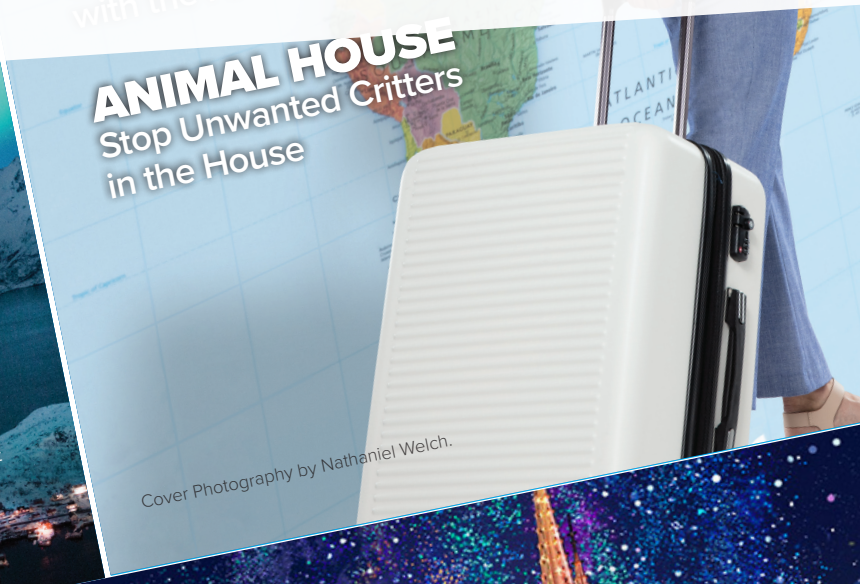
AAA South Jersey

2023 Magazine and 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.

AAA South Jersey

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.

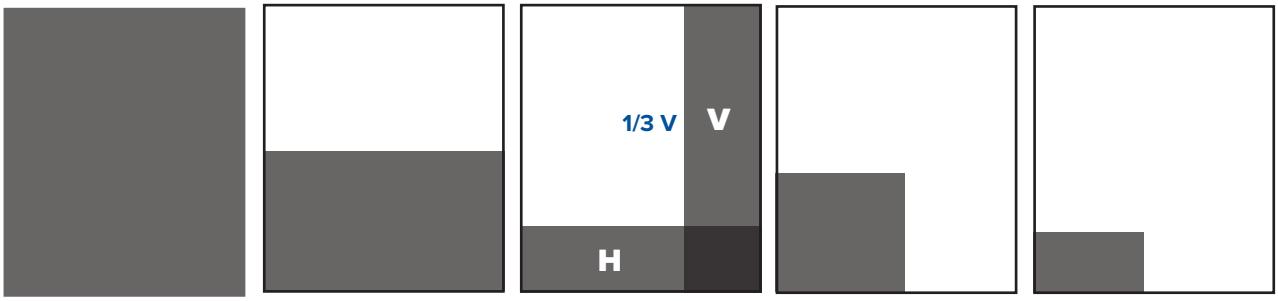
SJ FIRST PRINT OPTIONS

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.

2023 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.

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

Ad Commitment Deadlines & In Home Dates:

Issue 1 • Content due: Nov. 4, 2022 • In homes: Jan. 3, 2023
Issue 2 • Content due: Feb. 24, 2023 • In homes: May 8, 2023
Issue 3 • Content due: Sept. 1, 2023 • In homes: Nov. 6 2023

For more information on how to advertise:

Editor@aaasj.com | 856.679.2642

SJ FIRST DIGITAL OPTIONS

PACKAGE #1 ...$300*
EMAIL AD &
ARTICLE PAGE AD

Size: 900x600
Email: 165,000+ Subscribers
*Pricing is per issue

PACKAGE #2...$275*
EMAIL AD &
HOME PAGE AD

Size: 900x600
Email: 165,000+ Subscribers
*Pricing is per issue

PACKAGE #3...$250*
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

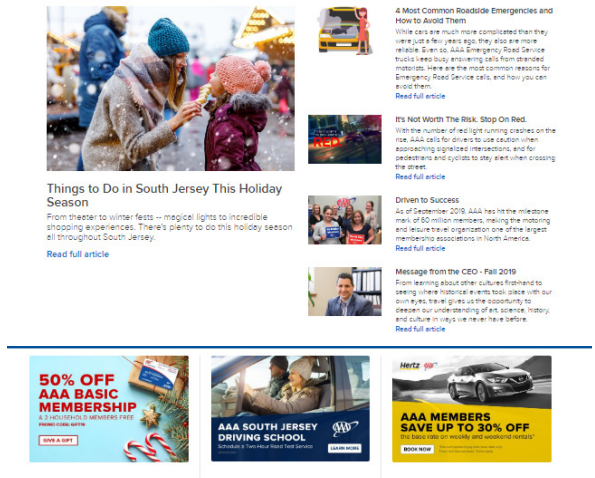
From theater to winter fests -- magical lights to incredible shopping experiences. There's plenty to do this holiday season all throughout South Jersey.

SEE THEM ALL

Email Ad
900 x 600

Article Page Ad
900 x 600

Highest landing page visibility



Home Page Ad
900 x 600

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