



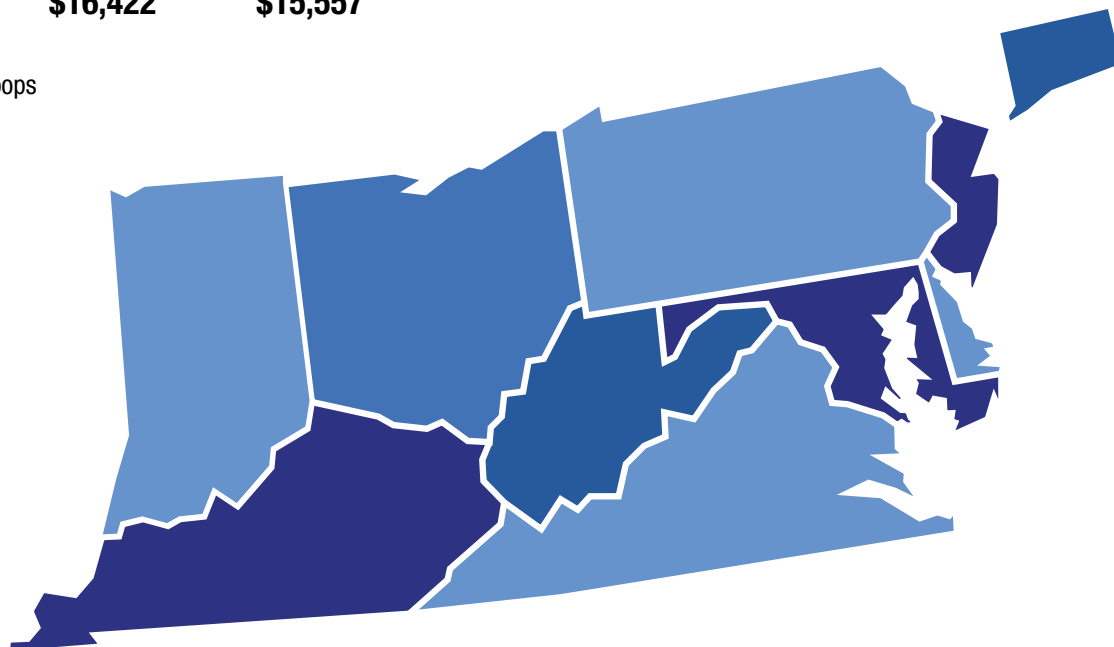
## ADVERTISING RATES

### All Markets

4 Color	1 x	3 x	6 x
Full Page	\$78,572	\$74,643	\$70,715
2/3 Page	\$58,929	\$55,983	\$53,036
1/2 Page	\$47,143	\$44,786	\$42,429
1/3 Page	\$31,429	\$29,857	\$28,286
1/6 Page*	\$17,286	\$16,422	\$15,557

\*Available only in Travel Planner or coops

Total Circulation: 2,540,100



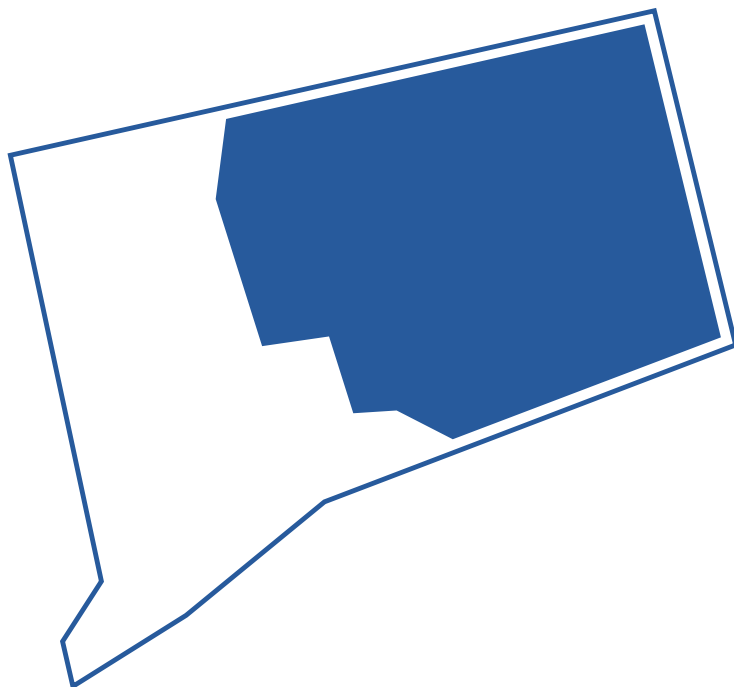
# AAA WORLD



## ADVERTISING RATES

### Connecticut

**Total Circulation: 283,600**



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

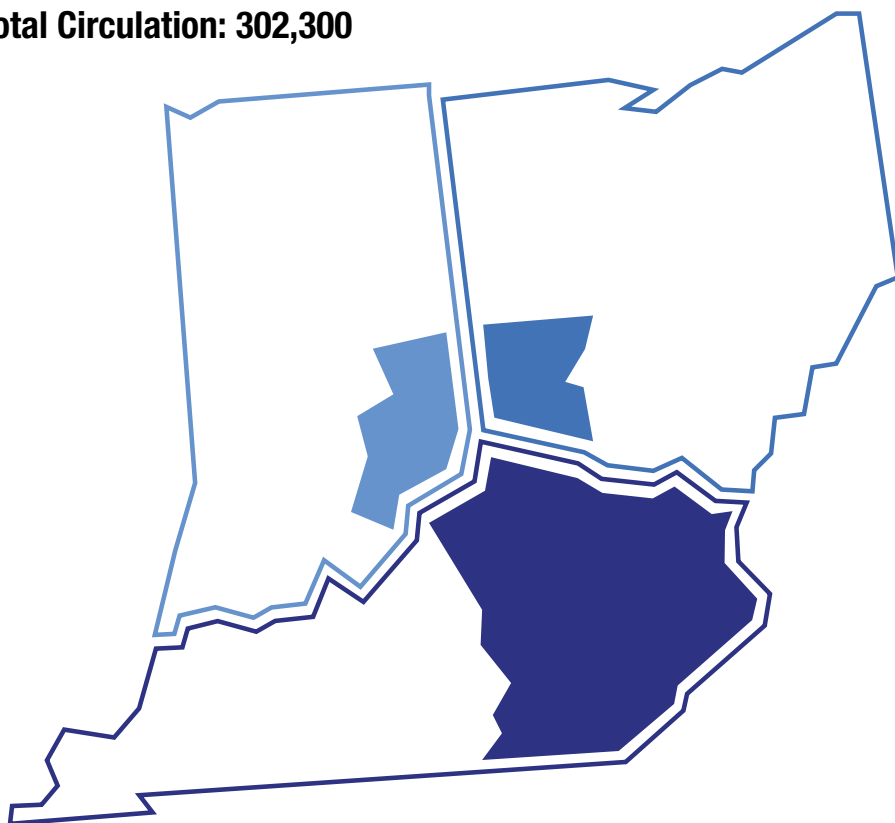
\*Available only in Travel Planner or coops



## ADVERTISING RATES

### Cincinnati/Indiana/Kentucky

Total Circulation: 302,300



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

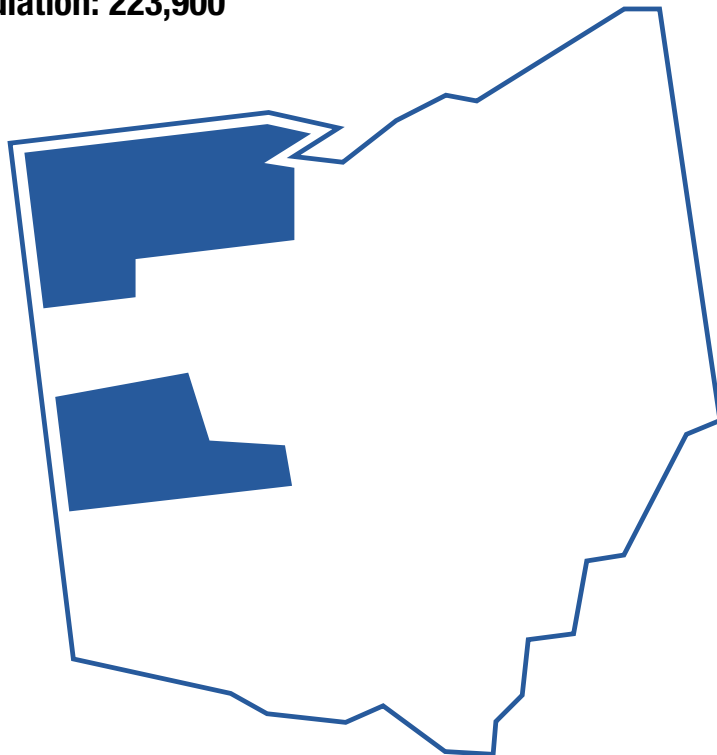
\*Available only in Travel Planner or coops



## ADVERTISING RATES

### Miami Valley (Dayton)/Toledo

Total Circulation: 223,900



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: 415,000



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

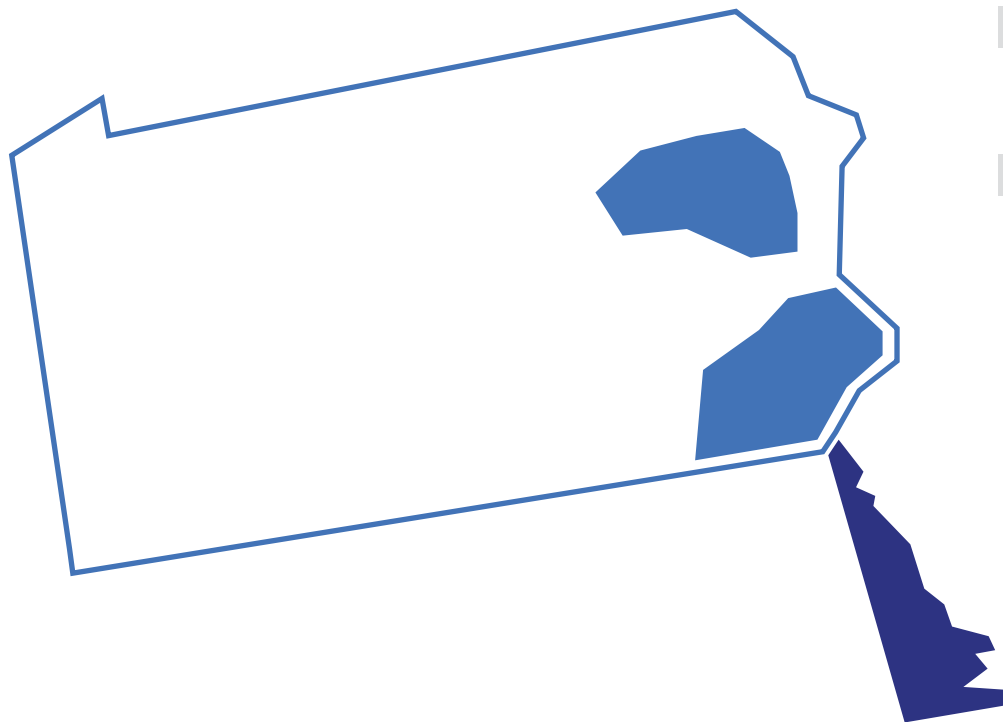
\*Available only in Travel Planner or coops



## ADVERTISING RATES

### Pennsylvania/Delaware

**Total Circulation: 403,000**



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

\*Available only in Travel Planner or coops



## ADVERTISING RATES

### Metro Washington/Maryland

Total Circulation: 610,100



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

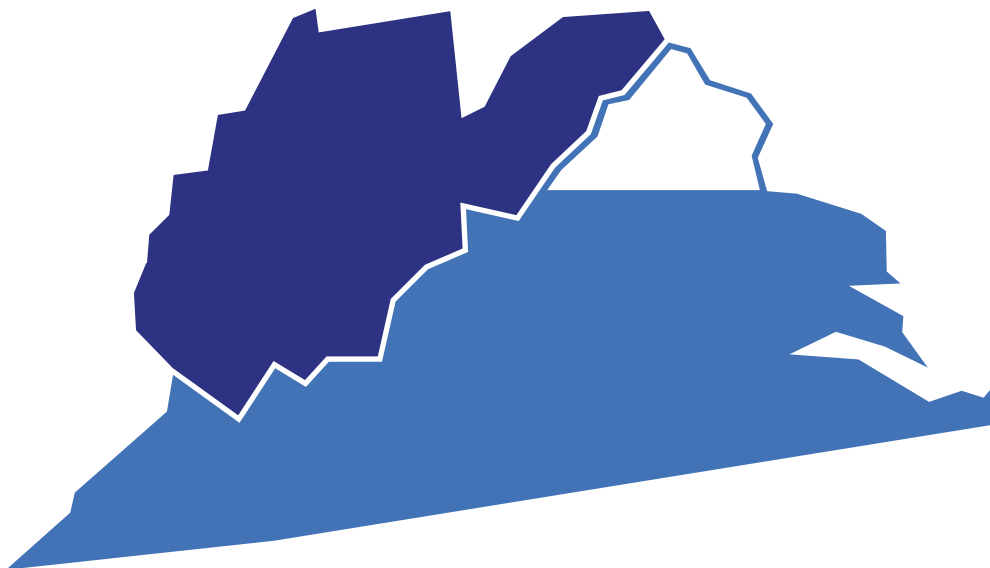
# AAA WORLD



## ADVERTISING RATES

### Virginia/West Virginia

Total Circulation: 190,000



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



Total Circulation: 112,200



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



**travel planner** VISIT [AAA.COM/WORLDINFO](http://AAA.COM/WORLDINFO) TO FIND OUT MORE ABOUT THE OFFERS ON THIS PAGE

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

### Metro Washington/Maryland

610,100 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

### Pennsylvania/Delaware

403,000 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

### New Jersey

415,000 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

### Cincinnati/Indiana/Kentucky

302,300 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

### Miami Valley/Toledo

223,900 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

### Virginia/West Virginia

190,000 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

### Kansas

112,200 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

### Connecticut

283,600 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

### All Regions

2,540,100 households

1/3 page 4c	\$31,429
1/6 page 4c	\$15,715
1/8 page 4c	\$11,787
1/12 page 4c	\$7,857
1/24 page 4c	\$3,929

## 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 colors unless by special arrangement with sales representative), all type converted to outlines; CMYK TIFF files, 300 dpi minimum; InDesign native files with all postscript fonts and art included (True Type and Bitstream fonts will not be accepted).

### 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.

### 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.

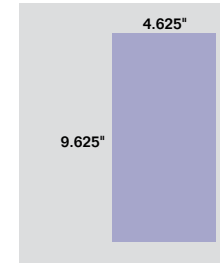
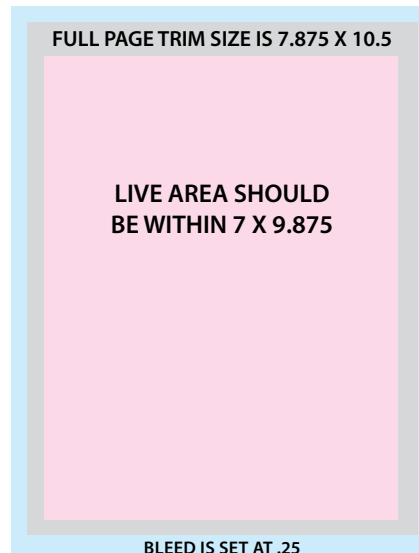
*AAA World* shall not be held responsible for color accuracy if no color proof is provided.

## Ad Sizes (in inches)

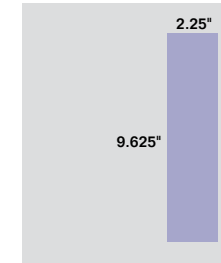
	Width	Height
Magazine Trim Size	7.875	10.5
Full-Page Live area	7	9.625
Two-Page Spread	15.75	10.5
2/3 Vertical only	4.625	9.625
1/2 Horizontal only	7	4.75
1/3 Vertical	2.25	9.625
1/3 Square	4.625	4.75
1/6 Vertical*	2.25	4.25
Travel Planner Ads	2.25 wide	

\*Available only in Travel Planner or coops

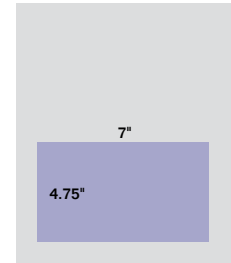
## FULL PAGE SIZE



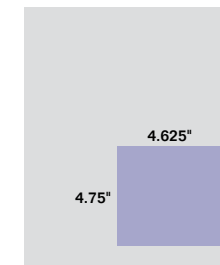
2/3 PAGE



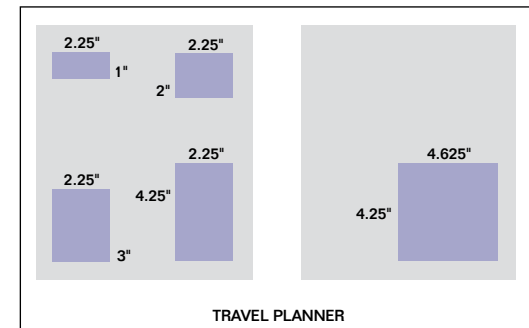
1/3 VERTICAL



1/2 PAGE



1/3 PAGE SQUARE



TRAVEL PLANNER

## 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.