

Display Rates for Print w/Digital

Full Circulation Rates For 2012
Full Coverage Circ: 2,460,455

Four Color Display		
	1-2X	3-4X
Full Page	69,644	62,854
2/3 Page	47,358	42,740
1/2 Page	38,305	34,570
1/3 Page	26,463	23,884

Regional Rates: Iowa
Circ: 164,808

Four Color Display		
	1-2X	3-4X
Full Page	9,922	8,945
2/3 Page	6,945	6,268
1/2 Page	5,459	4,927
1/3 Page	3,968	3,581

Regional Rates: Minnesota
Circ: 276,245

Four Color Display		
	1-2X	3-4X
Full Page	11,891	10,732
2/3 Page	8,349	7,535
1/2 Page	6,562	5,922
1/3 Page	4,774	4,308

Regional Rates: North Dakota
Circ: 34,932

Four Color Display		
	1-2X	3-4X
Full Page	2,600	2,347
2/3 Page	1,816	1,639
1/2 Page	1,429	1,290
1/3 Page	1,041	939

Regional Rates: Illinois/N. Indiana
Circ: 525,487

Four Color Display		
	1-2X	3-4X
Full Page	21,862	19,730
2/3 Page	15,300	13,808
1/2 Page	12,023	10,851
1/3 Page	8,744	7,892

Regional Rates: Michigan
Circ: 977,472

Four Color Display		
	1-2X	3-4X
Full Page	31,591	28,510
2/3 Page	21,481	19,387
1/2 Page	17,862	16,121
1/3 Page	12,005	10,835

Regional Rates: Nebraska
Circ: 113,943

Four Color Display		
	1-2X	3-4X
Full Page	5,270	4,757
2/3 Page	3,689	3,329
1/2 Page	2,897	2,614
1/3 Page	2,114	1,908

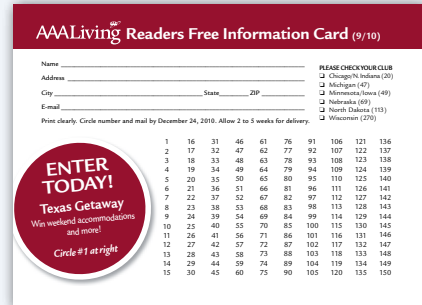
Regional Rates: Wisconsin
Circ: 367,568

Four Color Display		
	1-2X	3-4X
Full Page	15,344	13,848
2/3 Page	10,747	9,700
1/2 Page	8,440	7,616
1/3 Page	6,143	5,544

- Black and White ads receive 15% discount.
- Rates are gross reflecting 15% agency commission.
- Print ads will be reproduced in digital format in Jan/Feb, March/April, May/June and Sept/Oct.

A separate camera ready ad may be submitted to enhance readability in the digital version. See specs for font size and style recommendations. Full page print ads will be upgraded to a spread in the digital edition. Audio and video can be included at no charge for ads 1/3 page or larger.

Reader Service



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

Here are statistics from 2011:

January/February

Total Respondents: **8,913**

Total Selections: **32,364**

March/April

Total Respondents: **15,101**

Total Selections: **129,846**

May/June

Total Respondents: **11,952**

Total Selections: **93,052**

Here are statistics from 2010:

September/October

Total Respondents: **7,855**

Total Selections: **38,436**



Print ads will be reproduced in digital edition in Jan/Feb, Mar/Apr, May/June, and Sept/Oct

Travel Directory Rates for Print w/Digital

Full Circulation Rates For 2012
Full Coverage Circ: 2,460,455

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	13,929	12,571
1/12 Page	7,661	6,913

Regional Rates: Illinois/N. Indiana
Circ: 525,487

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	4,380	3,954
1/12 Page	2,408	2,174

Regional Rates: Iowa
Circ: 164,808

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	1,986	1,792
1/12 Page	1,092	986

Regional Rates: Michigan
Circ: 977,472

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	6,319	5,702
1/12 Page	3,474	3,136

Regional Rates: Minnesota
Circ: 276,245

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	2,386	2,154
1/12 Page	1,311	1,185

Regional Rates: Nebraska
Circ: 113,943

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	1,058	955
1/12 Page	581	525

Regional Rates: North Dakota
Circ: 34,932

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	527	475
1/12 Page	290	262

Regional Rates: Wisconsin
Circ: 367,568

Four Color Travel Directory		
	1-2X	3-4X
1/6 Page	3,068	2,769
1/12 Page	1,688	1,523

- Rates are gross reflecting 15% agency commission.
- Print ads will be reproduced in digital format in Jan/Feb, March/April, May/June and Sept/Oct.

Rates for Digital Only Ads

Spread Rates*

Full Distribution:	\$7,749
Michigan:	\$4,314
Illinois/N. Indiana	\$3,437
Wisconsin	\$2,849
N. Dakota/Minnesota/ Iowa/Nebraska	\$4,143

1/6 Page Travel Directory

Full Distribution:	\$1,258
Michigan:	\$572
Illinois/N. Indiana	\$397
Wisconsin	\$278
N. Dakota/Minnesota/ Iowa/Nebraska	\$541

Functionality Rates

LIVE LINKS/AD GEN

Full Distribution:	\$294
Regional:	\$147

* Spread rates include all functionality

Reader Service available to all print advertisers



Advertising Specifications - Print

FOUR COLOR DISPLAY			
AD SIZE	BLEED AD SIZE*	TRIM SIZE	NON-BLEED SIZE
Spread**	16" x 10.75"	15.75" x 10.5"	14.875" x 10.0"
Full Page	8.125" x 10.75"	7.875" x 10.5"	7.0" x 10.0"
Back Cover	8.125" x 8.375"	7.875" x 8.125"	7.0" x 7.625"
2/3 Page Vertical	---	---	4.625" x 10.0"
1/2 Page Horizontal	---	---	7.0" x 4.875"
1/3 Page Square	---	---	4.625" x 4.875"
1/3 Page Vertical	---	---	2.25" x 10.0"

FOUR COLOR TRAVEL DIRECTORY	
AD SIZE	NON-BLEED SIZE
1/6 Page Vertical	2.125" x 4.625"
1/12 Page	2.125" x 2.0625"

MECHANICALS

Printing Process: Web Offset (Heatset)

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

* 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 both top and bottom and .4375" in from trim on both 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 7.875" x 10.5". 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. Indicate trim on furnished proof.

AAA Living Deadlines for Print and Digital

SCHEDULE				
ISSUE	FORMAT	SPACE	MATERIALS	IN HOME
Jan/Feb	complement to print	Oct 31	Nov 7	Jan 13
March/April	complement to print	Jan 2	Jan 9	Mar 16
May/June	complement to print	Mar 5	Mar 12	May 18
July	digital only	Apr 30	May 7	Jul 15
Sept/Oct	complement to print	Jul 2	Jul 9	Sept 14
November	digital only	Sept 3	Sept 10	Nov 15



Bleed ads available on full page ads and spreads only