

# Northern Region Rates

6 printed issues: Jan. | Feb., March | April, May | June, July | Aug., Sept. | Oct., Nov. | Dec.

## Full Circulation Rates

Full Coverage Circ: 2,377,451\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	69,644	66,249	62,854
2/3 Page	47,358	45,049	42,740
1/2 Page	38,305	36,438	34,570
1/3 Page	26,463	25,173	23,884

## Regional Rates: Illinois/N. Indiana

Circ: 563,727\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	21,862	20,796	19,730
2/3 Page	15,300	14,554	13,808
1/2 Page	12,023	11,437	10,851
1/3 Page	8,744	8,318	7,892

## Regional Rates: Minnesota

Circ: 291,443\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	11,891	11,311	10,732
2/3 Page	8,349	7,942	7,535
1/2 Page	6,562	6,242	5,922
1/3 Page	4,774	4,541	4,308

## Regional Rates: Nebraska

Circ: 110,819\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	5,270	5,013	4,757
2/3 Page	3,689	3,509	3,329
1/2 Page	2,897	2,756	2,614
1/3 Page	2,114	2,011	1,908

## Regional Rates: Iowa

Circ: 152,146\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	9,922	9,438	8,945
2/3 Page	6,945	6,606	6,268
1/2 Page	5,459	5,193	4,927
1/3 Page	3,968	3,775	3,581

## Regional Rates: Michigan

Circ: 855,166\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	31,591	30,051	28,510
2/3 Page	21,481	20,434	19,387
1/2 Page	17,862	16,991	16,121
1/3 Page	12,005	11,420	10,835

## Regional Rates: North Dakota

Circ: 37,486\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	2,600	2,473	2,347
2/3 Page	1,816	1,727	1,639
1/2 Page	1,429	1,359	1,290
1/3 Page	1,041	990	939

## Regional Rates: Wisconsin

Circ: 366,664\*

### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	15,344	14,596	13,848
2/3 Page	10,747	10,223	9,700
1/2 Page	8,440	8,029	7,616
1/3 Page	6,143	5,844	5,544

Rates are gross reflecting 15% agency commission.

See your sales rep regarding special programs such as our state tourism package and advertorial opportunities.

\*AAA Living AAM Audit Statement ending Dec. 31, 2015.

## Travel Directory Rates

### Full Circulation Rates

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	13,929	13,250	12,571
1/12	7,661	7,278	6,913

### Regional Rates: Iowa

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	1,986	1,889	1,792
1/12	1,092	1,037	986

### Regional Rates: Illinois/N. Indiana

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	4,380	4,166	3,954
1/12	2,408	2,288	2,174

### Regional Rates: Michigan

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	6,319	6,011	5,702
1/12	3,474	3,300	3,136

### Regional Rates: Minnesota

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	2,386	2,270	2,154
1/12	1,311	1,245	1,185

### Regional Rates: Nebraska

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	1,058	1,006	955
1/12	581	552	525

### Regional Rates: North Dakota

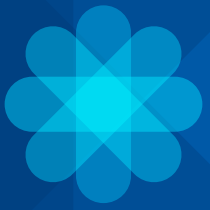
#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	527	501	475
1/12	290	276	262

### Regional Rates: Wisconsin

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	3,068	2,918	2,769
1/12	1,688	1,604	1,523



# Southern Region Rates

2017 AAA LIVING MEDIA KIT  
SOUTHERN RATES

19

6 printed issues: Jan. | Feb., March | April, May | June, July | Aug., Sept. | Oct., Nov. | Dec.

## Travel Directory Rates

### Full Circulation Rates

FOUR-COLOR TRAVEL DIRECTORY			
	1-2x	3-5x	6x
1/6 Page	13,882	13,465	13,048
1/12	8,508	8,252	7,997

### Regional Rates: Florida

FOUR-COLOR TRAVEL DIRECTORY			
	1-2x	3-5x	6x
1/6 Page	12,009	11,651	11,273
1/12	5,870	5,694	5,518

### Regional Rates: Georgia

FOUR-COLOR TRAVEL DIRECTORY			
	1-2x	3-5x	6x
1/6 Page	3,636	3,527	3,418
1/12	1,446	1,403	1,359

### Regional Rates: Tennessee

FOUR-COLOR TRAVEL DIRECTORY			
	1-2x	3-5x	6x
1/6 Page	2,948	2,859	2,771
1/12	1,106	1,073	1,040

### Regional Rates: Georgia, Tennessee

FOUR-COLOR TRAVEL DIRECTORY			
	1-2x	3-5x	6x
1/6 Page	5,925	5,747	5,570
1/12	2,552	2,476	2,399

## Florida, Georgia, Tennessee, Puerto Rico

Circulation Rates  
Circulation: 2,597,715\*

FOUR-COLOR DISPLAY			
	1-2x	3-5x	6x
Full Page	66,768	64,764	62,762
2/3 Page	48,741	47,278	45,816
1/2 Page	38,525	37,347	36,214
1/3 Page	28,343	27,396	26,548

Regional Rates: Florida (includes Puerto Rico)  
Circ: 1,803,841\*

FOUR-COLOR DISPLAY			
	1-2x	3-5x	6x
Full Page	57,978	56,244	54,425
2/3 Page	42,324	41,058	39,730
1/2 Page	33,436	32,438	31,387
1/3 Page	24,509	23,777	23,007

Regional Rates: Tennessee  
Circ: 335,306\*

FOUR-COLOR DISPLAY			
	1-2x	3-5x	6x
Full Page	14,179	13,754	13,328
2/3 Page	10,351	10,040	9,730
1/2 Page	8,181	7,936	7,690
1/3 Page	5,998	5,818	5,648

Regional Rates: Georgia  
Circ: 458,568\*

FOUR-COLOR DISPLAY			
	1-2x	3-5x	6x
Full Page	17,490	16,965	16,441
2/3 Page	12,768	12,385	12,002
1/2 Page	10,092	9,789	9,486
1/3 Page	7,398	7,176	6,954

Regional Rates: Georgia, Tennessee  
Circ: 793,874\*

FOUR-COLOR DISPLAY			
	1-2x	3-5x	6x
Full Page	28,502	27,647	26,792
2/3 Page	20,807	20,183	19,559
1/2 Page	16,445	15,952	15,458
1/3 Page	12,065	11,694	11,333

For special custom opportunities such as advertorial features, inserts and gatefolds, contact your sales representative.

Rates are gross reflecting 15% agency commission.

\*AAA Living AAM Audit Statement ending Dec. 31, 2015.

## READER SERVICE

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

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

Total Respondents.....62,382  
Total Selections .....456,344

### AAA LIVING Readers Free Information Card (9/15)

Please check your club membership information and return this card to the address below. Your selection information will be forwarded to the AAA Living advertiser you selected. Entries must be received by November 3, 2015. Allow 4 to 6 weeks for delivery.

**ENTER TODAY!**  
Contest winner will receive the Real East Texas Gateway - Longview Circle #1 at night.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	13	25	37	49	61	73	85	97	109	121										
2	14	26	38	50	62	74	86	98	110	122										
3	15	27	39	51	63	75	87	99	111	123										
4	16	28	40	52	64	76	88	100	112											
5	17	29	41	53	65	77	89	101	113											
6	18	30	42	54	66	78	90	102	114											
7	19	31	43	55	67	79	91	103	115											
8	20	32	44	56	68	80	92	104	116											
9	21	33	45	57	69	81	93	105	117											
10	22	34	46	58	70	82	94	106	118											
11	23	35	47	59	71	83	95	107	119											
12	24	36	48	60	72	84	96	108	120											

## FREE ADVERTISER INFORMATION



**ORDER ONLINE**  
AAA Living Media Kit  
Please use the MemberKey feature. All Request Information is in the central information.  
Make sure you are logged in.  
Click the SUBMIT button at the bottom of the page.



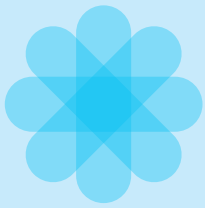
**ORDER BY MAIL**  
Please send your order to the address below.  
Please include all applicable postage and handling charges.  
Deadline for requests: November 3, 2015.

- SPEEDRACKS**
- 17 Cruise & Vacation
  - 18 Golf & Resorts
  - 19 Golf & Resorts
  - 20 Golf & Resorts
  - 21 Golf & Resorts
  - 22 Golf & Resorts
  - 23 Golf & Resorts
  - 24 Golf & Resorts
  - 25 Golf & Resorts
  - 26 Golf & Resorts
  - 27 Golf & Resorts
  - 28 Golf & Resorts
  - 29 Golf & Resorts
  - 30 Golf & Resorts
  - 31 Golf & Resorts
  - 32 Golf & Resorts
  - 33 Golf & Resorts
  - 34 Golf & Resorts
  - 35 Golf & Resorts
  - 36 Golf & Resorts
  - 37 Golf & Resorts
  - 38 Golf & Resorts
  - 39 Golf & Resorts
  - 40 Golf & Resorts
  - 41 Golf & Resorts
  - 42 Golf & Resorts
  - 43 Golf & Resorts
  - 44 Golf & Resorts
  - 45 Golf & Resorts
  - 46 Golf & Resorts
  - 47 Golf & Resorts
  - 48 Golf & Resorts
  - 49 Golf & Resorts
  - 50 Golf & Resorts
  - 51 Golf & Resorts
  - 52 Golf & Resorts
  - 53 Golf & Resorts
  - 54 Golf & Resorts
  - 55 Golf & Resorts
  - 56 Golf & Resorts
  - 57 Golf & Resorts
  - 58 Golf & Resorts
  - 59 Golf & Resorts
  - 60 Golf & Resorts
  - 61 Golf & Resorts
  - 62 Golf & Resorts
  - 63 Golf & Resorts
  - 64 Golf & Resorts
  - 65 Golf & Resorts
  - 66 Golf & Resorts
  - 67 Golf & Resorts
  - 68 Golf & Resorts
  - 69 Golf & Resorts
  - 70 Golf & Resorts
  - 71 Golf & Resorts
  - 72 Golf & Resorts
  - 73 Golf & Resorts
  - 74 Golf & Resorts
  - 75 Golf & Resorts
  - 76 Golf & Resorts
  - 77 Golf & Resorts
  - 78 Golf & Resorts
  - 79 Golf & Resorts
  - 80 Golf & Resorts
  - 81 Golf & Resorts
  - 82 Golf & Resorts
  - 83 Golf & Resorts
  - 84 Golf & Resorts
  - 85 Golf & Resorts
  - 86 Golf & Resorts
  - 87 Golf & Resorts
  - 88 Golf & Resorts
  - 89 Golf & Resorts
  - 90 Golf & Resorts
  - 91 Golf & Resorts
  - 92 Golf & Resorts
  - 93 Golf & Resorts
  - 94 Golf & Resorts
  - 95 Golf & Resorts
  - 96 Golf & Resorts
  - 97 Golf & Resorts
  - 98 Golf & Resorts
  - 99 Golf & Resorts
  - 100 Golf & Resorts

**Win a Real East Texas Gateway!**  
AAA Living Media Kit Contest to the Longview Gateway. The winner will receive the Real East Texas Gateway - Longview Circle #1 at night. The contest is open to all AAA Living members who purchase a membership during the contest period. The contest ends on November 3, 2015. The contest is open to all AAA Living members who purchase a membership during the contest period. The contest ends on November 3, 2015. The contest is open to all AAA Living members who purchase a membership during the contest period. The contest ends on November 3, 2015.

Reader Service Information Card

Reader Service Page



## Michigan Zones by County

Advertise to Targeted Zones — Available all issues

### ● ZONE ONE: METRO DETROIT

Macomb, Oakland, Wayne Counties

#### RATES (GROSS)

Full page .....	\$17,909
2/3 page .....	\$12,168
1/2 page .....	\$10,126
1/3 page .....	\$6,806

**TOTAL CIRCULATION\*** .....468,396

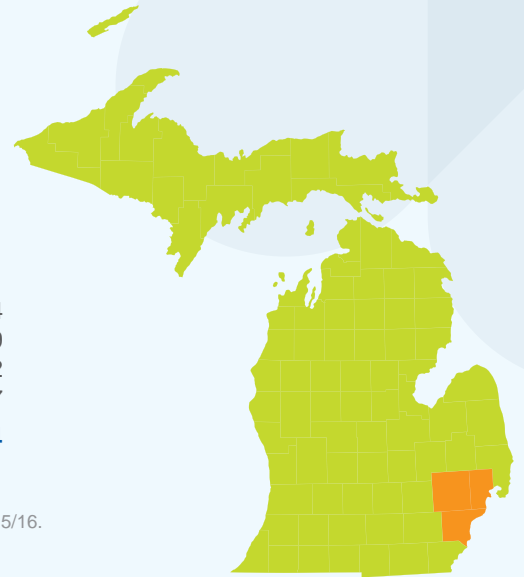
### ● ZONE TWO: OUT STATE

#### RATES (GROSS)

Full page .....	\$13,674
2/3 page .....	\$9,299
1/2 page .....	\$7,732
1/3 page .....	\$5,197

**TOTAL CIRCULATION\*** .....379,714

SOURCE: \* Internal Count by County Reports 6/15/16.



## Florida Zones by DMA

Advertise to Targeted Zones — Available March/April and Sept./Oct.

### ● ZONE ONE

Panama City  
Tallahassee-Thomasville  
Jacksonville  
Gainesville  
Mobile-Pensacola

#### RATES (GROSS)

Full page .....	\$7,874
1/2 page .....	\$4,542
1/3 page .....	\$3,330

**TOTAL CIRCULATION\*\*** .....231,135



### ● ZONE TWO

Orlando  
Daytona Beach  
Melbourne

#### RATES (GROSS)

Full page .....	\$13,301
1/2 page .....	\$7,672
1/3 page .....	\$5,624

**TOTAL CIRCULATION\*\*** .....409,987

### ● ZONE THREE

Tampa  
St. Petersburg  
Sarasota

#### RATES (GROSS)

Full page .....	\$19,880
1/2 page .....	\$11,468
1/3 page .....	\$8,406

**TOTAL CIRCULATION\*\*** .....587,926



### ● ZONE FOUR

Ft. Myers  
Naples  
West Palm Beach  
Ft. Pierce

#### RATES (GROSS)

Full page .....	\$11,159
1/2 page .....	\$6,437
1/3 page .....	\$4,718

**TOTAL CIRCULATION\*\*** .....365,113

### ● ZONE FIVE

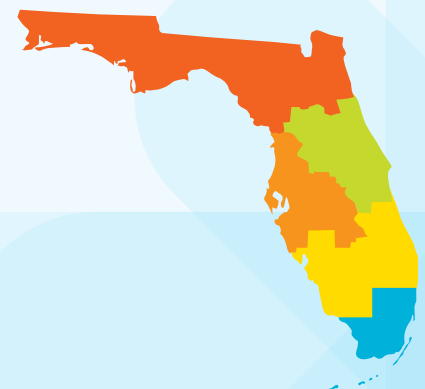
Miami  
Ft. Lauderdale

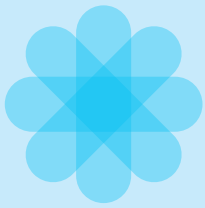
#### RATES (GROSS)

Full page .....	\$11,820
1/2 page .....	\$6,818
1/3 page .....	\$4,998

**TOTAL CIRCULATION\*\*** .....335,262

SOURCE: \*\* Internal Count by Zip Code report 6/15/16.





## FOUR-COLOR DISPLAY

AD UNIT	BLEED AD SIZE*	TRIM SIZE	NON-BLEED AD 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

1/6 Page Vertical	---	---	2.125" x 4.625"
1/12 Page Vertical	---	---	2.125" x 2.0625"

### Full Page Ad Size:

- Trim Size : 7.875" x 10.5"
- Bleed Size : 8.125" x 10.75"
- Live Area : 7.375" x 10.0"
- Safety Margin : 0.25"

## 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 7.875" 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.**

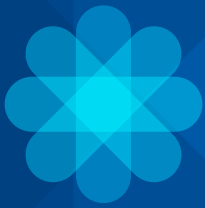
## ADVERTISING MATERIALS

### Preferred File:

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

**Other File Types Accepted:** Macintosh InDesign, QuarkXpress, 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.



## FOUR COLOR CO-OP : NON-BLEED

### 4 COLUMN AD UNIT

- 1/2 Page
- 1/4 Page
- 1/8 Page Vertical
- 1/8 Page Horizontal
- 1/16 Page
- Listing with Logo  
(+ 25 words of copy)

### 4 COLUMN AD SIZE

- 7" x 4.1875"
- 3.4375" x 4.1875"
- 1.625" x 4.1875"
- 3.4375" x 2.0"
- 1.625" x 2.0"
- 1.625" x 1.0"

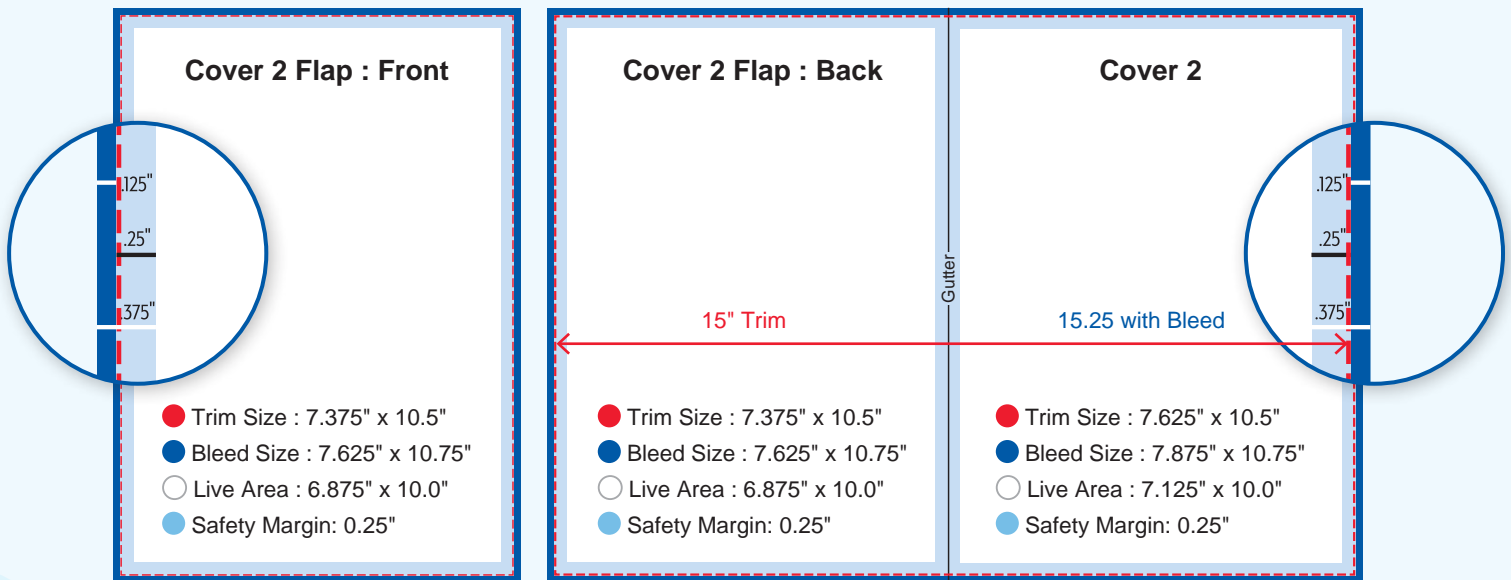
### 3 COLUMN AD UNIT

- 1/3 Page
- 1/6 Page Vertical
- 1/12 Page
- 
- 
- 

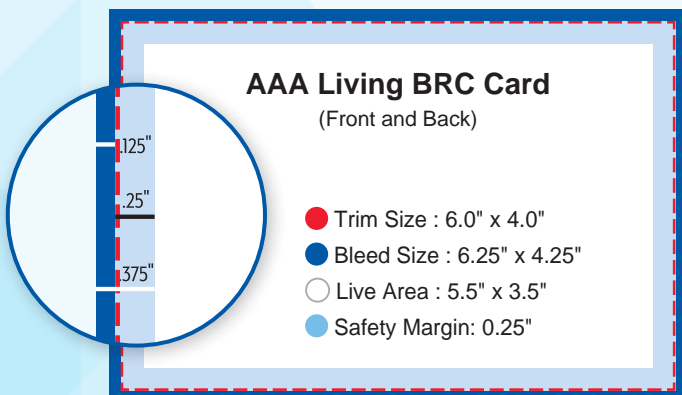
### 3 COLUMN AD SIZE

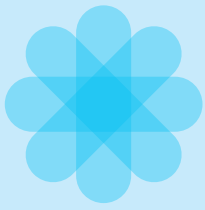
- 4.625" x 4.0"
- 2.25" x 4.0"
- 2.25" x 2.0"
- 
- 
- 

## GATEFOLD



## BRC CARDS





## DEADLINE SCHEDULE

ISSUE	RESERVATION	MATERIALS	IN HOME
Jan./Feb.	Oct. 17, 2016	Nov. 2, 2016	Jan. 6, 2017
March/April	Dec. 19, 2016	Jan. 5, 2017	March 3, 2017
May/June	Feb. 20, 2017	March 8, 2017	May 5, 2017
July/Aug.	April 17, 2017	May 3, 2017	June 30, 2017
Sept./Oct.	June 19, 2017	July 5, 2017	Sept. 2, 2017
Nov./Dec.	Aug. 21, 2017	Sept. 6, 2017	Nov. 3, 2017

## 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.

### COMMISSIONS/CREDIT

Agency Commission: 15% for gross rates. 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](mailto: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 ad coordinator 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: Ad Coordinator, 5750 New King Drive, Suite 100, Troy, MI 48098.