" x 10.5"

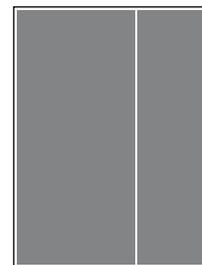


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

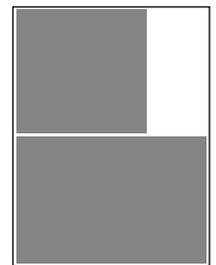


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high

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 a 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 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.

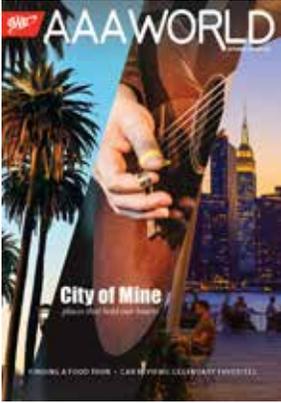
PRODUCTION CONTACTS

Andrea Corbin
302-299-4269
acorbin@AAAMidAtlantic.com

Steve McDonald
302-299-4268
smcdonald@AAAMidAtlantic.com



RATES & SPECS: EASTERN REGION - SOUTHERN



AAA World Magazine

TOTAL CIRCULATION
846,665

CIRCULATION REGIONS

Delaware
Maryland
Virginia
Washington D.C.

DMAs

Washington D.C.
Baltimore
Richmond
Roanoke
Salisbury
Charlottesville

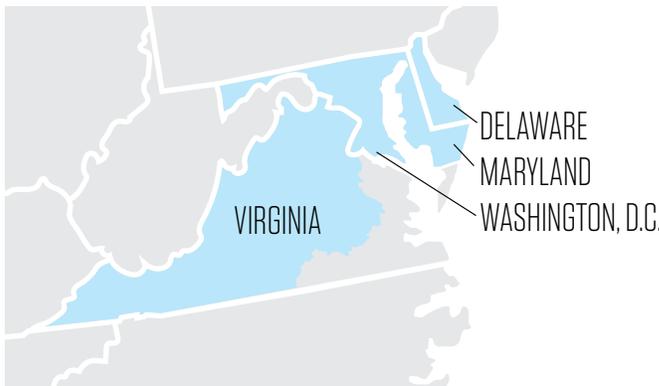
	1x	3x	6x
4 COLOR			
Full Page	\$25,400	\$24,130	\$22,860
2/3 Page	\$19,050	\$18,119	\$17,187
1/2 Page	\$15,240	\$14,478	\$13,716
1/3 Page	\$10,160	\$9,652	\$9,144
1/6 Page*	\$5,588	\$5,334	\$4,995

*Available only in Travel Planner or co-ops
Prices as of January 1, 2021

COVER PRICING

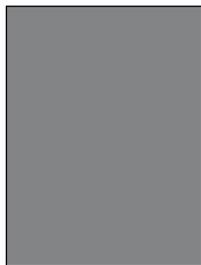
Inside Front Cover:	\$27,940
Inside Back Cover:	\$26,670
Back Cover:	\$29,210

EASTERN REGION - SOUTHERN TERRITORY MAP



STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10"
Bleed size: 7.5" x 10.5"

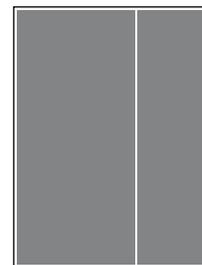


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

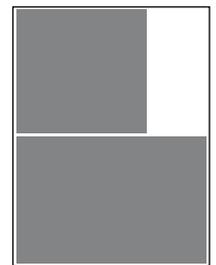


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high

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 a 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 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.

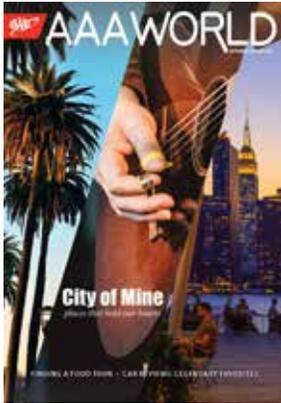
PRODUCTION CONTACTS

Andrea Corbin
302-299-4269
acorbin@AAAMidAtlantic.com

Steve McDonald
302-299-4268
smcdonald@AAAMidAtlantic.com



RATES & SPECS: CENTRAL REGION



AAA World Magazine

TOTAL CIRCULATION
417,264

CIRCULATION REGIONS

Indiana
Kentucky
Ohio
West Virginia

DMAs

Cincinnati
Lexington
Dayton
Charleston
Toledo
Beckley/Bluefield

	1x	3x	6x
4 COLOR			
Full Page	\$12,518	\$11,892	\$11,266
2/3 Page	\$9,388	\$8,929	\$8,470
1/2 Page	\$7,511	\$7,135	\$6,760
1/3 Page	\$5,007	\$4,757	\$4,506
1/6 Page*	\$2,754	\$2,629	\$2,462

*Available only in Travel Planner or co-ops
Prices as of January 1, 2021

COVER PRICING

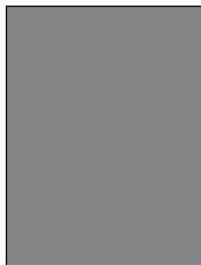
Inside Front Cover:	\$13,770
Inside Back Cover:	\$13,144
Back Cover:	\$14,396

CENTRAL REGION TERRITORY MAP



STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10"
Bleed size: 7.5" x 10.5"

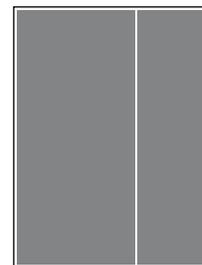


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

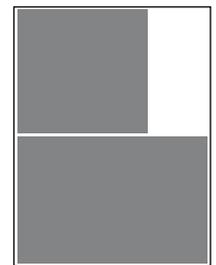


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high

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 a 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 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.

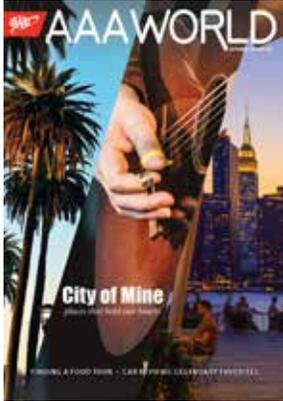
PRODUCTION CONTACTS

Andrea Corbin
302-299-4269
acorbin@AAAMidAtlantic.com

Steve McDonald
302-299-4268
smcdonald@AAAMidAtlantic.com



RATES & SPECS: GREAT PLAINS REGION



AAA World Magazine

TOTAL CIRCULATION
323,749

CIRCULATION REGIONS

Kansas
Oklahoma
South Dakota

DMAs

Oklahoma City
Tulsa
Wichita
Sioux Falls
Topeka
Rapid City

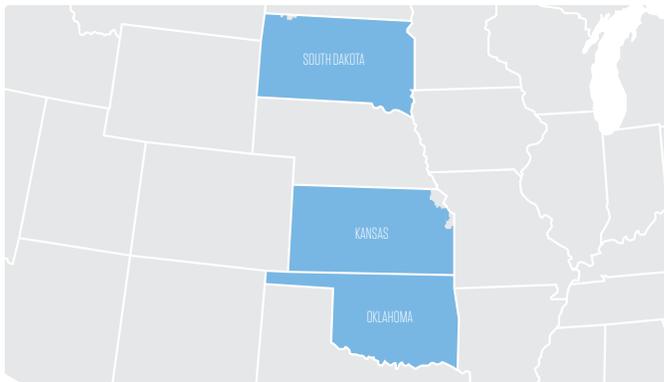
	1x	3x	6x
4 COLOR			
Full Page	\$9,712	\$9,227	\$8,741
2/3 Page	\$7,284	\$6,928	\$6,572
1/2 Page	\$5,827	\$5,536	\$5,245
1/3 Page	\$3,885	\$3,691	\$3,496
1/6 Page*	\$2,137	\$2,040	\$1,910

**Available only in Travel Planner or co-ops
Prices as of January 1, 2021*

COVER PRICING

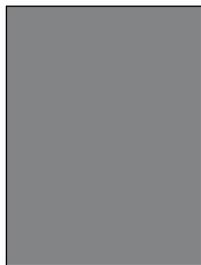
Inside Front Cover:	\$10,684
Inside Back Cover:	\$10,198
Back Cover:	\$11,169

GREAT PLAINS TERRITORY MAP



STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10"
Bleed size: 7.5" x 10.5"

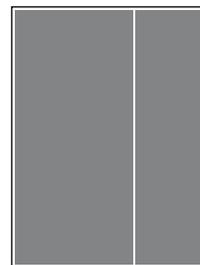


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

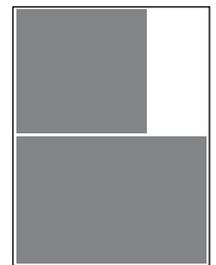


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
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1/2 Page Horizontal
6.5" wide x
4.6875" high

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 a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.**

MECHANICALS

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Binding: Saddle-stitched (jogged to the foot); Trim Size 7" x 10"

ADVERTISER PROOFS

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PRODUCTION CONTACTS

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acorbin@AAAMidAtlantic.com

Steve McDonald
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smcdonald@AAAMidAtlantic.com



RATES & SPECS: 2021 PRINT DEADLINES

2021 AAA WORLD MAGAZINE PRINT PRODUCTION SCHEDULE

ISSUE	AD SPACE RESERVATION	AD MATERIALS DUE	IN-HOME START	IN-HOME END
2021 JAN/FEB	Monday, November 2, 2020	Thursday, November 19, 2020	Tuesday, December 29, 2020	January 2, 2021
2021 MAR/APR	Monday, January 11, 2021	Wednesday, January 20, 2021	Tuesday, February 23, 2021	February 27, 2021
2021 MAY/JUN	Monday, February 22, 2021	Wednesday, March 24, 2021	Tuesday, April 27, 2021	May 1, 2021
2021 JUL/AUG	Monday, May 3, 2021	Wednesday, May 19, 2021	Tuesday, June 22, 2021	June 26, 2021
2021 SEP/OCT	Monday, June 28, 2021	Wednesday, July 21, 2021	Tuesday, August 24, 2021	August 28, 2021
2021 NOV/DEC	Monday, August 30, 2021	Tuesday, September 21, 2021	Tuesday, October 26, 2021	October 30, 2021





ACCESSING ADDITIONAL HOUSEHOLDS

Many advertisers wish to reach households beyond our six million Members. Because AAA is a federation of Member-owned Clubs, our sales team will gladly connect you with other AAA Member publications across the country to provide you with the targets your brand needs, including:

AAA GO Magazine (North and South Carolina)

AAA Living North (North Dakota, Minnesota, Nebraska, Iowa, Wisconsin, Illinois, Northern Indiana and Michigan)

AAA Living South (Florida, Georgia and Tennessee)

AAA North Penn News (Northern Pennsylvania)

Encompass (Colorado)

Home & Away (Central Indiana, Central and Northeast Ohio, Southern Pennsylvania and Hudson Valley, New York)

Live | Play | AAA (Minneapolis, Minnesota)

Member Connection (Western and Central New York)

VIA (Northern California, Utah, Nevada, Wyoming, Montana and Alaska)

VIA Arizona (Arizona)

VIA Oregon/Idaho (Oregon and Idaho)

Western Journey (Idaho and Washington)

Your AAA (New York, Northern New Jersey, Massachusetts, Rhode Island and Western Connecticut)

CONTACT US: AAA Club Alliance | 888-AAA-4252





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 solutions that we should be aware of. Let's chat. Give us a call at **888-222-4252**.

CONTACT US: AAA Club Alliance | 888-AAA-4252

