



# AWARDS



2021 AAA LIVING MEDIA KIT

## NATJA AWARDS: HONORABLE MENTION

Category I50: Health and Wellness Travel - Online Publication

"Ship Shape: River Cruising for Fun and Fitness,"

*AAA Living Magazine (Online Version)*, published 3/29/19

## MARCOM AWARDS: GOLD

AAA LIVING MAGAZINE REDESIGN

Print Media | Magazine | 59. Association (Magazine)

The Auto Club Group (AAA)

## COMMUNICATOR AWARDS: GOLD

Magazine-Association for Marketing / Promotion

*AAA Living Magazine* - Jan/Feb 2019

## MARCOM AWARDS: HONORABLE MENTION

AAA LIVING JULY/AUGUST 2019 COVER

Print Media | Design (Print) | 105. Magazine Cover

The Auto Club Group (AAA)

## MARCOM AWARDS: PLATINUM

AAA LIVING WEB ANIMATION: "DRIVING WITH DOGS QUIZ"

Digital Media | Design (Web) | 276. Web Animation

The Auto Club Group (AAA)

<https://aaaliving.acg.aaa.com/auto/driving-with-dogs/>

## MARCOM AWARDS: HONORABLE MENTION

AAA LIVING MEMBER TESTIMONIAL VIDEO and

SOCIAL CUTDOWNS: HURRICANE MICHAEL RECOVERY

Digital Media | Web Video | 251. Marketing

The Auto Club Group (AAA)

## MARCOM AWARDS: PLATINUM

AAA LIVING MAGAZINE FEATURE STORY: "MOVING MOUNTAINS"

Print Media | Writing | 129. Brand Journalism

The Auto Club Group (AAA)

## TELLY AWARDS: SILVER

Branded Content > Campaign - Promotional category

Expect Something More insurance video series

June 2019



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## 2021 AAA LIVING MEDIA KIT



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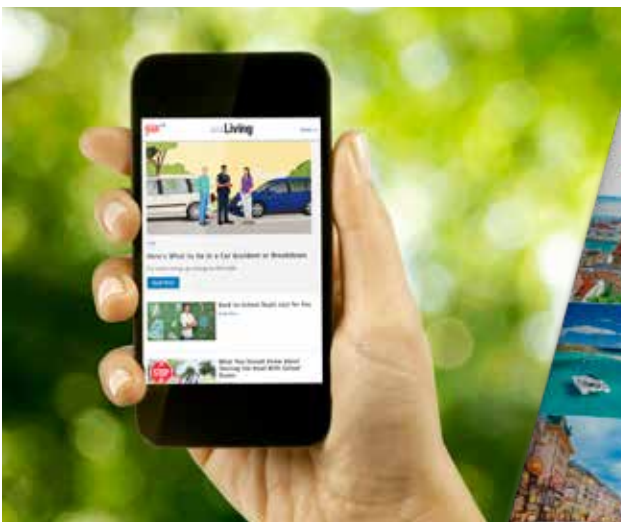
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### ADVERTISING

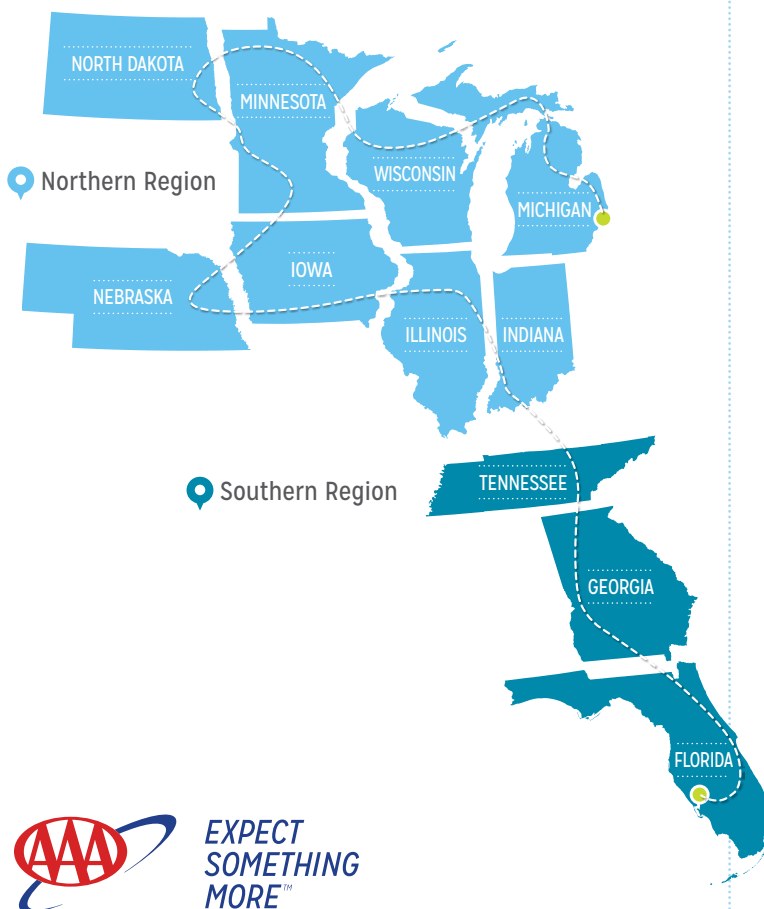
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- More than 100 years of dedication to serving members has made AAA one of today's strongest and most trusted brands
- AAA is a federation of member-owned clubs serving more than 61 million members in the U.S. and Canada\*
- AAA Living is delivered to AAA members in 11 states and 1 U.S. territory

## AAA Living Territory



\*Newsroom.aaa.com

Note: The Southern region includes Puerto Rico. In the Northern region, Minnesota excludes Hennepin County. Illinois includes the northern and central regions, Indiana the northern region of the state

## AAA Members

### Travel More

3+ Domestic Travel Vacations:

AAA Members 17.4%, Non-Members 9.8%

### Stay Longer

5+ Domestic Nights:

AAA Members 38.9%, Non-Members 23.3%

### Spend More\*

Domestic Travel: AAA Members \$2155, \$1863 Non-Members.  
AAA Members spend 15.5% more than Non-Members.

\*Source: 2019 Gfk MRI Doublebase (in the AAA Living footprint)

## AAA Members are Influential

Gfk Roper identifies influencers as consumers who are:

- Deeply familiar with their category
- Frequent recommenders across broad social networks
- Highly trusted
- Word of Mouth leaders for products and services

## Categories Recommended to People:

### Vacation Travel

	AAA Member Index	Non-Member Index
Family/Friends	127	90
Neighbors/Colleagues	134	87
People you don't necessarily know (in store, online, etc)	110	84
Category Influential Consumer	152	85

\*Source: 2019 Doublebase Gfk MRI (in the AAA Living footprint)

# MULTIPLE TOUCH POINTS

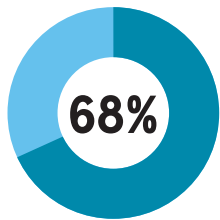


2021 AAA LIVING MEDIA KIT

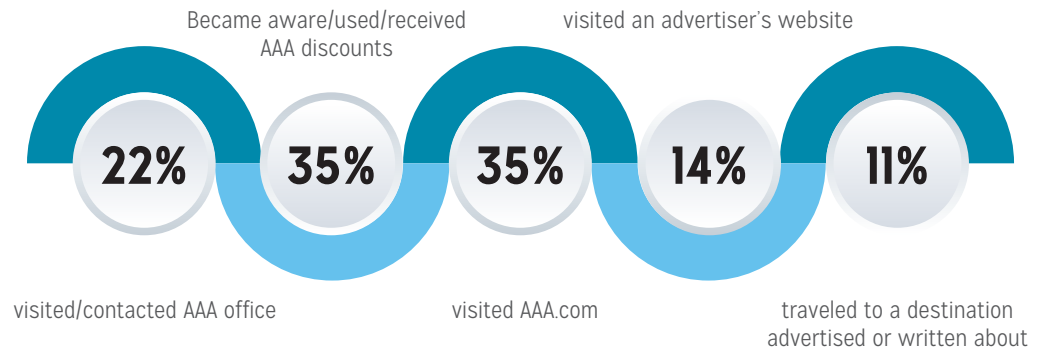




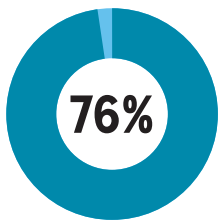
## AAA Living Readers Take Action



of AAA Living readers took action as a result of reading



## AAA Living Readers take Domestic Vacations



took a domestic trip in the last 12 months\*\*

**Average**

number of trips in the last 12 months: 5.8  
domestic vacation spending in the last 12 months: \$3,700

### VACATION TRIP ACTIVITIES IN THE LAST 12 MONTHS

Dined Out.....	64%
Beach.....	47%
Historic Sites.....	40%
Museums.....	33%
National Parks.....	31%
Celebrated Special Occasions.....	28%
Festivals/special events.....	30%
Outlet Center/Mall Shopping.....	25%

Theme Parks or Local Recreation Attractions.....	26%
Zoos/Aquariums.....	24%

### AAA MEMBERS TRAVEL WITH OTHERS

Spouse.....	56%
Child(ren).....	37%
Partner.....	12%
Friends/Co-workers.....	29%
Grandchild(ren).....	14%
Parent(s)/Grandparent(s).....	10%

### MEANS OF TRAVEL WHEN TAKING A DOMESTIC TRIP

Personal Vehicle.....	84%
Plane.....	57%
Rental Vehicle.....	33%
Other (e.g. motorhome, RV, bus, train).....	8%

### INTERNATIONAL TRAVEL

Own a valid passport.....	68%
---------------------------	-----

\*Source: AAA Living Reader Profile Online Study, Gfk MRI - Simmons, June 2020

# OUR READERS\*

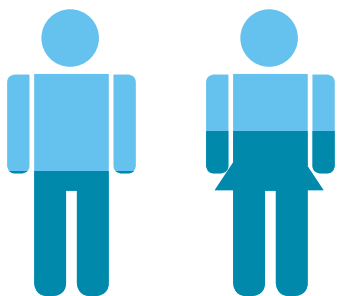


2021 AAA LIVING MEDIA KIT

## AAA Members Read *AAA Living*

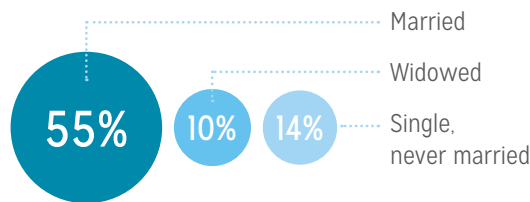
**66%** are regular readers, having read at least 3 of the past 4 issues. They spend an average of **27 minutes** reading the publication. On average, AAA Living is read by **2 members** in a household.

## Reader Profile

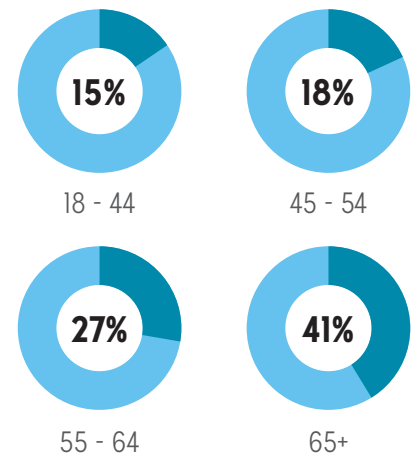


**43% Male**  
**57% Female**

### MARITAL STATUS

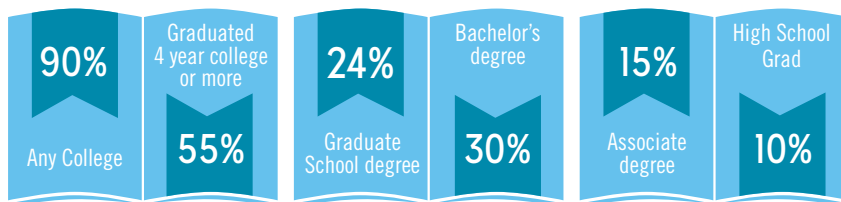


### AGE



Average age: 59.8 years

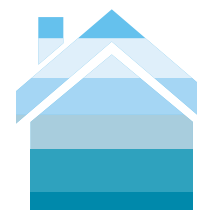
### EDUCATION



### EMPLOYMENT

Employed full time ..... 43%  
Employed part time ..... 9%  
Retired ..... 40%

**AAA MEMBER - AVERAGE NUMBER OF YEARS: 11**



### HOUSEHOLD INCOME

\$150,000 or more	20%
\$100,000-\$149,999	19%
\$75,000-\$99,999	18%
\$50,000-\$74,999	22%
\$40,000-\$49,999	10%

Average: \$92,900

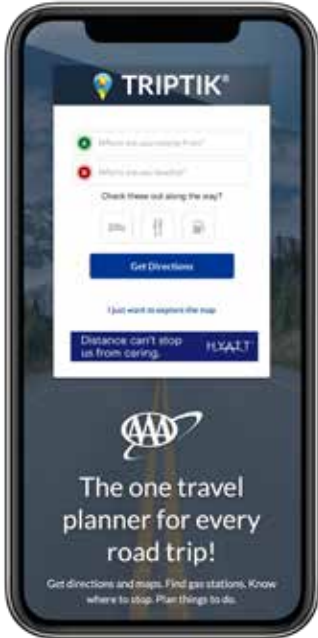


### PRIMARY RESIDENCE

Average home value: **\$283,000**

**80%**  
Own Home

\*Source: AAA Living Reader Profile Online Study, Gfk MRI - Simmons, June 2020



## AAA Living Readers are Avid Road Trippers\*

While 76% of AAA Readers have taken a domestic trip in the last 12 months, **50% have taken a Road Trip**

**Described As:** An extended trip in a motor vehicle (excluding driving only to get from Point A to Point B)



### AAA Members have traveled with:

• Spouse.....	57%
• Children.....	33%
• Partner.....	13%
• Friends/Co-workers.....	24%
• Other Family Members.....	19%
• Grandchildren.....	11%

### Activities While On Road Trips Include:

• Historic Sites.....	57%
• Beach.....	49%
• Festivals/Special Events.....	40%
• Museums.....	35%
• Outlet Center/Mall Shopping.....	33%
• Wine Tasting and Brewery Tours.....	23%
• Zoo or Aquarium.....	22%
• Theme Parks.....	22%
• Sporting Events.....	17%
• Kayaking/Stand Up Paddle Board.....	7%

\*Source: 2020 AAA Living Reader Study - Conducted by MRI-Simmons June 2020





**Spring Break!**  
Florida Living Media Kit page featuring a sailboat on the water and a person fishing.

Florida

**Ames**  
Iowa Living Media Kit page featuring a fountain in a park.

Iowa

**Shawnee National Forest**  
Illinois Living Media Kit page featuring a river scene with people kayaking.

Illinois

**Sault Ste. Marie**  
Michigan Living Media Kit page featuring a coffee cup and a boat.

Michigan

**White Bear Lake**  
Minnesota Living Media Kit page featuring a historic building.

Minnesota

**Germans From Russia Triangle**  
North Dakota Living Media Kit page featuring a windmill.

North Dakota

**McCook**  
Nebraska Living Media Kit page featuring various pastries.

Nebraska

**Sheboygan**  
Wisconsin Living Media Kit page featuring a scenic view of a lake and ice cream.

Wisconsin

**Bristol**  
Tennessee Living Media Kit page featuring a modern building at night.

Tennessee

**Spring Break!**  
Georgia Living Media Kit page featuring a landscape and people fishing.

Georgia



# Things to Know

## Check Your Mail Before It Arrives

If you'd like to know what's entering your mailbox before it gets there, Informal Delivery from the United States Postal Service may be what you're looking for. This feature enables you to digitally preview your letter-size mail and manage your packages through email notifications, an online dashboard or a mobile app.

After you enroll, you receive a daily email with black and white photos of letters scheduled to arrive in your mailbox soon. You can also see when packages are set to arrive.

The feature is free and available for residential addresses in most ZIP codes. So far, nearly 25 million Postal Service customers have enrolled. According to surveys, more than 90% of users are satisfied or very satisfied with Informal Delivery.

"Informal Delivery is especially exciting for travelers," says Gary Healey, vice president, new products and innovation, United States Postal Service. "Whether you're hiking in the Adirondacks, wilderness skiing in Colorado or skiing in the Sierra Nevada, your mailbox is literally in the palm of your hand."

The Postal Service is continuing to add new features. The latest, USPS Electronic Signature Capture, allows customers to electronically sign for Priority Mail Express Signature Confirmation and items insured for more than \$500—authorizing postal carriers to deliver items without obtaining a physical signature.

To get started with Informal Delivery, you must sign up and verify your identity online. For more information, go to [informaldelivery.usps.com](https://informaldelivery.usps.com).

AAA COMMUNICATIONS | 20

Your next getaway doesn't have to be far from home to give you the perfect spot to relax.

# Joy

AAA COMMUNICATIONS | 19

## Things to Know

Timely or newsworthy information on travel, discounts, community and more.

## Joy

Enjoying life and making the most of it.

The best tonic for a difficult day is a healthy dose of childhood.

# Secure

AAA COMMUNICATIONS | 33

What you put in your car matters because of who you put in your car.

# Value

AAA COMMUNICATIONS | 47

## Secure

Feeling secure and prepared for the present and future.

## Value

Simplifying life and finding everyday value.

# PRINTED CIRCULATION



2021 AAA LIVING MEDIA KIT

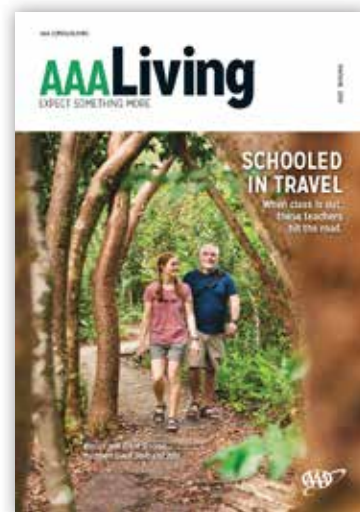
## NORTHERN REGION\*

Illinois/N. Indiana.....	529,080
Iowa.....	135,262
Michigan.....	757,877
Minnesota.....	273,481
Nebraska.....	103,075
North Dakota.....	33,657
Wisconsin.....	336,380
<b>NORTHERN REGION TOTAL.....</b>	<b>2,168,812</b>

## SOUTHERN REGION\*

Florida.....	1,571,423
Georgia.....	421,884
Tennessee.....	311,784
Puerto Rico.....	5,716
<b>SOUTHERN REGION TOTAL.....</b>	<b>2,310,807</b>

**Total Circulation: 4,479,619**



\*Source: US Postal Reports Sept/Oct 2020

# AAA ADVERTISERS INCLUDE:



2021 AAA LIVING MEDIA KIT

**Hertz** **AAA**

Save on the car rental and spend more on what matters most.

My AAA member benefits allow me to enjoy vacation even more.

- Additional Driver: \$67.50 **\$0 with Hertz**
- Child seat: \$69.95 **\$0 with Hertz**
- Plus, I used my exclusive AAA member rate.

Book Now! 1-800-RENTAL-AAA

**Illinois**

**IT'S EASY TO LOSE TRACK OF TIME WHEN YOU'RE SOMEWHERE TIMELESS.**

GALENA COUNTRY

illinois

**MISSOURI**

AROUND HERE, THE SHOW NEVER STOPS.

CLAY LOVES THE OUTDOORS

MISSOURI VisitClay

**Visit Nebraska**

EXPERIENCE THE GOOD LIFE

Willa Cather

REIMAGINE LINCOLN

EXPLORE & STAY AWHILE

LEISURE TO THE RESERVE

NORFOLK

EXPLORE OMAHA'S HISTORIC UNION STATION

**WALK IN THE PARKS**

WALK IN THE PARKS

WALK IN THE PARKS

**SPRING FEVER EVENTS**

MARQUETTE, MICHIGAN

W

REMARKABLE

**Start Making 2020 Vacation Plans**

Regional Travel Inspiration from Coast-to-Coast, Destination and More in Ohio

Outdoor Village

Adventure

Wildlife

Historic

Arts & Culture

Family Fun

Relaxation

**Stand UP**

Michigan's Upper Peninsula

UPTRAVEL.COM

**HISTORY LOVES COMPANY.**

THE TRAVEL PLAN

WE DON'T JUST

LOCAL FLAVORS

THE HISTORY LOVES COMPANY

**CHARLESTON SOUTH CAROLINA**

Experience Charleston

SC

# ADVERTISING OPTIONS



2021 AAA LIVING MEDIA KIT



VISIT FLORIDA Special Section



Small Space Co-op



AAA Road Trips



Co-op Pages



Co-op Sections

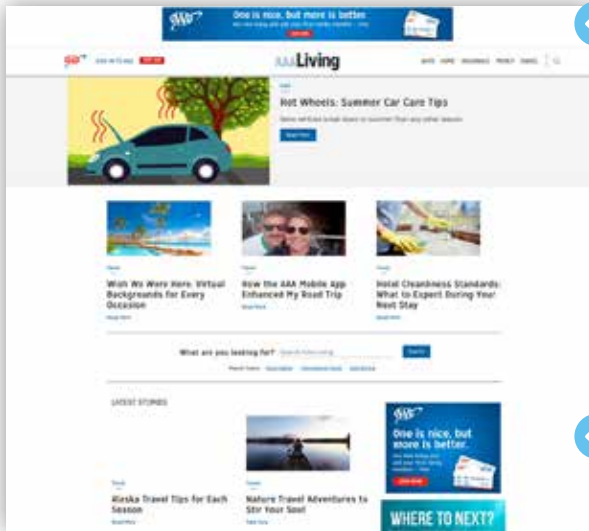


# DIGITAL OPTIONS : Available with print advertising



2021 AAA LIVING MEDIA KIT

## Ad Positions on AAA.com/AAAliving



### LEADERBOARD MOBILE LEADERBOARD:

Desktop: 728 pixels x 90 pixels

Mobile: 300 x 50 pixels

One is available on the homepage, each category page and article pages.



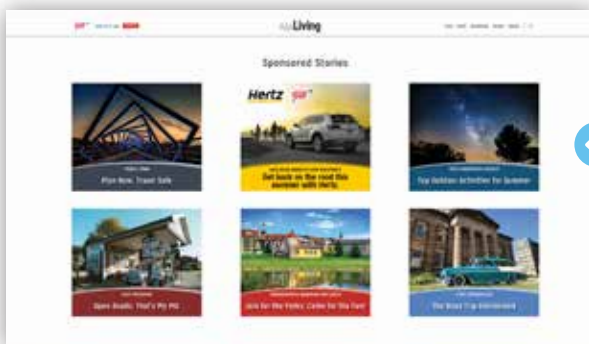
### SIDEBAR:

Desktop: 300 pixels x 250 pixels

Mobile: 300 pixels x 250 pixels

One is available on the homepage and each category page.

*Note: Island position available in limited quantities*



### SPONSORED STORIES:

Digital assets required:

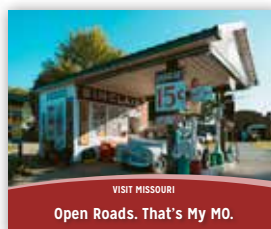
Image (at least 400 pixels wide) • Headline • Sponsor name

These ads will be positioned at the bottom of the articles pages. Up to 6 Sponsored Stories will be available per article. The URL's need to link to advertorial content.

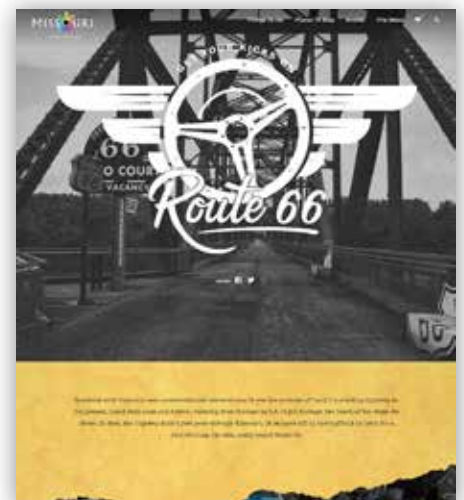
## Sponsored Stories Link to Content on Your Website



LINKS TO



LINKS TO



## New! Customized Sponsored Content Pilot Program

Reach AAA members with this new program that combines digital content and promotion.



AAA.com/AAALiving

## ARTICLE PROMOTION

**Member ENewsletter:**  
Content tile within the AAA member e-newsletter to promote your article and link directly to it



**SPONSORED CONTENT ARTICLE**  
Up to 1,000 words with graphics. Our team will write the article and post it to AAA.com/AAALiving.



## Boosted Facebook Campaign!

Creative execution of your story will be promoted in a 10 day Facebook campaign through 9 regionalized pages directed at an audience we collaboratively design.

- AAA Michigan
- AAA Florida
- AAA Chicago
- AAA Georgia
- AAA Tennessee
- AAA Minnesota-Iowa
- AAA Nebraska
- AAA North Dakota



One Sponsored Story will rotate on articles throughout the site and link to the Sponsored Content article.

# NORTHERN REGION RATES



2021 AAA LIVING MEDIA KIT

5 printed issues: Jan./Feb. • March/April/May • June/July/Aug. • Sept./Oct. • Nov./Dec.

## NEW! ALL NORTHERN REGION RATES ARE NET

**Full Circulation Rates**  
Full Coverage Circ: 2,168,812\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	57,303	54,509	51,717
2/3 Page	38,967	37,066	35,166
1/2 Page	31,517	29,981	28,444
1/3 Page	21,774	20,712	19,619

**Regional Rates: Iowa**  
Circ: 135,262\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	8,096	7,701	7,299
2/3 Page	5,667	5,391	5,114
1/2 Page	4,455	4,237	4,021
1/3 Page	3,238	3,080	2,922

**Regional Rates: Minnesota**  
Circ: 273,481\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	10,107	9,614	9,122
2/3 Page	7,097	6,751	6,405
1/2 Page	5,578	5,306	5,034
1/3 Page	4,058	3,860	3,662

**Regional Rates: North Dakota**  
Circ: 33,657\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	2,144	2,039	1,935
2/3 Page	1,498	1,424	1,352
1/2 Page	1,178	1,120	1,063
1/3 Page	859	816	774

**Regional Rates: Illinois/N. Indiana**  
Circ: 529,080\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	18,211	17,323	16,435
2/3 Page	12,745	12,124	11,502
1/2 Page	10,016	9,527	9,039
1/3 Page	7,284	6,929	6,574

**Regional Rates: Michigan**  
Circ: 757,877\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	26,047	24,777	23,507
2/3 Page	17,711	16,848	15,984
1/2 Page	14,727	14,009	13,291
1/3 Page	9,898	9,415	8,934

**Regional Rates: Nebraska**  
Circ: 103,075\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	4,345	4,134	3,922
2/3 Page	3,041	2,893	2,745
1/2 Page	2,389	2,272	2,156
1/3 Page	1,743	1,658	1,573

**Regional Rates: Wisconsin**  
Circ: 336,380\*

### FOUR-COLOR DISPLAY

	1-2x	3-4x	5x
Full Page	12,651	12,034	11,418
2/3 Page	8,861	8,429	7,998
1/2 Page	6,959	6,620	6,280
1/3 Page	5,065	4,819	4,571

## Travel Directory Rates

**Full Circulation Rates - North**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	11,461	10,902	10,344
1/12 Page	6,304	5,988	5,688

**Regional Rates: Iowa**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	1,621	1,541	1,462
1/12 Page	891	847	805

**Regional Rates: Illinois/N. Indiana**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	3,648	3,471	3,294
1/12 Page	2,006	1,906	1,811

**Regional Rates: Michigan**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	5,210	4,956	4,701
1/12 Page	2,865	2,721	2,586

**Regional Rates: Minnesota**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	2,028	1,930	1,831
1/12 Page	1,114	1,058	1,007

**Regional Rates: Nebraska**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	872	830	787
1/12 Page	479	455	433

**Regional Rates: North Dakota**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	434	413	392
1/12 Page	239	228	216

**Regional Rates: Wisconsin**

### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-4x	5x
1/6 Page	2,530	2,406	2,283
1/12 Page	1,391	1,323	1,257

\*Source: US Postal Reports Sept/Oct 2020



# SOUTHERN REGION RATES



2021 AAA LIVING MEDIA KIT

5 printed issues: Jan./Feb. • March/April/May • June/July/Aug. • Sept./Oct. • Nov./Dec.

## NEW! ALL SOUTHERN REGION RATES ARE NET

### READER SERVICE

#### Free Advertiser Information

**ONLINE**  
On the AAA Living website for information on rates, circulation, and more, please contact advertising@aaa.com or call 1-800-333-2232.

**ORDER BY MAIL**  
To order your information card, please send this card to: Reader Service, AAA Living, P.O. Box 1000, 15000 N. 10th Ave., Suite 100, Phoenix, AZ 85022.

Deadline for requests: May 4, 2020

<b>Switzerland</b> 1. Bern 2. Lucerne 3. Zurich	<b>Michigan</b> 1. Ann Arbor 2. Detroit 3. Grand Rapids	<b>North Carolina</b> 1. Charlotte 2. Raleigh 3. Winston-Salem	<b>Ohio</b> 1. Cincinnati 2. Cleveland 3. Columbus	<b>Virginia</b> 1. Fairfax 2. Richmond 3. Virginia Beach	<b>West Virginia</b> 1. Charleston 2. Huntington 3. Parkersburg
<b>Tennessee</b> 1. Memphis 2. Nashville 3. Knoxville	<b>Wisconsin</b> 1. Milwaukee 2. Madison 3. Kenosha	<b>Alabama</b> 1. Birmingham 2. Montgomery 3. Mobile	<b>Florida</b> 1. Jacksonville 2. Orlando 3. Tampa	<b>Georgia</b> 1. Atlanta 2. Savannah 3. Augusta	<b>South Carolina</b> 1. Charleston 2. Columbia 3. Greenville

Florida, Georgia, Tennessee, Puerto Rico Circulation Rates  
Circulation: 2,310,807\*

	FOUR-COLOR DISPLAY		
	1-2x	3-4x	5x
Full Page	52,951	51,361	49,773
2/3 Page	38,654	37,494	36,334
1/2 Page	30,552	29,618	28,720
1/3 Page	22,477	21,726	21,054

Regional Rates: Tennessee  
Circ: 311,784\*

	FOUR-COLOR DISPLAY		
	1-2x	3-4x	5x
Full Page	11,570	11,223	10,876
2/3 Page	8,446	8,192	7,940
1/2 Page	6,676	6,476	6,275
1/3 Page	4,894	4,747	4,609

Regional Rates: Florida (includes Puerto Rico) Circ: 1,577,139\*

	FOUR-COLOR DISPLAY		
	1-2x	3-4x	5x
Full Page	45,832	44,461	43,023
2/3 Page	33,457	32,456	31,407
1/2 Page	26,431	25,642	24,812
1/3 Page	19,374	18,796	18,187

Regional Rates: Georgia  
Circ: 421,884\*

	FOUR-COLOR DISPLAY		
	1-2x	3-4x	5x
Full Page	13,975	13,555	13,137
2/3 Page	10,202	9,896	9,590
1/2 Page	8,063	7,822	7,579
1/3 Page	5,911	5,733	5,556

### Reader Service Page

#### AAA Living Readers Free Information Card (3/20)

Name \_\_\_\_\_ AAA Membership # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Ohio (203)  Indiana (20)  Michigan (47)  Minnesota (19)  Missouri (19)  Nebraska (19)  North Dakota (13)  Wisconsin (20)

**ENTER TODAY!**  
Sweepstakes winner will receive a Samsoneer Luggage Set!

1 109 119 201 27 46 55 64 73 82 91 100 109 118 127 136  
2 11 20 29 38 47 56 65 74 83 92 101 110 119 128 137  
3 12 21 30 39 48 57 66 75 84 93 102 111 120 129 138  
4 13 22 31 40 49 58 67 76 85 94 103 112 121 130 139  
5 14 23 32 41 50 59 68 77 86 95 104 113 122 131 140  
6 15 24 33 42 51 60 69 78 87 96 105 114 123 132 141  
7 16 25 34 43 52 61 70 79 88 97 106 115 124 133 142  
8 17 26 35 44 53 62 71 80 89 98 107 116 125 134 143  
9 18 27 36 45 54 63 72 81 90 99 108 117 126 135 144

### Reader Service Information Card

AAA members respond to offers for additional information through reader service.

**LAST 12 MONTHS IN THE NORTHERN AND SOUTHERN REGIONS**

Total Respondents..... 58,046  
Total Selections..... 309,742

## Travel Directory Rates

Full Circulation Rates - South

	FOUR-COLOR TRAVEL DIRECTORY		
	1-2x	3-4x	5x
1/6 Page	11,009	10,679	10,348
1/12 Page	6,745	6,544	6,342

Regional Rates: Georgia

	FOUR-COLOR TRAVEL DIRECTORY		
	1-2x	3-4x	5x
1/6 Page	2,905	2,818	2,731
1/12 Page	1,155	1,121	1,085

Regional Rates: Florida (Includes Puerto Rico)

	FOUR-COLOR TRAVEL DIRECTORY		
	1-2x	3-4x	5x
1/6 Page	9,493	9,210	8,911
1/12 Page	6,640	6,501	6,362

Regional Rates: Tennessee

	FOUR-COLOR TRAVEL DIRECTORY		
	1-2x	3-4x	5x
1/6 Page	2,406	2,333	2,261
1/12 Page	903	876	848

\*Source: US Postal Reports Sept/Oct 2020

# MICHIGAN & FLORIDA ZONES : NET RATES



2021 AAA LIVING MEDIA KIT

## Michigan Zones

Geographic targeting: available all issues

### ● ZONE 1: DETROIT DMA

(counties of Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Washtenaw, Wayne)

#### RATES (NET):

Full page.....	\$16,545
2/3 page.....	\$11,242
1/2 page.....	\$9,355
1/3 page.....	\$6,288

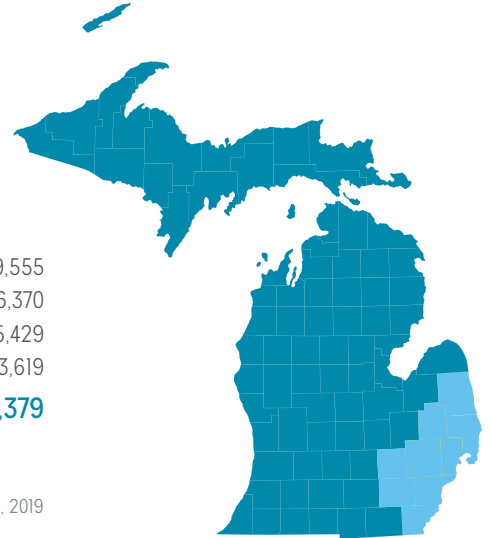
**TOTAL CIRCULATION\* .....510,036**

### ● ZONE TWO: OUT STATE RATES (NET):

Full page.....	\$9,555
2/3 page.....	\$6,370
1/2 page.....	\$5,429
1/3 page.....	\$3,619

**TOTAL CIRCULATION\* ..... 251,379**

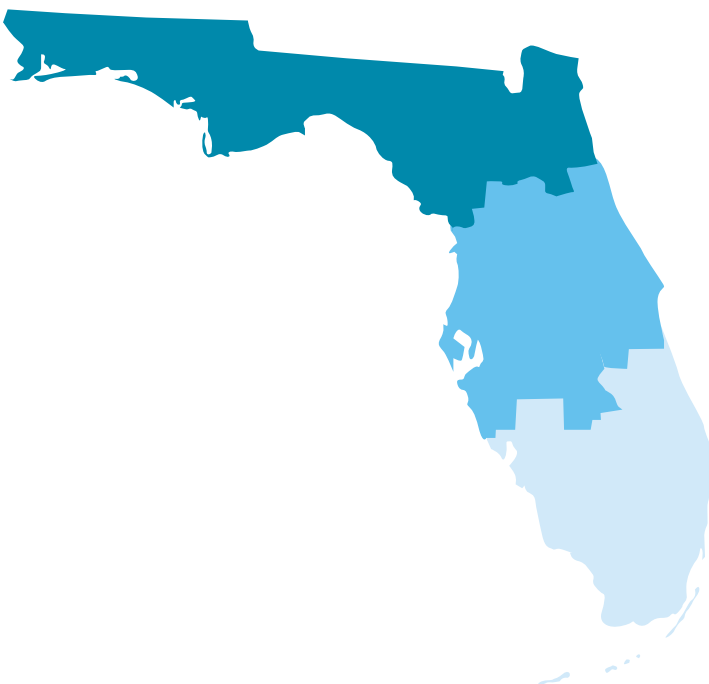
Source: Internal County by DMA report July 30, 2019



## Florida Zones by DMA

Advertise to Targeted Zones

Available March/April and Sept./Oct.



### ● ZONE 1: NORTHERN FLORIDA

Panama City, Tallahassee-Thomasville, Jacksonville, Gainesville, Mobile-Pensacola

#### RATES (NET):

Full Page.....	\$6,224
1/2 Page.....	\$3,590
1/3 Page.....	\$2,632

**Total Circulation\* ..... 205,805**

### ● ZONE 2: CENTRAL FLORIDA

Orlando, Daytona Beach, Melbourne, Tampa, St. Petersburg, Sarasota

#### RATES (NET):

Full Page.....	\$26,230
1/2 Page.....	\$15,130
1/3 Page.....	\$11,091

**Total Circulation\* ..... 881,868**

### ● ZONE 3: SOUTHERN FLORIDA

Ft. Myers, Naples, West Palm Beach, Ft. Pierce, Miami, Ft. Lauderdale

#### RATES (NET):

Full Page.....	\$18,165
1/2 Page.....	\$10,478
1/3 Page.....	\$7,680

**Total Circulation\* ..... 594,159**

Source: Internal County by DMA report July 30, 2019

# DIGITAL NET RATES : SPECS : DEADLINES



2021 AAA LIVING MEDIA KIT



## LEADERBOARD SPECIFICATIONS:

Desktop: 728 pixels x 90 pixels

Mobile: 300 x 50 pixels

One is available on the homepage, each category page and article pages.

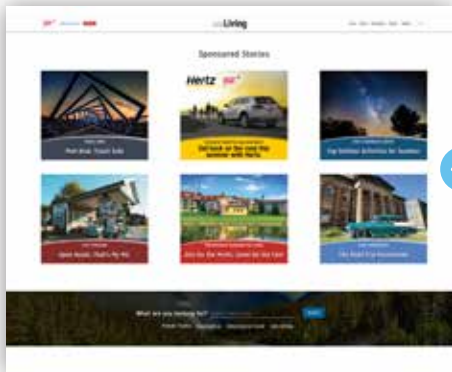


## SIDEBAR SPECIFICATIONS:

Desktop: 300 pixels x 250 pixels

Mobile: 300 pixels x 250 pixels

One is available on the homepage and each category page.



## SPONSORED STORIES SPECIFICATIONS:

Digital assets required:

- Image (at least 400 pixels wide)
- Headline • Sponsor name

These ads will be positioned at the bottom of the articles pages. Up to 6 Sponsored Stories will be available per article. The URL's need to link to advertorial content.

## 2021 NET RATES

### PACKAGE #1: SPONSORED STORY, LEADERBOARD, MOBILE LEADERBOARD

Northern Region	\$800
Southern Region	\$800
FL	\$560
GA / TN	\$240
IL	\$225
MI	\$295
IA / MN / NE / ND / WI	\$280

### PACKAGE #2: LEADERBOARD, MOBILE LEADERBOARD, SIDEBAR

Northern Region	\$450
Southern Region	\$450

### PACKAGE #3: SPONSORED STORY

Northern Region	\$550
Southern Region	\$550
FL	\$385
GA / TN	\$165
IL	\$155
MI	\$200
IA / MN / NE / ND / WI	\$192

*Note: Digital advertising is served "Run of Site" and can be targeted geographically. Metrics are provided. Limited inventory available.*

*Available to AAA Living print advertisers*

For more details about the Advertiser Partner Content program on page 13, contact your Advertising Representative.

## DEADLINE SCHEDULE

ISSUE	ON-LINE DATES	DIGITAL RESERVATIONS	MATERIALS
Jan./Feb.	Jan. 5 - March 5	Dec. 4, 2020	Dec. 18, 2020
March/April	March 6 - May 3	Feb. 5, 2021	Feb. 19, 2021
May/June	May 4 - June 28	April 5, 2021	April 19, 2021
July/Aug.	June 29 - Aug. 30	May 28, 2021	June 15, 2021
Sept./Oct.	Aug. 31 - Nov. 5	July 30, 2021	August 17, 2021
Nov./Dec.	Nov. 6 - Jan. 4	Oct. 6, 2021	Oct. 22, 2021

# AD SPECIFICATIONS : PRINT



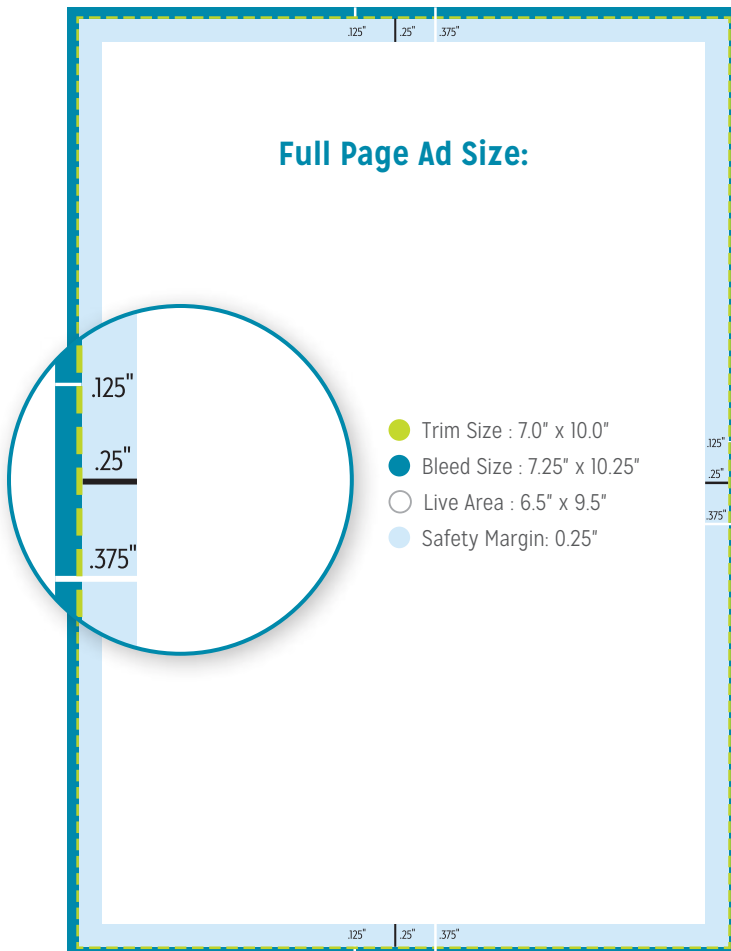
2021 AAA LIVING MEDIA KIT

## FOUR-COLOR DISPLAY

AD UNIT	BLEED AD SIZE*	TRIM SIZE	NON-BLEED AD SIZE
Spread**	14.25" x 10.25"	14.0" x 10.0"	13.5" x 9.5"
Full Page	7.25" x 10.25"	7.0" x 10.0"	6.5" x 9.5"
Back Cover	7.25" x 7.875"	7.0" x 7.625"	6.5" x 7.125"
2/3 Page Vertical	---	---	4.25" x 9.5"
1/2 Page Horizontal	---	---	6.5" x 4.6875"
1/3 Page Square	---	---	4.25" x 4.6875"
1/3 Page Vertical	---	---	2.125" x 9.5"
1/6 Page Vertical	---	---	2.0625" x 4.6875"

## FOUR-COLOR TRAVEL DIRECTORY

1/6 Page Vertical	---	---	2.0625" x 4.0"
1/12 Page Vertical	---	---	2.0625" x 1.9375"



## MECHANICALS

Printing Process: Web Offset (Heatset)  
Binding: Saddle-stitched (jogged to the foot)

\* For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides.

**It is highly recommended that all critical design, type and copy elements stay within the Live Area dimensions (.25" in from trim size on all sides, or .375" in from bleed on all sides) to ensure all pertinent information is within trim safe zone.**

\*\* For spread ads, create page layout document as two facing pages each sized at 7.0" x 10.0". Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. **Allow at least .25" safety at gutter of each page for design and type running across gutter.**

## ADVERTISING MATERIALS

### Preferred File:

PDF created using the PDF/x-1a:2001 standard setting.

### Other File Types Accepted:

Macintosh InDesign, Photoshop and Illustrator.  
Please supply all links and fonts used in the document.

- 1) Convert all spot colors to 4 color process (CMYK)
- 2) Our maximum Total Area Coverage (TAC) or ink density is 300.
- 3) Make sure that all images are high resolution (300 ppi) and are in CMYK color mode. Note that enlarging an image with a resolution of 300 ppi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

# AD SPECIFICATIONS : PRINT

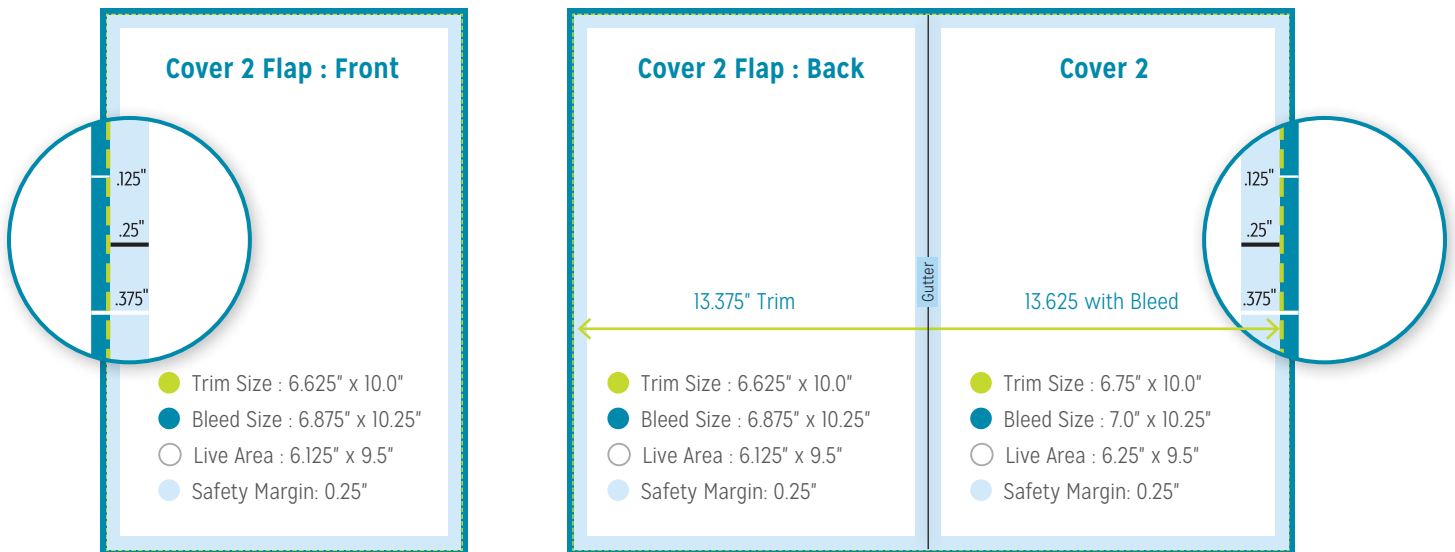


2021 AAA LIVING MEDIA KIT

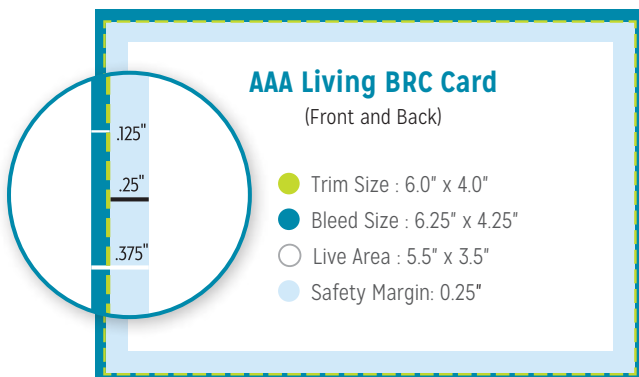
## FOUR COLOR CO-OP : NON-BLEED

4 COLUMN AD UNIT	4 COLUMN AD SIZE	3 COLUMN AD UNIT	3 COLUMN AD SIZE
1/2 Page	6.5" x 4.0"	1/3 Page	4.25" x 4.0"
1/4 Page	3.125" x 4.0"	1/6 Page Vertical	2.0625" x 4.0"
1/8 Page Vertical	1.5" x 4.0"	1/12 Page	2.0625" x 1.9375"
1/8 Page Horizontal	3.125" x 1.9375"	---	---
1/16 Page	1.5" x 1.9375"	---	---
Listing with Logo (+ 20 words of copy)	1.5" x .9063"	---	---

## GATEFOLD



## BRC CARDS





## DEADLINE SCHEDULE

ISSUE	RESERVATION	MATERIALS	IN HOME
Jan./Feb.	Oct. 12, 2020	Nov. 6, 2020	Jan. 5, 2021
March/April/May	Dec. 14, 2020	Jan. 8, 2021	March 6, 2021
June/July/Aug.	March 15, 2021	April 9, 2021	June 5, 2021
Sept./Oct.	June 7, 2021	July 2, 2021	Aug. 31, 2021
Nov./Dec.	Aug. 16, 2021	Sept. 10, 2021	Nov. 6, 2021

## AD POLICIES

### ADVERTISING ACCEPTANCE

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising as depicted whether in print or digital medium) and also assumes responsibility for any claims arising thereof made against the publisher. An advertisement that simulates editorial content will be labeled with the word "Advertisement." When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

### READER SERVICE

Available to all advertisers placing insertions in print editions. Insertions received after Closing Date may not receive a listing.

### PAYMENT TERMS

Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### ADVERTISER PROOFS

Press proof required with each ad. *AAA Living* shall not be held responsible for reproduction if no proof is provided.

### CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

### MAILING AND SHIPPING INSTRUCTIONS

Advertising submissions via email are preferred for files less than 10 MB. The file should include the advertiser's name, the region(s) the ad is to run in, the issue date and advertiser contact information.

#### Email files to:

**AAALiving@hour-media.com.** For electronic submissions larger than 10 MB, we require advertisers to submit their ads through our secure FTP site. For login and password information, please contact the Advertising Service Manager at 248-691-1800, ext. 128.

Advertising submissions via CD-ROMs and DVDs are also permissible. If art is mailed, a hard-copy color proof is required. Ship to AAA Living, Attn: Advertising Service Manager, 5750 New King Drive, Suite 100, Troy, MI 48098.

# ADVERTISING REPRESENTATIVES



2021 AAA LIVING MEDIA KIT

## Gail Wysocki : Advertising Director

gewysocki@acg.aaa.com : 313-336-5695

### Alabama/Georgia North Carolina/Kentucky

Dan Tomkiewicz  
dtomkiewicz@earthlink.net  
770-640-1681

### Arizona

Kevin McCaw  
kevin@aaaawestern.com  
480-661-2122

### Canada

Cyndy Fleming  
CyndyF@hatch64.com  
416-998-6020

### Florida/Ohio

Michael Eisman  
meisman@acg.aaa.com  
813-289-5931

### Illinois/Indiana/Wisconsin

Lisa Rose  
lisa@rosemediasales.com  
312-755-1133  
  
Susan Rose  
susan@rosemediasales.com  
708-784-9905

### Michigan—Eastern/Toledo

Laurie Burger  
laurieburrer@comcast.net  
586-416-4195

### Michigan—Western and Upper Peninsula

Kim Amesbury  
kamesbury@comcast.net  
616-291-1008

### Minnesota/North Dakota

Jenny Kollander  
jenny@kollandermedia.com  
952-405-9640

### Missouri/Iowa/Nebraska/Kansas South Dakota/Colorado/Montana Wyoming/Idaho/Hawaii

Jenni Mitten  
jenni@jmediaco.com  
402-616-2151

### South Carolina/Tennessee

Scott Rickles  
srickles@aol.com  
770-331-9562

### Texas/Oklahoma/Louisiana Arkansas/Mississippi

Nelson Gumm  
nelson@ajrmediagroup.com  
713-942-7676, ext. 11

## Advertising Service Managers

Elizabeth Kowalik  
ekowalik@hour-media.com  
248-691-1800, ext. 128

Tammy Herrera  
tmherrera@acg.aaa.com  
313-336-2518

## Business Development

Angela Kulfan  
Business Development Manager  
angelakulfan@gmail.com  
313-614-9050

Stephanie Bernbach-Crowe  
stephanie@rbadvertisingreps.com  
914-827-0015



## Reach AAA Members in North and South Carolina Print and Digital with Advertising Opportunities



More than 1.3 million member households in North Carolina and South Carolina receive *Go Magazine*.

Members throughout the Carolinas count on the magazine to provide them with the most up-to date information regarding their AAA Memberships, travel information, products and services.

A new design for [AAA.com/Go](http://AAA.com/Go) was introduced in the summer of 2020. The new website includes all *Go Magazine* stories, as well as, web-exclusive content, Carolina events, travel news and dedicated pages for advertisers.

### **AAA *Go Magazine* eNewsletter**

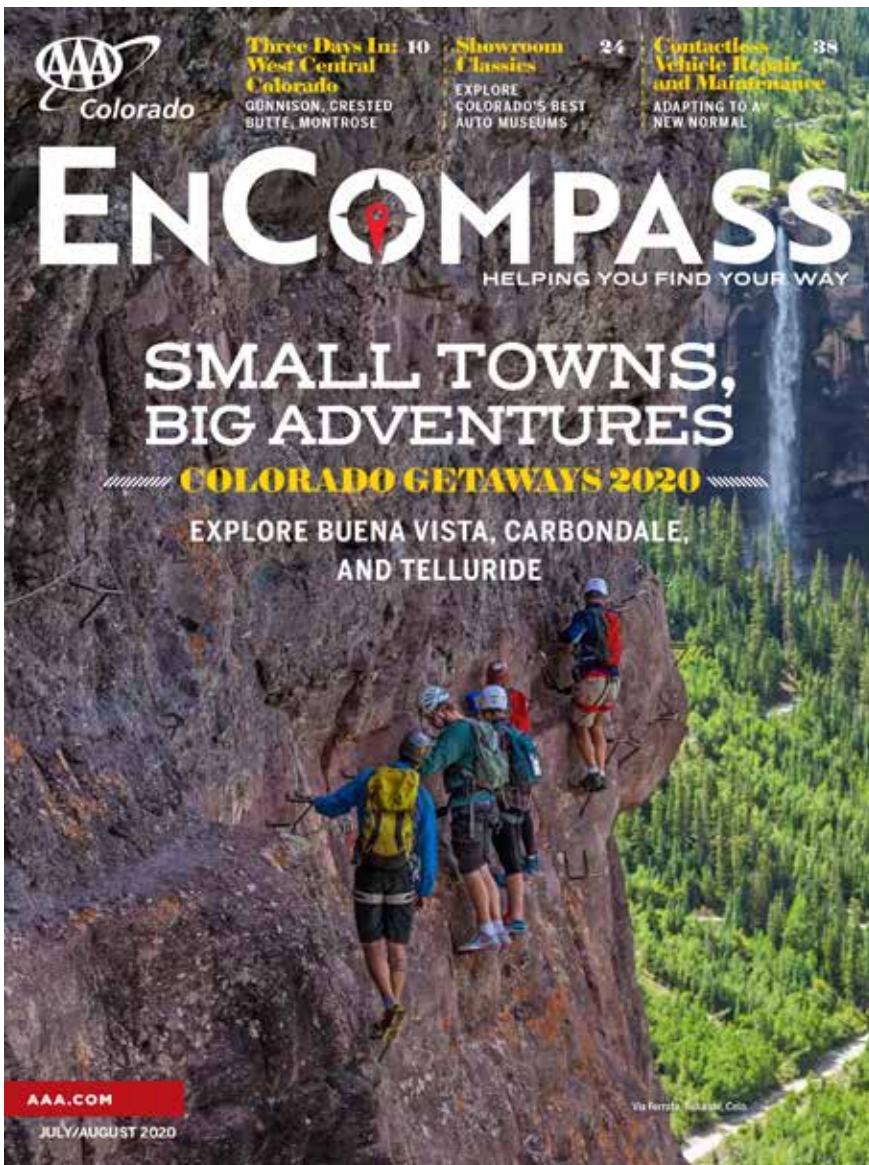
is emailed to 650,000 members monthly as a sneak-preview for upcoming issues and to highlight exclusive online content.

New in 2021! Sponsored Content including an article on [AAA.com/Go](http://AAA.com/Go) and promotion in the enewsletter, a social media post and website banner.

Contact your sales representative for advertising information.



## Reach AAA Members in Colorado Print and Digital with Advertising Opportunities



AAA Colorado's *EnCompass Magazine* is the state's leading travel & tourism publication serving more than 700,000 members with a circulation of 410,000. *Encompass* readers are active and frequent travelers to destinations near and far. They have a deep desire to explore the many attractions in their home state of Colorado and comfortably drivable destinations in nearby states. The features and columns within *EnCompass* capture the get-in-the-car-and-go type of information our readers value.

*EnCompass* delivers **five unique e-newsletters** each month, all to a highly engaged audience of more than 270,000 opt in recipients: *EnCompass Exclusive*, *EnCompass Events*, *EnCompass Explorer*, *AAA Traveler* and *AAA News*.

**AAA.com** delivers 100,000 unique monthly users with sponsored tile and sponsored article opportunities.

Contact your sales representative for advertising information.

