

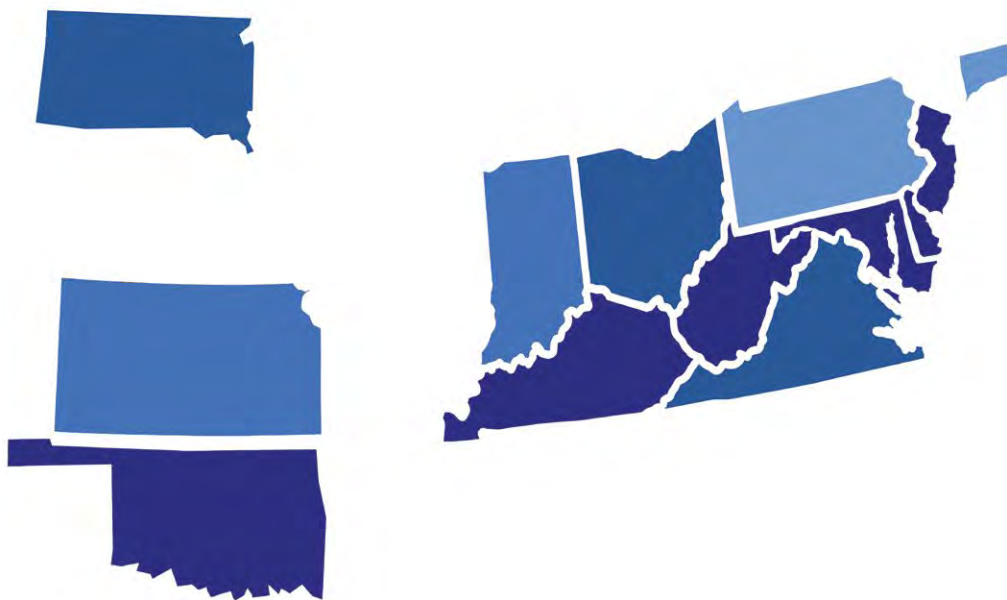
AAA WORLD



ADVERTISING RATES

All Markets

Total Circulation: 2,651,200



4 Color	1 x	3 x	6 x
Full Page	\$82,150	\$78,043	\$73,935
2/3 Page	\$61,613	\$58,532	\$55,451
1/2 Page	\$49,290	\$46,826	\$44,361
1/3 Page	\$32,860	\$31,217	\$29,574
1/6 Page*	\$18,073	\$17,169	\$16,266

*Available only in Travel Planner or coops

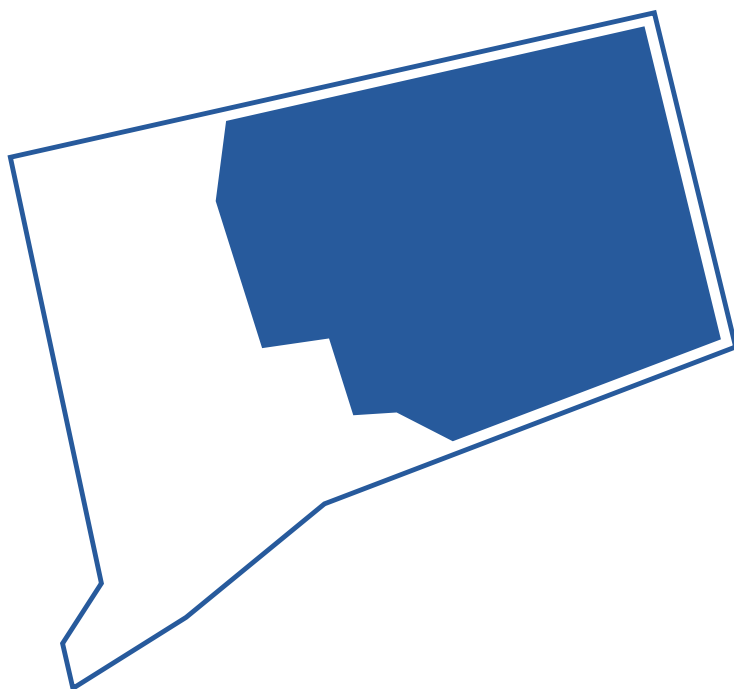
AAA WORLD



ADVERTISING RATES

Connecticut

Total Circulation: 244,000



4 Color	1 x	3 x	6 x
Full Page	\$13,508	\$12,833	\$12,157
2/3 Page	\$10,131	\$9,624	\$9,118
1/2 Page	\$8,105	\$7,700	\$7,294
1/3 Page	\$5,403	\$5,133	\$4,863
1/6 Page*	\$2,972	\$2,823	\$2,675

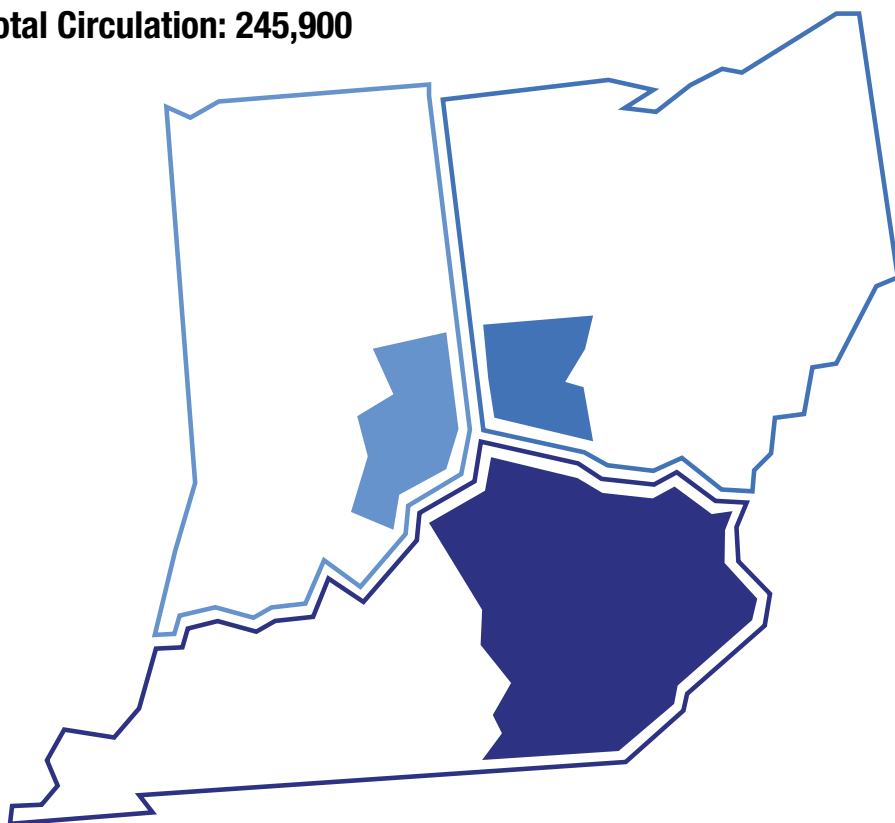
*Available only in Travel Planner or coops



ADVERTISING RATES

Cincinnati, Ohio/Indiana/Kentucky

Total Circulation: 245,900



4 Color	1 x	3 x	6 x
Full Page	\$15,100	\$14,345	\$13,590
2/3 Page	\$11,325	\$10,759	\$10,193
1/2 Page	\$9,060	\$8,607	\$8,154
1/3 Page	\$6,040	\$5,738	\$5,436
1/6 Page*	\$3,322	\$3,156	\$2,990

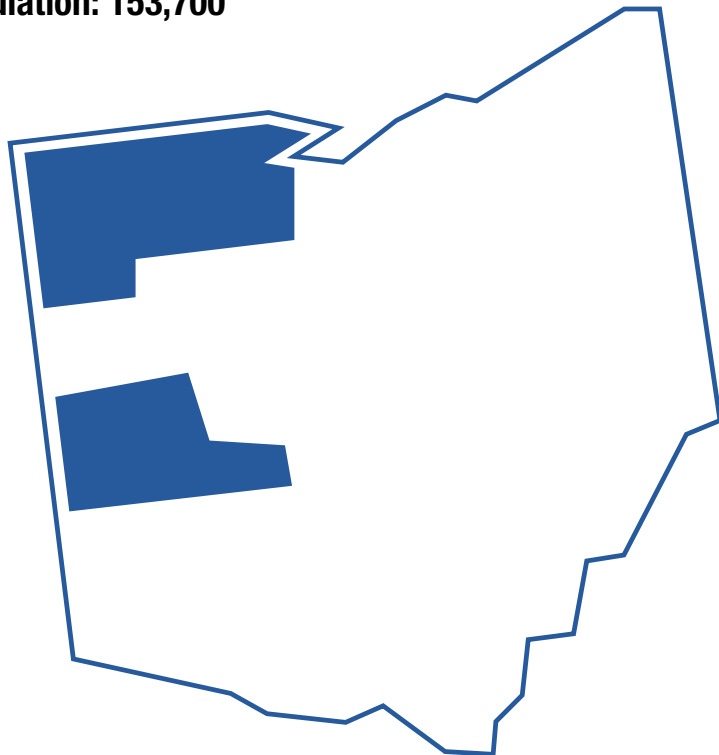
*Available only in Travel Planner or coops



ADVERTISING RATES

Miami Valley (Dayton)/Toledo, Ohio

Total Circulation: 153,700



4 Color	1 x	3 x	6 x
Full Page	\$11,200	\$10,640	\$10,080
2/3 Page	\$8,400	\$7,980	\$7,560
1/2 Page	\$6,720	\$6,384	\$6,048
1/3 Page	\$4,480	\$4,256	\$4,032
1/6 Page*	\$2,464	\$2,341	\$2,218

*Available only in Travel Planner or coops

AAA WORLD



ADVERTISING RATES

New Jersey

Total Circulation: 414,800



4 Color	1 x	3 x	6 x
Full Page	\$17,248	\$16,386	\$15,523
2/3 Page	\$12,936	\$12,289	\$11,642
1/2 Page	\$10,349	\$9,831	\$9,314
1/3 Page	\$6,899	\$6,554	\$6,209
1/6 Page*	\$3,795	\$3,605	\$3,415

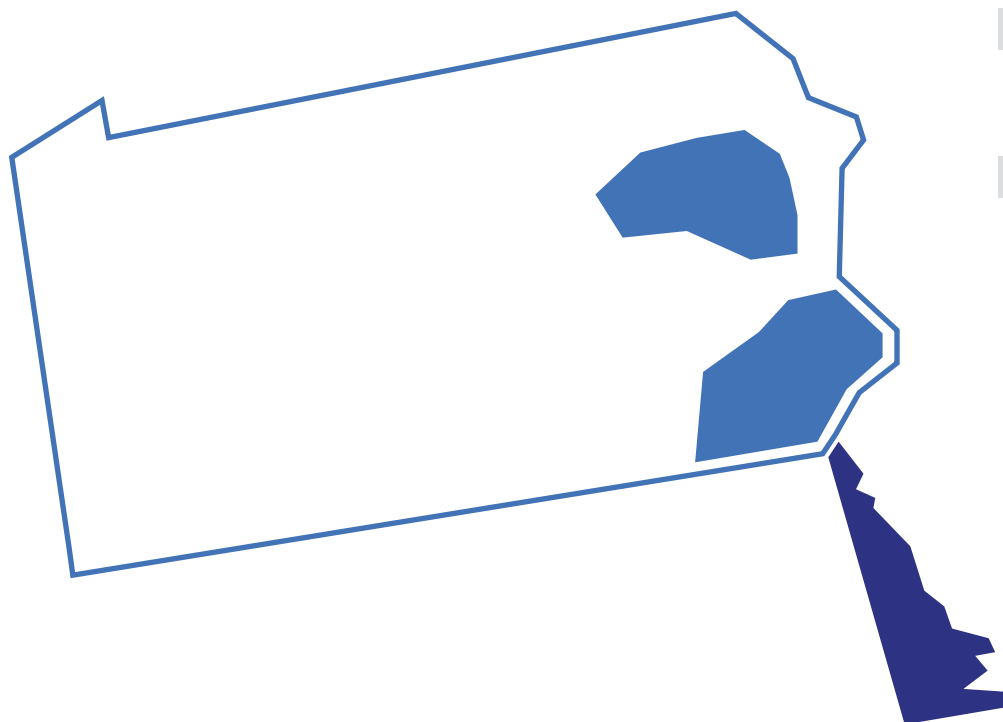
*Available only in Travel Planner or coops



ADVERTISING RATES

Pennsylvania/Delaware

Total Circulation: 413,200



4 Color	1 x	3 x	6 x
Full Page	\$16,736	\$15,899	\$15,062
2/3 Page	\$12,552	\$11,924	\$11,297
1/2 Page	\$10,042	\$9,540	\$9,037
1/3 Page	\$6,694	\$6,360	\$6,025
1/6 Page*	\$3,682	\$3,498	\$3,314

*Available only in Travel Planner or coops



ADVERTISING RATES

Metro Washington, D.C./Maryland

Total Circulation: 599,500



4 Color	1 x	3 x	6 x
Full Page	\$25,408	\$24,138	\$22,867
2/3 Page	\$19,056	\$18,103	\$17,150
1/2 Page	\$15,245	\$14,483	\$13,720
1/3 Page	\$10,163	\$9,655	\$9,147
1/6 Page*	\$5,590	\$5,310	\$5,031

*Available only in Travel Planner or coops

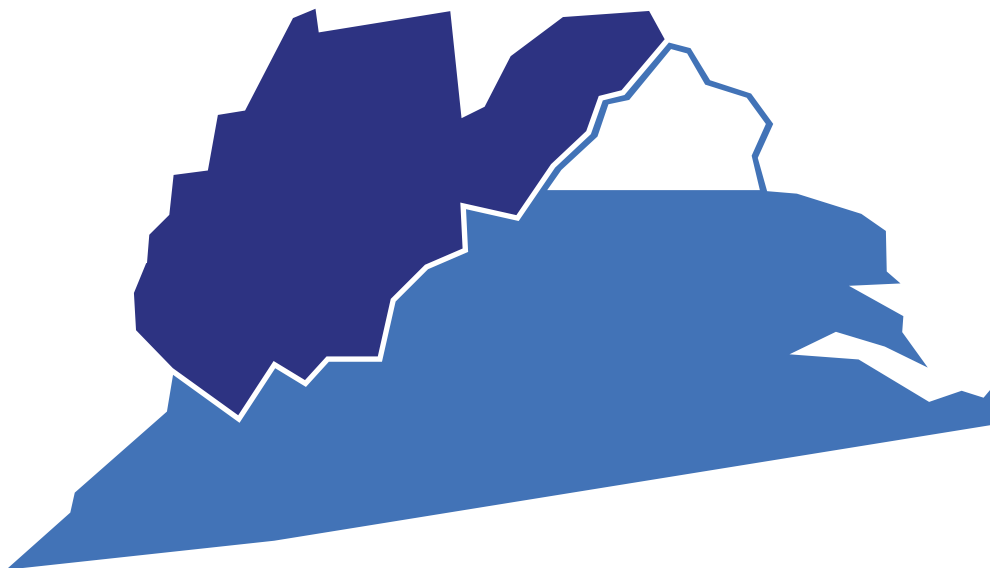
AAA WORLD



ADVERTISING RATES

Virginia/West Virginia

Total Circulation: 195,600



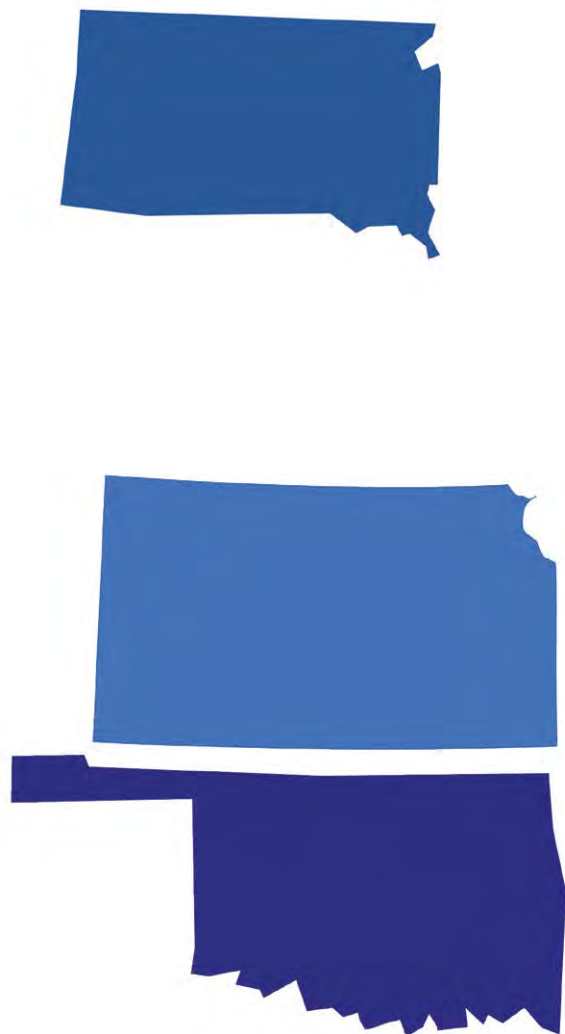
4 Color	1 x	3 x	6 x
Full Page	\$9,760	\$9,272	\$8,784
2/3 Page	\$7,320	\$6,954	\$6,588
1/2 Page	\$5,856	\$5,563	\$5,270
1/3 Page	\$3,904	\$3,709	\$3,514
1/6 Page*	\$2,147	\$2,040	\$1,932

*Available only in Travel Planner or coops

AAA WORLD

ADVERTISING RATES

Kansas/Oklahoma/South Dakota



KS	OK	SD	TOTAL CIRCULATION: 384,500	
4 Color	1 x	3 x	6 x	
Full Page	\$16,860	\$16,017	\$15,174	
2/3 Page	\$12,645	\$12,013	\$11,381	
1/2 Page	\$10,116	\$9,610	\$9,104	
1/3 Page	\$6,744	\$6,407	\$6,070	
1/6 Page*	\$3,709	\$3,524	\$3,338	

*Available only in Travel Planner or coops

South Dakota			TOTAL CIRCULATION: 53,000	
4 Color	1 x	3 x	6 x	
Full Page	\$2,266	\$2,153	\$2,039	
2/3 Page	\$1,700	\$1,615	\$1,530	
1/2 Page	\$1,360	\$1,292	\$1,224	
1/3 Page	\$906	\$861	\$816	
1/6 Page*	\$499	\$474	\$449	

*Available only in Travel Planner or coops

Kansas			TOTAL CIRCULATION: 94,500	
4 Color	1 x	3 x	6 x	
Full Page	\$6,587	\$6,258	\$5,928	
2/3 Page	\$4,940	\$4,693	\$4,446	
1/2 Page	\$3,952	\$3,755	\$3,557	
1/3 Page	\$2,635	\$2,503	\$2,371	
1/6 Page*	\$1,449	\$1,377	\$1,304	

*Available only in Travel Planner or coops

Oklahoma			TOTAL CIRCULATION: 237,000	
4 Color	1 x	3 x	6 x	
Full Page	\$9,880	\$9,386	\$8,892	
2/3 Page	\$7,410	\$7,040	\$6,669	
1/2 Page	\$5,928	\$5,632	\$5,335	
1/3 Page	\$3,952	\$3,754	\$3,557	
1/6 Page*	\$2,174	\$2,065	\$1,956	

*Available only in Travel Planner or coops



travel planner VISIT AAA.COM/WORLDINFO TO FIND OUT MORE ABOUT THE OFFERS ON THIS PAGE

1/6TH PAGE • 2.25" x 4.25"	1/8TH PAGE • 2.25" x 3"	OUTER BANKS NC
	1/24TH PAGE • 2.25" x 1"	
1/12TH PAGE • 2.25" x 2"	1/3RD PAGE • 4.625" x 4.25"	
MARYLAND		

Metro Washington/Maryland

599,500 households in VA, DC, MD

1/3 page 4c	\$10,163
1/6 page 4c	\$5,082
1/8 page 4c	\$3,811
1/12 page 4c	\$2,541
1/24 page 4c	\$1,270

Miami Valley/Toledo

153,700 households in OH

1/3 page 4c	\$4,480
1/6 page 4c	\$2,240
1/8 page 4c	\$1,680
1/12 page 4c	\$1,120
1/24 page 4c	\$560

Oklahoma

237,000 households in OK

1/3 page 4c	\$3,952
1/6 page 4c	\$1,976
1/8 page 4c	\$1,482
1/12 page 4c	\$988
1/24 page 4c	\$494

Pennsylvania/Delaware

413,200 households in PA & DE

1/3 page 4c	\$6,694
1/6 page 4c	\$3,347
1/8 page 4c	\$2,510
1/12 page 4c	\$1,674
1/24 page 4c	\$837

Virginia/West Virginia

195,600 households in WV & VA

1/3 page 4c	\$3,904
1/6 page 4c	\$1,952
1/8 page 4c	\$1,464
1/12 page 4c	\$976
1/24 page 4c	\$488

South Dakota

53,000 households in SD

1/3 page 4c	\$906
1/6 page 4c	\$453
1/8 page 4c	\$340
1/12 page 4c	\$227
1/24 page 4c	\$113

New Jersey

414,800 households in NJ

1/3 page 4c	\$6,899
1/6 page 4c	\$3,450
1/8 page 4c	\$2,587
1/12 page 4c	\$1,725
1/24 page 4c	\$862

Kansas

94,500 households in KS

1/3 page 4c	\$2,635
1/6 page 4c	\$1,318
1/8 page 4c	\$988
1/12 page 4c	\$659
1/24 page 4c	\$329

All Regions

2,651,200 households

1/3 page 4c	\$32,860
1/6 page 4c	\$16,430
1/8 page 4c	\$12,323
1/12 page 4c	\$8,215
1/24 page 4c	\$4,108

Cincinnati/Indiana/Kentucky

245,900 households in OH, IN, KY

1/3 page 4c	\$6,040
1/6 page 4c	\$3,020
1/8 page 4c	\$2,265
1/12 page 4c	\$1,510
1/24 page 4c	\$755

Connecticut

244,000 households in CT

1/3 page 4c	\$5,403
1/6 page 4c	\$2,702
1/8 page 4c	\$2,026
1/12 page 4c	\$1,351
1/24 page 4c	\$675

AD SIZES

1/3 PAGE

4.625" wide x 4.25" high

1/6 PAGE

2.25" wide x 4.25" high

1/8 PAGE

2.25" wide x 3" high

1/12 PAGE

2.25" wide x 2" high

1/24 PAGE

2.25" wide x 1" high



Mechanical Specifications

ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with sales representative), PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF files, 300 dpi minimum. Send each page as single PDF. No spreads. **Single crop marks should be offset .25**

MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the head)
Trim Size: 7.875 x 10.5

INSERTS

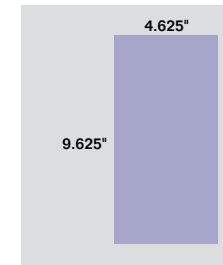
Consult your *AAA World* sales representative for specification sheet. Publisher reserves the right to omit inserts not complying with specifications. **Send each page as single PDF. No spreads. Must supply printed or pdf proofs with pages labeled for orientation.**

DIGITAL FILE DELIVERY

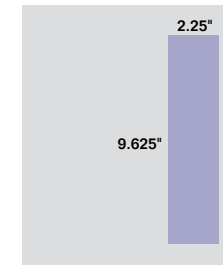
AAA World accepts digital files through many portals, including e-mail and FTP. Please contact your *AAA World* sales representative for details on digital file transfer.

ADVERTISER PROOFS

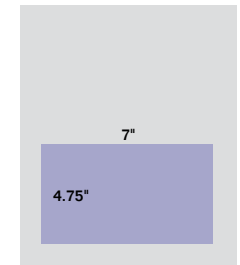
Two press proofs required with each ad. *AAA World* shall not be held responsible for color accuracy, if no color proof is provided.



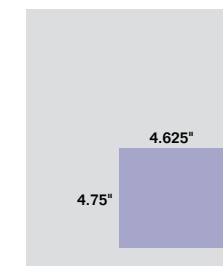
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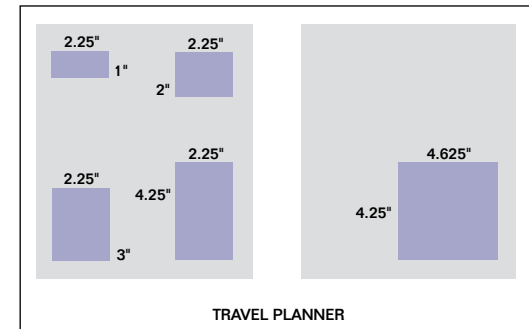
1/3 VERTICAL



1/2 PAGE

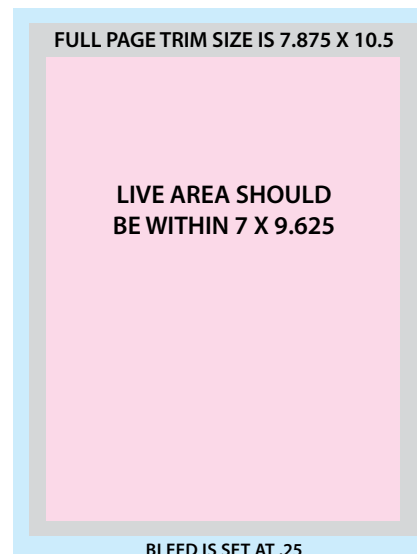


1/3 PAGE SQUARE



TRAVEL PLANNER

FULL PAGE SIZE



Ad Sizes (in inches)

	Width	Height
Magazine Trim Size	7.875	10.5
Full-Page Live area	7	9.625
Two-Page Spread	15.75	10.5
2/3 Vertical only	4.625	9.625
1/2 Horizontal only	7	4.75
1/3 Vertical	2.25	9.625
1/3 Square	4.625	4.75
1/6 Vertical*	2.25	4.25
Travel Planner Ads	2.25 wide	

*Available only in Travel Planner or coops
NO BLEED ON FRACTIONAL ADS

NO BLEED ON FRACTIONAL ADS

2017 Publishing Calendar

Issue	Space	Ad Material	In Home
Jan./Feb.	Oct. 26	Nov. 18	Dec. 23–28
Mar./Apr.	Jan. 4	Jan. 20	Feb. 24–28
May/June	Mar. 1	Mar. 17	Apr. 24–27
July/Aug.	Apr. 26	May 19	Jun. 26–29
Sept./Oct.	June 30	July 21	Aug. 28–31
Nov./Dec.	Aug. 30	Sept. 22	Oct. 27–31
Jan./Feb. ('18)	Oct. 25	Nov. 17	Dec. 26–29

No cancellations accepted after the closing date.