

CONNECTICUT | MASSACHUSETTS | NEW JERSEY | NEW YORK | RHODE ISLAND

# YourAAA



THE OFFICIAL PUBLICATION OF AAA NORTHEAST



# 2021 MEDIA KIT



# AT A GLANCE



**Integrated Content Marketing Program**



**Native Advertising/  
Sponsored Content as part  
of a Content Marketing  
Program**

**MORNING CONSULT**



**MOST TRUSTED BRANDS  
2020**



**#6**

**Most Trusted Brand in  
USA - Boomers**

**#17**

**Most Trusted Brand in  
USA - Gen X**



**★ HONORABLE MENTION ★**

**Grand Champion Award**

**2020 Next Generation Campaign Awards**

United States Postal Service

- 3** THE AAA BRAND
- 4** COVERAGE AREA
- 5** EDITORIAL COVERAGE
- 6** AUDIENCE PROFILE
- 7** TRAVEL HABITS
- 8** AAA ADVERTISERS
- 10** PRINT RATES
- 11** PRINT SPECS
- 12** YOUR AAA DIGITAL
- 13** DIGITAL PACKAGES
- 15** DIGITAL METRICS & AUDIENCE
- 16** DIGITAL RATES
- 17** DIGITAL SPECS & DEADLINES

# THE AAA BRAND



## Trusted & 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.

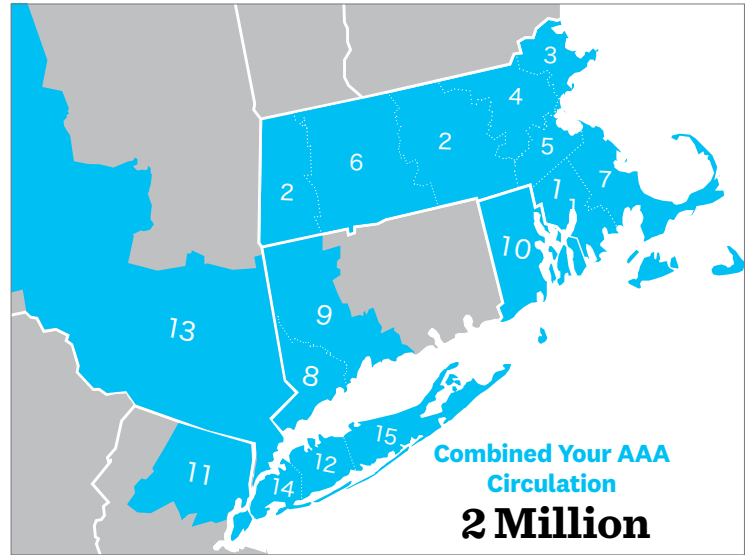
Member benefits include access to automotive services, travel planning and resources, discounts and rewards, a prescription savings program, and insurance and financial services.

## AAA Northeast

AAA NORTHEAST is a not-for-profit motor club with nearly 70 branches and 6 million members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island.

## Your AAA

YOUR AAA is the official member publication mailed to AAA Northeast members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island. The publication has 15 regional editions to allow us to reach areas of interest to your business.



## EDITION

## CIRCULATION

1. Bristol County, Mass.	80,200
2. Central & Western Mass.	128,100
3. Essex County, Mass.	113,800
4. Middlesex County, Mass.	220,900
5. Norfolk County, Mass.	158,500
6. Pioneer Valley, Mass.	120,000
7. Plymouth County, Mass.	126,600
8. Fairfield County, Conn.	81,600
9. New Haven County, Conn.	107,000
10. Rhode Island	178,000
11. New Jersey	263,800
12. Nassau County, N.Y.	84,800
13. NYC & Upstate N.Y.	305,200
14. Queens, N.Y.	63,500
15. Suffolk County, N.Y.	88,000

### AT A GLANCE

**2,000,000**

Total Your AAA Print Circulation

**4,000,000**

Total Your AAA Print Audience

### FREQUENCY

February

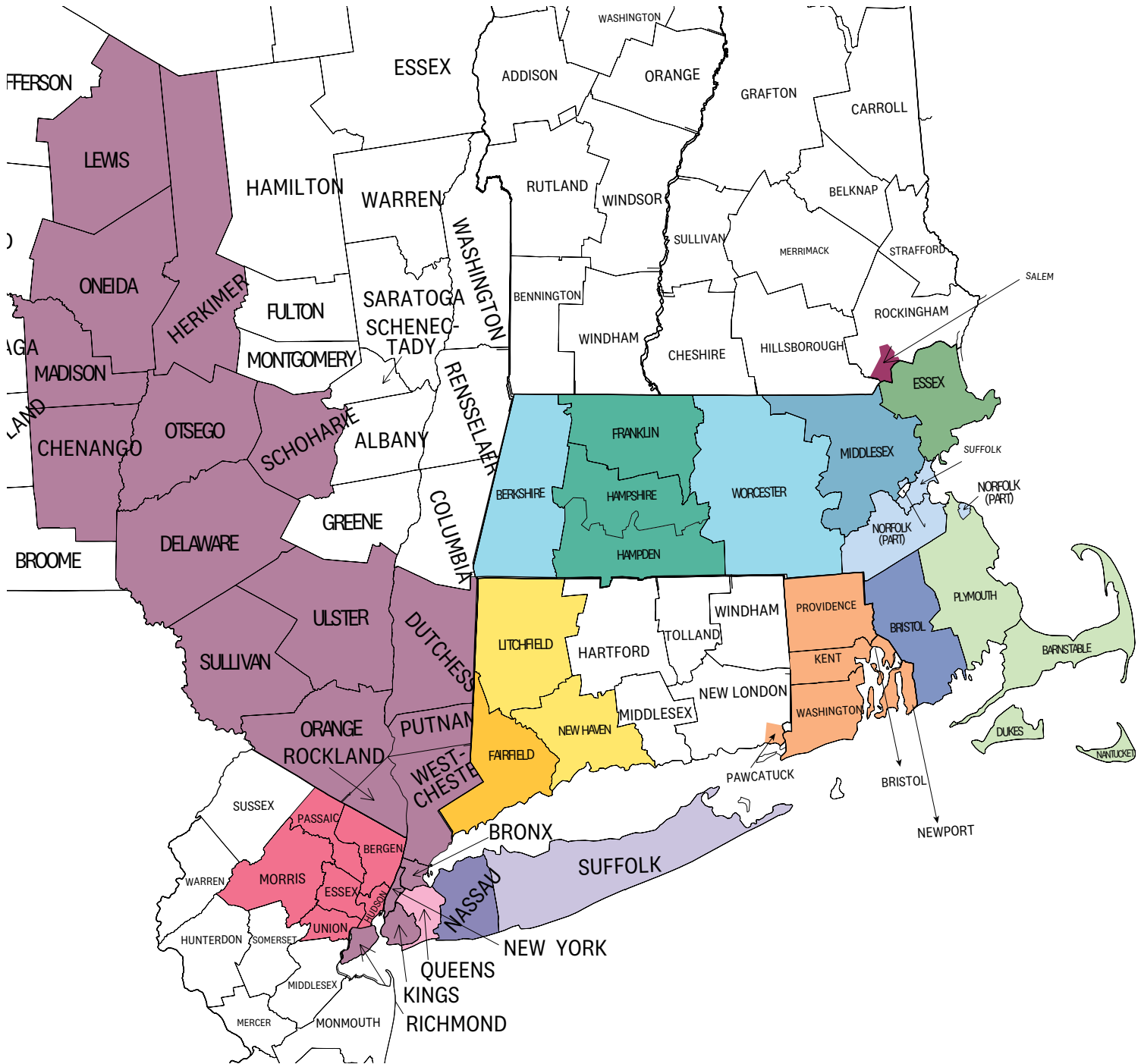
Spring

Summer

Fall

Winter

# YOUR AAA DETAILED COVERAGE AREA



**2 Million**  
Combined Your AAA Print Circulation

**1 Million**  
Combined Your AAA Digital Circulation



## In Every Issue



### Your Roads

Vehicle technology, research, reviews, driving and traffic safety tips, maintenance and repair



### Your Travel

Around the Northeast and around the globe



### Your Life

Home improvement trends, ideas, advice, insurance, healthy living, food and dining



### Your Calendar

Places to go and things to do close to home



### Celebrity Interviews

Big names tell us about their first cars

PHOTOGRAPHS: THINKSTOCK, UNSPLASH, SCOTT BROTHERS GLOBAL

\*Editorial subject to change.

# AUDIENCE PROFILE



Demographics	Total Audience	Print Subscribers	Digital Subscribers
Average Age	57	57	58
Female	51%	51%	51%
Male	47%	47%	47%
College Degree	70%	68%	73%
Employed	60%	60%	59%
Retired	29%	27%	34%
Married	51%	52%	49%
Average household income	\$123,000	\$125,800	\$117,700
Own home	68%	68%	68%
Rent home	29%	28%	29%
Average value of home	\$491,100	\$498,900	\$475,900
Average length of AAA membership	11 years	11 years	12 years

## Engaged and Loyal Readers

**62%** of our readers take action as a result of reading the publication

- 48%** visited AAA.com or contacted AAA
- 26%** became aware/used/received AAA discounts
- 9%** visited an advertiser's website
- 6%** traveled to a destination advertised or written about

**21.8 MINUTES** Average minutes spent reading Your AAA

**62%** are regular readers (read 3-4 of past 4 issues)

**41%** of readers pass on the publication to at least one other reader

**56%** prefer receiving the digital publication via email

**53%** prefer receiving the printed magazine in the mail

## Your AAA readers travel more, stay longer and spend more.

**Number of trips lasting 1+ days in the past year**

- 5.9** Your AAA readers
- 2.7** Average U.S. adult (219 index)

**Average paid hotel nights per year**

- 13** Your AAA readers
- 7** Average U.S. adult (180 index)

**Average amount spent on domestic vacations per year**

- \$3,900** Your AAA readers
- \$1,500** Average U.S. adult (261 index)

Source: July 2020 Your AAA Reader Profile Study, MRI | SIMMONS



## Readers Love to Travel

- 70%** of our readers took a continental U.S. trip in the past year (124 index)
- 82%** of our readers who took a domestic trip used their personal vehicle (137 index)
- 72%** stayed in a hotel in the past year (145 index)
- 13** Average hotel nights per year (180 index)
- 5 MONTHS** Average time in advance our readers plan their travel
- 74%** of our readers travel with their spouse/partner/children
- 28%** of our readers gamble at casinos (196 index)
- 46%** of our readers took a trip outside of the continental U.S. (145 index)
- \$3,300** Average amount spent on foreign vacations (193 index)



## Top 5 Theme Parks Visited

- 47%** Walt Disney World (Fl.)
- 28%** Six Flags Great Adventure (N.J.)
- 26%** Universal Studios (Fl.)
- 14%** Six Flags New England (Mass.)
- 12%** Hershey Park (Pa.)



## Top 5 Attractions Visited

- 15%** Boston Freedom Trail
- 14%** Boston Museum of Science
- 13%** Mystic Aquarium/Seaport
- 12%** New England Aquarium
- 11%** Newport Mansions (R.I.)



## Vacation Activities

- 59%** Dine Out
- 52%** Beach
- 45%** Outdoor Adventure/Sports
- 40%** Historic Sites
- 36%** Museums
- 29%** Music Performances/Concerts
- 28%** Celebrate Special Occasions
- 25%** National Parks
- 24%** Live Theater
- 22%** Casino Gambling
- 22%** Zoo/Aquarium
- 22%** Wine Tasting and Brewery Tours
- 22%** Shopping
- 20%** Theme Parks
- 19%** Sporting Events (e.g. NFL, NBA, MLB, NHL)



## Top 5 Casinos Visited

- 36%** Foxwoods Resort Casino
- 27%** Mohegan Sun (Conn.)
- 19%** Encore Boston Harbor
- 13%** Caesars's Atlantic City
- 11%** Twin River Casino (R.I.)



## Top States Visited

- 44%** New York
- 39%** Florida
- 39%** Massachusetts
- 33%** Connecticut
- 26%** Pennsylvania
- 26%** New Jersey

Source: July 2020 Your AAA Reader Profile Study, MRI | SIMMONS



# YOUR AAA ADVERTISERS INCLUDE:



## FIRST IN THRILLS

**WIN BIG WITH \$25 IN FREE SLOT PLAY AND 30% OFF YOUR HOTEL ROOM RATE.**

When you sign up for a Momentum card, every time you play you earn Momentum Dollars to spend on world-class dining, shopping, hotel stays, concert tickets and more. Membership is free. Join today to indulge in the thrills of MGM. Just mention NORTHEAST at any Player's Club booth to take advantage of this offer.

For more information, visit [megasun.com](http://megasun.com). For room reservations, call 1-888-777-9222.

FREE SLOT PLAY: \$25. OFFERS EXPIRES: 9/30/20. SEE TERMS AND CONDITIONS. ©2019 MGM. ALL RIGHTS RESERVED. PROGRAMS SUBJECT TO CHANGE WITHOUT NOTICE. SEE [megasun.com](http://megasun.com) FOR DETAILS.

Megasun Sun

## HALL OF FAME NINE

RELIVE YOUR TEAM'S HISTORY IN COOPERSTOWN

The Hall of Fame Starting Nine challenge is a new way for fans of every MLB team to relive the National Baseball Hall of Fame and Museum. The Monthly contest opens exclusive lanes making the Hall of Fame's vast collection of baseball treasures, selecting the nine museum artifacts on display for each team. It's a scavenger hunt built for you. Plus your trip to the Museum now and experience the thrill of finding your team's Starting Nine.

Plan your visit now [BASEBALLHALL.ORG/NINE](http://BASEBALLHALL.ORG/NINE)

Through December 2020

## Autumn Is In the Air

Save 20% on all bouquets  
Save \$20 on all arrangements

VISIT [800FLOWERS.COM/AAASAVES](http://800FLOWERS.COM/AAASAVES)

YOUR AAA DISCOUNT IS VALID AT THE ENTIRE 800FLOWERS.COM FAMILY OF BRANDS

## CHARLESTON South Carolina

HISTORY LOVES COMPANY.

Explore Charleston

EXPLORECHARLESTON.COM | F @EXPLORECHARLESTON | G #EXPLORECHAR

## SHEN YUN

"A Life-Changing Experience."

MARCH 5-29 LINCOLN CENTER | APR 23-29 NJPAC

## Hertz

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 members rate.

Click: [AAA.com/hertz](http://AAA.com/hertz) | Call: 1-800-654-3000 | Visit: Your local AAA branch

## MSK Nassau

The future of cancer care. Right here in Nassau County.

Memorial Sloan Kettering Cancer Center

## LENSCRAFTERS

50% OFF PRESCRIPTION SUN LENSES  
When you purchase a complete pair\*

30% OFF SUNGLASSES\*

SHOW YOUR AAA CARD TO SAVE!

DISCOUNTS & REWARDS

## Fort Ticonderoga

A Bucket List Destination!

SAVE 10% ON GENERAL ADMISSION

## I ♥ NY

FIND WHAT YOU LOVE IN NEW YORK STATE

BALD MOUNTAIN | OLD Forge

[ILOVENY.COM](http://ILOVENY.COM)

## FULL OF ADVENTURE. FULL OF FUN. FULTON COUNTY.

Whether you're on the water or on the shore, Fulton County is full of adventures for the whole family.

## Need. Love. Buy. Save.

20% OFF BED BATH & BEYOND

ONE SINGLE ITEM ONLINE OR IN-STORE.

MY OFFERS ONLINE OR IN-STORE? YOU DECIDE.

GO TO [BEDBATHANDBEYOND.COM/MYOFFERS](http://BEDBATHANDBEYOND.COM/MYOFFERS) TO GET STARTED.



# YOUR AAA ADVERTISERS INCLUDE:



**UNITED STATES POSTAL SERVICE®**

**Sign up for Informed Delivery® emails** to receive notifications of mail and packages arriving in your mailbox.

Learn more at [informeddelivery.usps.com](http://informeddelivery.usps.com)

If your residential address is eligible in Street View, you can sign up for Informed Delivery. Informed Delivery is a free service that provides you with digital images of mail and packages that are scheduled to be delivered to your mailbox. Informed Delivery is available to all U.S. residents with a valid mailing address. Informed Delivery is not available in all areas. All rights reserved.

**THE Jersey Cape**

*Cozy Up!*

Plan your perfect winter getaway at the Jersey Cape! Visit our spectacular FREE zoo, experience our world renowned bird watching, and enjoy our fabulous dining. All surrounded by our amazing scenery, beaches & amenities. Plan your visit at [www.visitjerseycape.com](http://www.visitjerseycape.com)

**Natchez**

DISCOVERING OLD STORIES and CREATING NEW ONES!

2020 SPRING PILGRIMAGE  
30TH ANNUAL NATCHEZ MUSIC FESTIVAL

VisitNatchez.org  
800.447.6724

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YOU'LL NEVER WANT TO LEAVE!

OUR NEIGHBORHOODS:  
• Boardwalk, Horse Casino  
• Ocean Resort Casino  
• Observation Wheel at Steel Pier

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DO AC

**TIME SHARE**

No contracts. No renewal fees. The only thing you're committing to is each other... and your memories.

WORLDWIDE MOUNTAINEER COUNTRY

THE ONLY TIME SHARE VACATION IN THE MOUNTAINEER COUNTRY

**animalleague**  
OVER 20 YEARS

**DONATE YOUR CAR FOR HOMELESS PETS!**

North Shore Animal League America's Vehicle Donation Program is fast and easy - free towing! A great way to help homeless pets! Complete details about donating vehicles, tax benefits and donation tips: 1-800-752-6462 or visit [animalautos.org](http://animalautos.org)

25 Davis Avenue • Fort Washington, NY • 516.883.7575 • [animalleague.org](http://animalleague.org)

**FIT FOR YOUR LIFE**

Whether you're connecting with family or protecting your vehicle, we have the high-quality, American-made products that perfectly fit into your life.

**WeatherTech.com**  
Auto. Home. Pet. Find Your Fit.

Mention this ad and save **800-441-6287**

**DELTA DENTAL**

**Need dental insurance?**  
Get the best coverage for as little as \$36\* a month.

- Exclusive offer for AAA members
- Affordable, comprehensive plans, now with a higher calendar year maximum of \$1750
- Cleanings, exams, x-rays covered at 100\*
- Access to the nation's largest dental network

Enroll now at [DeltaDentalRI.com/AAA](http://DeltaDentalRI.com/AAA).

\*Rates vary by age and are based on a 12-month policy year.

**SimpliSafe**

**SMALLER. FASTER. STRONGER.**

Meet the all new SimpliSafe. It's smaller, faster, stronger than ever. Equipped with a simple-to-use keypad. More than easy to use—downright delightful. All at prices that are fair and honest.

Exclusive AAA Member deals at [SimpliSafe.com/AAA19](http://SimpliSafe.com/AAA19)

DISCOUNTS & REWARDS

**BLOW ALL YOUR OTHER FAMILY VACATIONS OUT OF THE WATER.**

You'll scream. You'll shout. You'll zip across the sky and fly down water slides. Here, in the Pococino Mountains, you'll find all sorts of wild and sometimes wet adventures... including rope courses, and of course, water parks. Just remember to hold on tight. Plan your overnight getaway at [PococinoMountains.com](http://PococinoMountains.com).

**POCOCINO MOUNTAINS**  
#PococinoMTN

**ADVENTURE**

TAKE A DIFFERENT ROUTE TO NOVA SCOTIA THIS SUMMER.

Book your road trip, visit or call your local AAA Office or book online using promo code CAT80.

THE CAT Ferries.ca

**STARTING NINE**

RELIVE YOUR TEAM'S HISTORY IN COOPERSTOWN

BASEBALL.HALL.ORG/NINE

**I ♥ NY**

**FIND WHAT YOU LOVE IN NEW YORK STATE**

[ILOVENY.COM](http://ILOVENY.COM)

**Where Style & Fun Collide**

**THE CATSKILLS** WELL, THIS IS DIFFERENT. A family getaway that's just as much for the adults as it is for the kids. New York's newest indoor waterpark. Modern and stylish suites created for family fun. HI Tech Adventure Zone with over 100 arcade games, the USA's most advanced laser tag, 4D Virtual Reality experience, rock walks, mini bowling and more. 7 eclectic eateries. Luxury Spa. The Kartrite Signature Spa experience. And much, much more. All just a short walk to the spectacular Resorts World Catskills Casino Resort. Relax. Enjoy. We've got you covered.

The Kartrite is a short drive away in Monticello, NY. To learn more, visit [thekartrite.com](http://thekartrite.com).

**Naturally Yours to Enjoy This Spring!**

**CHAUTAUQUALEGENT** THE ENCHANTED MOUNTAINS of Western New York has many wonderful attractions for visitors to enjoy like Allegany State Park, Rock City Park, Griggs Sculpture Park, and the NY Amish Trail.

Watch the flowers bloom and birds soar at **Allegany State Park**, New York's largest State Park. Rock City Park offers spectacular views to see the snow leaves forming on the treetops. The grass is always greener at **Griggs Sculpture Park**, where nature combines with art. Hike along the trail to some spots over 250 enormous sculptures. The snow has melted along the back roads of the NY Amish Trail where you can venture out to find unique handicrafts and learn about the Amish Culture.

Request a free Activities Guide at [EnchantedMountains.com/Request](http://EnchantedMountains.com/Request).

Find What You Love in New York State. [ILOVENY.COM](http://ILOVENY.COM)

**Adventure Awaits You in the Sullivan Catskills Great Outdoors**

**THE CATSKILLS** AMERICAN FLY FISHING was born in the waters of the Roserickill, the Wilhelmsson and The Delaware. Go fishing or tubing with family and friends and camp under the stars after a long day. Take a hike. We have dozens of trails perfect for beginners to experienced hikers. Work on your short game at our 9 and 18-hole golf courses. In winter, ice-fishing, snowshoes, and snowshoeing will get your heart pumping. There's so much to do here, you'll come back again and again.

To learn more, visit [VisitSullivanCatskills.com](http://VisitSullivanCatskills.com).

**Make some waves in Cayuga County**

**FUN WAYS TO MAKE YOUR WAVES IN CAYUGA COUNTY**

**FINGER LAKES** NEW YORK'S FINGER LAKES region takes its name from 11 freshwater lakes. Named like a breadcrumb between Lake Ontario and the Pennsylvania border. While visiting, enjoy:

- WINEHOPS** - Tasting vineyards and visiting the famous Finger Lakes wine has become one of the most popular activities for visitors.
- WATERFALLS** - Visit Pillars Falls, just south of Orangetown, and see five beautiful waterfalls.
- OUTDOOR ADVENTURE** - Our Finger State Park, three State Forests and eight lakes provide excellent hiking, biking, boating, and fishing.
- HERITAGE** - Cayuga County was a hotbed of change, innovation, and progressivism in the 19th century. Museums and historic sites pay tribute to these movers and shakers.

To learn more, visit [YourCayuga.com](http://YourCayuga.com).

Find What You Love in New York State. [ILOVENY.COM](http://ILOVENY.COM)

**Your Gateway to Endless Outdoor Recreation**

**THE ADIRONDACKS** THE ADIRONDACK REGION is an outdoor lover's paradise, where towering peaks and verdant valleys are dotted with thousands of lakes, rivers, streams, and ponds. From hiking nature trails to summiting a mountain peak, you'll find a hiking trail to match your ability and find yourself immersed in the landscape. Explore the rural country routes that crisscross the Adirondacks on a road bike as you travel along rivers, and through fields dotted with wildflowers. For fishing enthusiasts, spring is the perfect time to cast a line. With world-class fly fishing and deep waters teeming with fish, you're sure to find a great spot to reel one in.

Start planning your adventure today! To learn more, visit [VisitAdirondacks.com](http://VisitAdirondacks.com).

**Welcome to the Land of 44 Lakes**

**CAPITAL SARATOGA** WHETHER YOU SEEK an active vacation, or just want to relax, Fulton County offers the ideal location for both. We're 40 minutes from Albany, and just a few hours from New York City. Saratoga, Mineral and Hot Springs, located in the foothills of the majestic Adirondack Mountain, truly a four-season vacation destination.

To learn more, visit [44lakes.com](http://44lakes.com).

**FULL OF ADVENTURE. FULL OF FUN. FULTON COUNTY.**

Find What You Love in New York State. [ILOVENY.COM](http://ILOVENY.COM)

# YOUR AAA PRINT ADVERTISING RATES



EDITION		FULL	1/2 H	1/3 SQ	1/6 V
CPM	EST. CIRC.*	\$23.10	\$13.86	\$8.79	\$4.84
<b>ALL EDITIONS</b>	<b>2,000,000</b>	<b>\$46,200</b>	<b>\$27,720</b>	<b>\$17,580</b>	<b>\$9,680</b>
1. BRISTOL, MASS.	122,000	\$1,853	\$1,112	\$705	\$388
2. CENTRAL & WESTERN MASS.	483,000	\$2,959	\$1,775	\$1,126	\$620
3. ESSEX, MASS.	199,000	\$2,629	\$1,577	\$1,000	\$551
4. MIDDLESEX, MASS.	188,000	\$5,103	\$3,062	\$1,942	\$1,069
5. NORFOLK, MASS	170,000	\$3,661	\$2,197	\$1,393	\$767
6. PIONEER VALLEY, MASS.	120,000	\$2,772	\$1,663	\$1,055	\$581
7. PLYMOUTH, MASS.	266,000	\$2,924	\$1,755	\$1,113	\$613
8. FAIRFIELD, CONN.	81,600	\$1,885	\$1,131	\$717	\$395
9. NEW HAVEN, CONN.	107,000	\$2,472	\$1,483	\$941	\$518
10. RHODE ISLAND	178,000	\$4,112	\$2,467	\$1,565	\$862
11. NEW JERSEY	263,800	\$6,094	\$3,656	\$2,319	\$1,277
12. NASSAU, N.Y.	84,800	\$1,959	\$1,175	\$745	\$410
13. NYC & UPSTATE N.Y.	305,200	\$7,050	\$4,230	\$2,683	\$1,477
14. QUEENS, N.Y.	63,500	\$1,467	\$880	\$558	\$307
15. SUFFOLK, N.Y.	88,000	\$2,033	\$1,220	\$774	\$426

## STATE CIRCULATION

Massachusetts: 948,100  
Connecticut: 188,600

Rhode Island: 178,000  
New Jersey: 263,800

New York: 541,500  
AAA Pioneer Valley: 120,000

\*Circulation subject to change

Segmentation fee: \$1,900.  
Back cover available upon request.

# YOUR AAA PRINT SPECIFICATIONS



## Ad Unit

## Trim Size\*\* [WxH]

Full Page*	7.875" x 10.5"
1/2 Horizontal	6.875" x 4.625"
1/3 Square	4.5" x 4.625"
1/6 Vertical	2.125" x 4.625"
Back Cover*	7.875" x 8.625"

\*Add .125" bleed to all sides

\*\*Live copy no less than .25" from trims

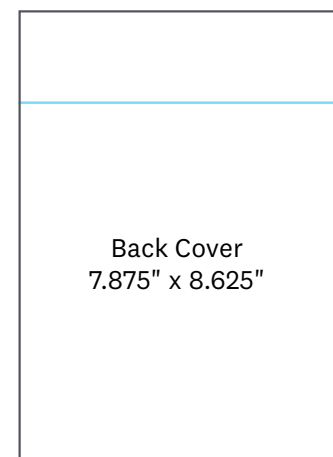
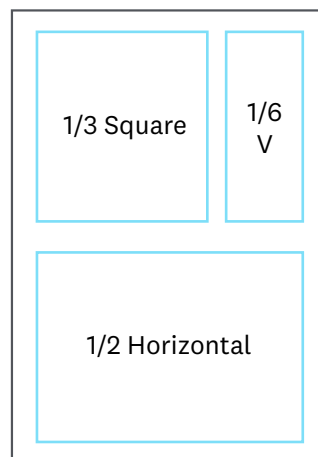
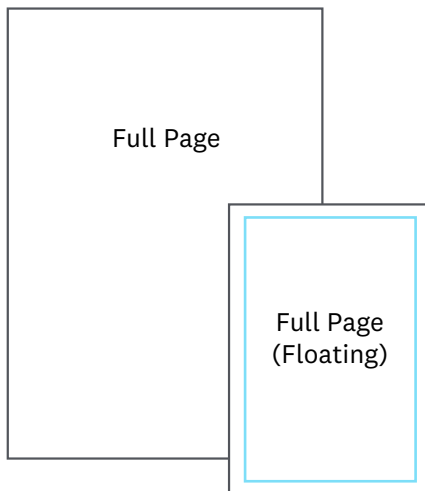
## 2021 DEADLINES

Issue	Space	Materials	In-Home
February	11/9/2020	11/23/2020	2/14/2021 - 2/18/2021
Spring	1/13/2021	1/27/2021	4/14/2021 - 4/18/2021
Summer	3/15/2021	3/29/2021	6/14/2021 - 6/18/2021
Fall	6/2/2021	6/16/2021	9/1/2021 - 9/6/2021
Winter	8/18/2021	9/1/2021	11/17/2021 - 11/21/2021

Reader Service will be available in the Spring and Summer issues, and year-round on [AAA.com/ReaderService](http://AAA.com/ReaderService).

*\*Issue names, space and material deadlines are estimates and subject to change. In-home delivery dates are an estimate and subject to USPS postal delivery time.*

## UPLOAD PRINT ADS HERE



## Ad Prep and Submission



High-resolution PDF/X1a files are preferred. Resolution should be 300 dpi at 100% finished size. All four-color images should be supplied CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300. Fonts should be embedded. All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch.

All ads must be sent to [advertising@aaanortheast.com](mailto:advertising@aaanortheast.com) (FTP upload available for large files).

Advertising rates are non-commissionable. Positioning not guaranteed. Invoice sent on issue date of publication. Payment terms net 30. AAA Northeast reserves the right to accept or decline any advertising or insert at its sole discretion. Advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against AAA Northeast. Advertiser shall indemnify and hold harmless AAA Northeast, its affiliates, and its and their directors, officers, employees and agents from and against all losses, liabilities, judgments, awards, settlements, damages, fines, injuries, penalties and costs (including legal fees and expenses) to or in favor of others and all claims, causes of action and suits by others, including without limitation, employees, subcontractors or agents of AAA Northeast and its affiliates arising out of the advertisement and/or insert including publication of the same and any claim that AAA Northeast or its affiliates' use or possession of advertisement infringes or misappropriates any intellectual property rights. An advertisement which simulates editorial content will be prefaced by 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. Actual mailing circulation is subject to change. Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing. No terms and conditions on any advertiser or agency insertion order will modify these Advertising Terms and Conditions or add any additional or inconsistent terms for any reason or any purpose whatsoever, regardless of any statement in any insertion order to the contrary. Credit card payments will be subject to a 3.0% service charge. Effective May 1, 2020, AAA Northeast has contracted with Hour Media LLC to handle all invoicing and payment processing.

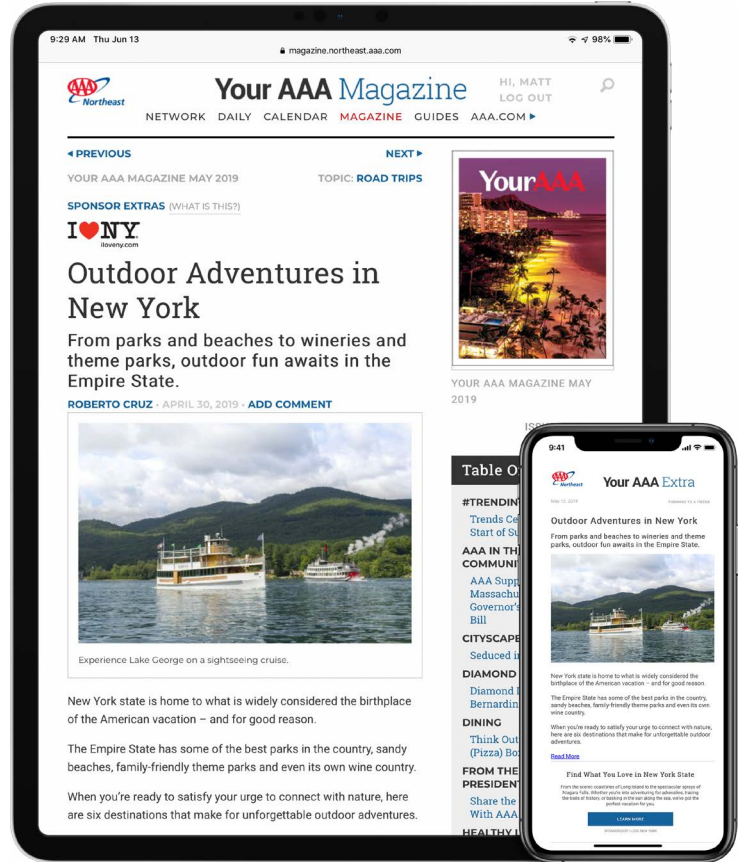


# YOUR AAA DIGITAL ADVERTISING



YOUR AAA NETWORK, with its daily web stories, digital events calendar and mobile-friendly HTML magazine, offers a way for advertisers to reach the most digitally engaged members of AAA Northeast. We have built a roster of approximately **one million AAA members** who have opted-in to this multi-platform experience. They are hungry for regular travel tips, money-saving ideas and trustworthy digital content from the same brand they've been relying on for more than 100 years.

This means your brand and messaging are aligned with best-in-class digital content produced by AAA Northeast and consumed by our most motivated and engaged members.



## WHAT OUR CLIENTS ARE SAYING

“*Fulton County Tourism is very pleased with our AAA email campaign results. There was a noticeable spike in our website traffic, and a noticeable increase in direct requests for visitor information resulting from the email.*”

**Gina DaBiere-Gibbs**

Tourism Director, Fulton-Montgomery County Tourism

“*Sprint is impressed with the engagement driven by the customized editorial content. What a unique way to provide relevant information and helpful tips to AAA members, positively impacting them without an overly ‘salesy’ approach. The increase we’ve seen in open rates and readership, along with the resulting visits to Sprint.com/AAA to explore the benefits of our affinity offer are exciting.*”

**Alan McVay**

Director of Affinity Partners, Sprint

## Website

**290K**  
average visitors/month

**1.1M+**  
average page views/month

## Emails

Your AAA’s average open rate of 25% exceeds the industry average

**24%**

Your AAA

**16%**

Industry average

Your AAA’s average CTR of 2.4% outperforms the industry average

**2.4%**

Your AAA

**1.7%**

Industry average

Source: Campaign Monitor, 2020 US Email Benchmarks

# YOUR AAA DIGITAL PACKAGES



Align your brand with best-in-class digital content produced by AAA Northeast and consumed by our most motivated and engaged members.

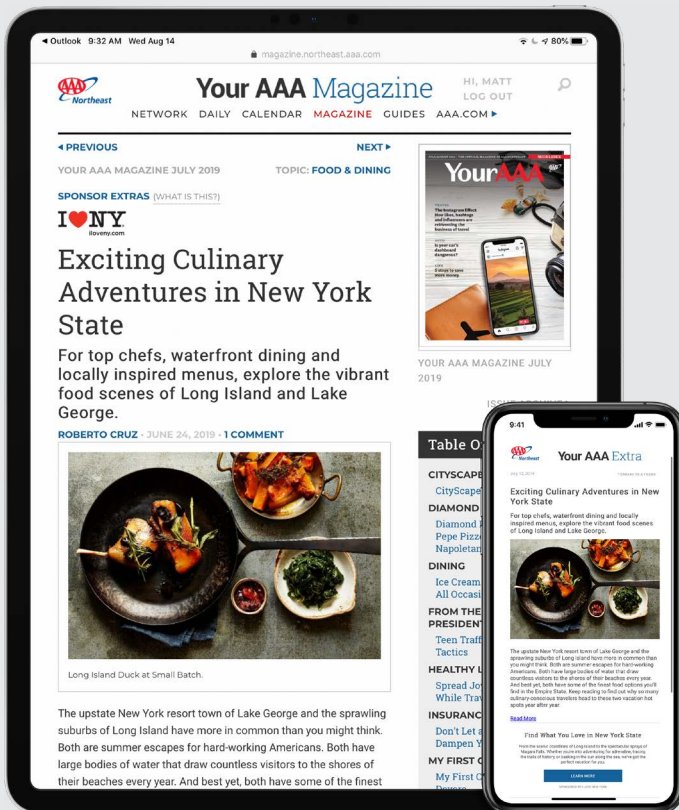
**MARKETS:** CONNECTICUT, MASSACHUSETTS, NEW JERSEY, NEW YORK, RHODE ISLAND

**AUDIENCE SIZE:** ONE MILLION

## SPONSORED CONTENT ARTICLE

Our experienced editorial team will write an SEO-optimized, 1,000-word article that provides high-quality editorial content for our readers while positioning you as a thought leader in your industry.

**AVG PERFORMANCE**  
2,000-20,000 PAGEVIEWS/STORY



**AAA.com/YourAAA**

## » ARTICLE PROMOTION

### EMAIL EXTRA

Have your sponsored content featured in a dedicated Your AAA email promotion that is sent to approximately 1M engaged AAA members. The only items in this email are your custom piece of content and your text ad.

**EMAIL EXTRA SPECS** TEXT FROM 1,000-WORD ARTICLE

**AVG PERFORMANCE** 24% OPEN RATE • 1.2% CTR

## » BRAND EXPOSURE



### EMAIL NEWSLETTER TEXT AD

In-line, native text ad within a Your AAA email newsletter that is sent to 1M engaged AAA members during campaign month.

**SPECS** IMAGE 123 X 123PX • HEADER 6 WORDS, MAX • COPY 15 WORDS, MAX • CTA 2 WORDS • URL

**AVG PERFORMANCE** 23% OPEN RATE • 2.3% CTR • 200-600 CLICKS/TEXT AD

### WEB CHANNEL SPONSORSHIP

Exclusive sponsorship of a relevant category on AAA.com/YourAAA. There are 29 categories available; first come, first served. Receive leaderboard and medium rectangle ads on all articles within category.

**SPECS** LEADERBOARD 728 X 90PX • MEDIUM RECTANGLE 300 X 250PX • URL • TRACKING PIXEL OPTIONAL

**AVG PERFORMANCE** 75,000-150,000 IMP/MO. • 0.07% CTR

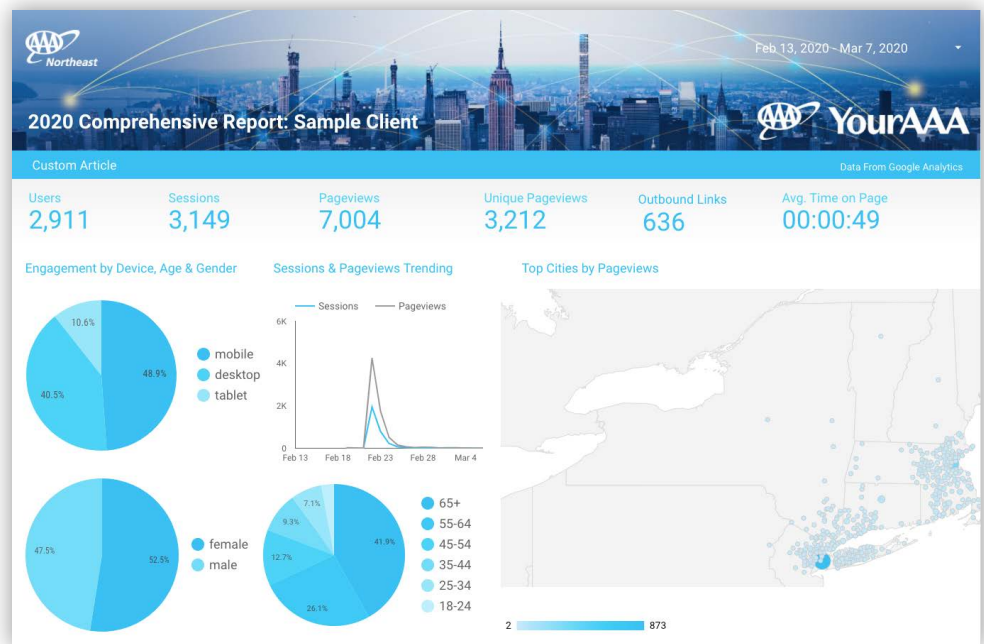
Online reader service is included with all ad buys. AAA Northeast does not guarantee performance or leads for any digital ad.

# YOUR AAA DIGITAL METRICS & AUDIENCE



## » METRICS

Live dashboard will be provided at the end of the first campaign month and updated each month through the entire campaign.



### DASHBOARD WILL INCLUDE THE FOLLOWING METRICS:

**Article:** users, sessions, pageviews, outbound links, time on page, age, gender, device, location, trending.

**Email:** total sent, total open, unique open, total clicks, unique clicks, open rate, CTR, CTO, clicks on individual links

**Display Ads:** impressions, hovers, clicks, CTR

**Social:** reach, engagement, clicks

## » DIGITAL AUDIENCE

### TOP CITIES

1. New York, N.Y.
2. Boston, Mass.
3. Providence, R.I.
4. Worcester, Mass.

**62%**

Take action as a result of reading

**\$118k**

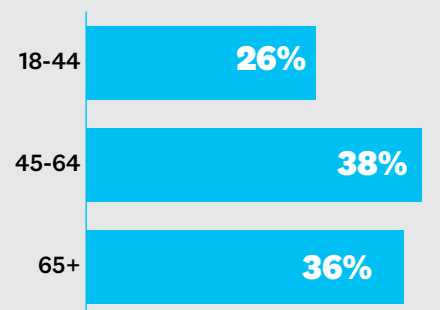
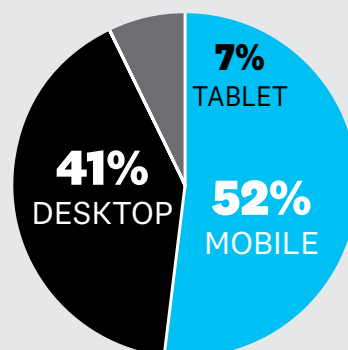
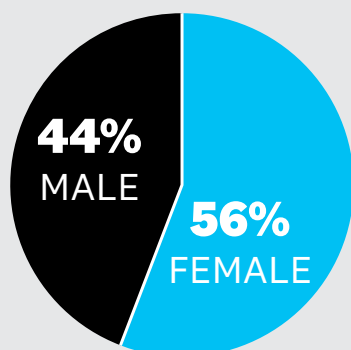
Average Household Income

**58**

Average Age

**73%**

Have College Degree





# YOUR AAA SPONSORED SOCIAL POSTS



## NEW FOR 2021

- » Included with all digital packages
- » Gain new followers to your social media accounts
- » Leverage AAA's brand legacy & social media reach

@aaanortheast

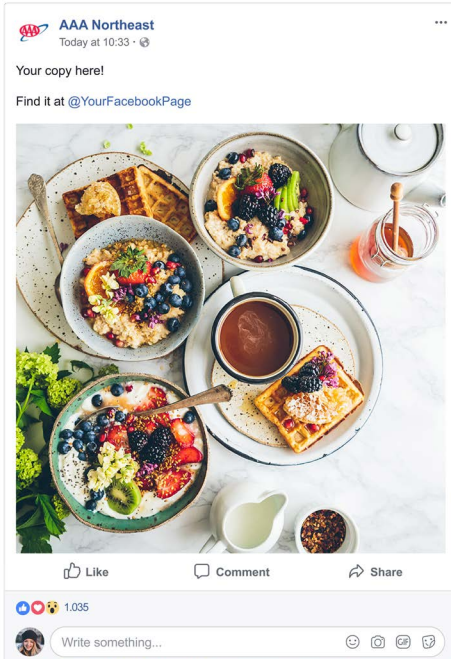
✓ VERIFIED ON ALL PLATFORMS

**107,700**  
TOTAL AUDIENCE SIZE

**100,000**

**6,000**

**1,700**



### EACH PACKAGE INCLUDES BOOSTED:

- Facebook Post
- Facebook Story
- Instagram Post
- Instagram Story (with 'Swipe Up' link)
- Twitter Post

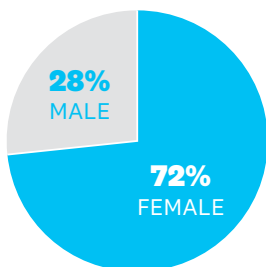
All posts run on a single day

## Social Audience Overview

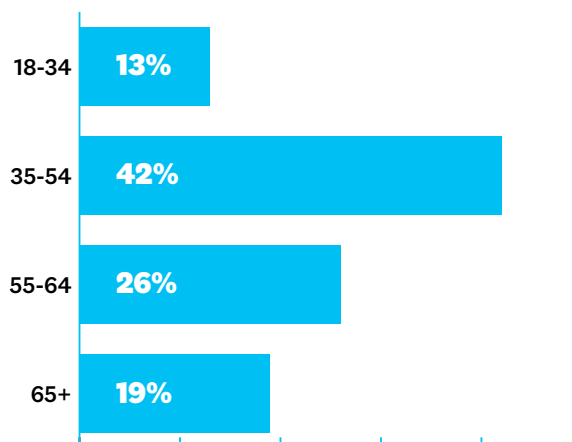
### TOP CITIES

1. New York, N.Y.
2. Boston, Mass.
3. Providence, R.I.
4. Worcester, Mass.

### GENDER



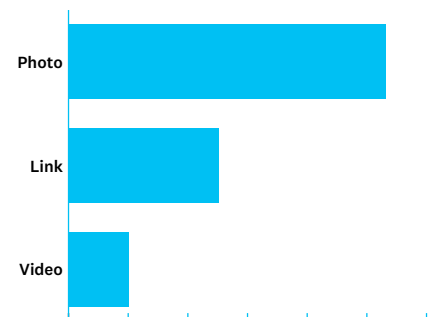
### AGE



TOTAL POST REACH IN 2019 **5MM**

AVG ENGAGEMENT PER POST **3%**

### ENGAGEMENT BY FORMAT



# YOUR AAA DIGITAL ADVERTISING RATES



**1**  
MONTH  
**Bronze**  
ONE-MONTH CAMPAIGN

- 1 Custom Story
- 1 send Email Extra
- 1 send Email Newsletter Text Ad
- 1 month Web Channel Sponsorship
- 1 send Boosted Social Media Post

**\$23,364 Digital-Only Rate**  
**\$17,523 Bundle Rate**

**2**  
MONTHS  
**Titanium**  
TWO-MONTH CAMPAIGN

- 2 Custom Stories
- 2 sends Email Extra
- 2 sends Email Newsletter Text Ad
- 2 months Web Channel Sponsorship
- 2 months Enhanced Lead Generation
- 2 sends Boosted Social Media Posts

**\$40,884 Digital-Only Rate**  
**\$30,663 Bundle Rate**

**3**  
MONTHS  
**Gold**  
THREE-MONTH CAMPAIGN

- 3 Custom Stories
- 3 sends Email Extra
- 3 sends Email Newsletter Text Ad
- 3 months Web Channel Sponsorship
- 3 months Enhanced Lead Generation
- 3 sends Boosted Social Media Posts

**\$63,100 Digital-Only Rate**  
**\$47,325 Bundle Rate**

**6**  
MONTHS  
**Platinum**  
SIX-MONTH CAMPAIGN

- 6 Custom Stories
- 6 sends Email Extra
- 6 sends Email Newsletter Text Ad
- 6 months Web Channel Sponsorship
- 6 months Enhanced Lead Generation
- 6 sends Boosted Social Media Posts

**\$110,425 Digital-Only Rate**  
**\$82,819 Bundle Rate**

**12**  
MONTHS  
**Diamond**  
TWELVE-MONTH CAMPAIGN

- 12 Custom Stories
- 12 sends Email Extra
- 12 sends Email Newsletter Text Ad
- 12 months Web Channel Sponsorship
- 12 months Enhanced Lead Generation
- 12 sends Boosted Social Media Posts

**\$189,299 Digital-Only Rate**  
**\$141,974 Bundle Rate**

**SAVE BY BUNDLING**

**25% DISCOUNT**

when you bundle any digital package with any print ad

# YOUR AAA DIGITAL SPECIFICATIONS & DEADLINES



## TIER 1 MATERIALS

- **Custom content generation story topic/theme**
- **3-4 images to be used within story**

## Ad Prep and Submission



Allowed file types: .jpg, .png, .gif, .html. 150K max file size. Ad unit content must be clearly distinguishable from publisher or unpaid content on the page (for example an ad unit may have clearly defined borders so it is not confused with normal page content). Ads should be developed to perform smoothly and not interfere with site performance.

Animation supported. Length of animation must not exceed 15 seconds. JavaScript used for animation must be executed as asynchronous load and CSS used must be inline. Flashing, high contrast, fast moving and bright color animations are not allowed.

All ads must be sent to [advertising@aaanortheast.com](mailto:advertising@aaanortheast.com) or uploaded.

**UPLOAD DIGITAL ASSETS HERE**

## 2021 DEADLINES

Month	Tier 1 Materials Due	Tier 2 Materials Due	Campaign Launch
January	12/01/2020	12/15/2020	1/01/2021
February	1/01/2021	1/15/2021	2/01/2021
March	2/01/2021	2/15/2021	3/01/2021
April	3/01/2021	3/15/2021	4/01/2021
May	4/01/2021	4/15/2021	5/01/2021
June	5/01/2021	5/15/2021	6/01/2021
July	6/01/2021	6/15/2021	7/01/2021
August	7/01/2021	7/15/2021	8/01/2021
September	8/01/2021	8/15/2021	09/01/2021
October	9/01/2021	9/15/2021	10/01/2021
November	10/01/2021	10/15/2021	11/01/2021
December	11/01/2021	11/15/2021	12/01/2021

## TIER 2 MATERIALS

### Web Channel Sponsorship

- **LEADERBOARD** 728 X 90PX
- **MEDIUM RECTANGLE** 300 X 250PX
- **URL**
- **TRACKING PIXEL** OPTIONAL

### Email Newsletter Text Ad

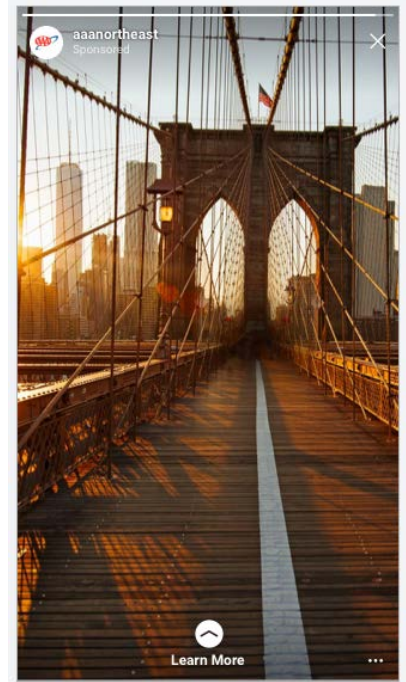
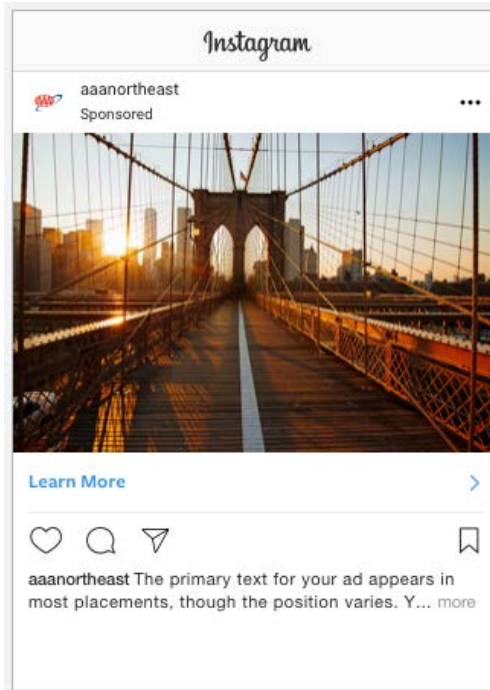
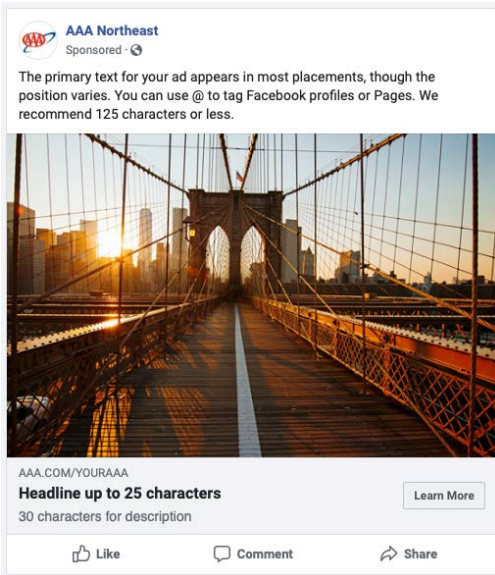
- **IMAGE** 123 X 123PX
- **HEADER** 6 WORDS, MAX
- **COPY** 15 WORDS, MAX
- **CTA** 2 WORDS
- **URL**

### Lead Generation

- **EMAIL ADDRESS TO SEND LEADS**



# SOCIAL SPECIFICATIONS



## FACEBOOK & INSTAGRAM IMAGE & STORY

**File Type:** jpg or png

**Minimum Width:** 500 pixels

**Image Aspect Ratio:** Minimum 400x500 • Maximum 191x100

**Recommended resolution:** Upload the highest resolution image available.

**Images that consist of more than 20% text may experience reduced delivery.**

**Primary Text:** 125 characters

### LINK

**Headline:** 25 characters

**Link Description:** 30 characters

### URL

**Call to Action:** Book Now • Call Now • Contact Us • Download • Learn More • See Now • Shop Now

## PROMOTED TWEET

**Tweet Copy:** 280 characters

*(Note: Each link used reduces character count by 23 characters, so for example, using one link would leave 257 characters for Tweet copy.)*

**File Type:** jpg, png, or gif

**Max Image File Size:** 3MB

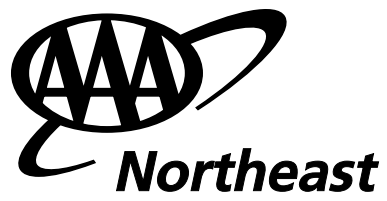
**Max GIF File Size:** 5MB

**Image Width/Height:** Recommended minimum width of 600x335 pixels, although larger images will be better optimized for when people click to expand images. Any height is acceptable, but if the height exceeds the width, it will crop to 16:9

**For GIFs:** Any height is acceptable, but if the height exceeds the width, it will crop to 1:1



**UPLOAD ASSETS HERE**



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10/2020

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