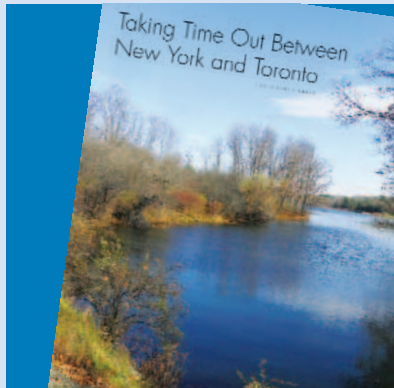


2012 MEDIA KIT: rate card



Rental cars are used by our readers more than **TRIPLE** the national average.



test drives



**2011 Honda CR-Z 3DR EX NAVI**  
MSRP \$22,960, As Tested \$23,410

**W**ith its own 2.0L i-VTEC engine, unique styling, an innovative, sleek 141-hp drivetrain, and a sporty, aerodynamic design, the CR-Z is a true sports car. It's also a true Honda, with the reliability and performance you expect from a Honda. The CR-Z is a true sports car, with a sleek, aerodynamic design and a sporty, aerodynamic design. It's also a true Honda, with the reliability and performance you expect from a Honda.



Nearly **94 PERCENT** of AAA Members take trips—either for business or for pleasure.

*Our magazine takes you places.*

# 2012 advertising rates

RATE CARD 14

Rates effective with Jan. 2012 issue

## FULL CIRCULATION RATES

(Circulation 940,000)

### Four Color

Full Page	\$27,965
2/3 Page	19,576
1/2 Page	15,381
1/3 Page	11,186
1/6 Page	5,593

### Black & White

Full Page	\$23,770
2/3 Page	19,328
1/2 Page	15,186
1/3 Page	11,045
1/6 Page	5,523

## REGION RATES

(Four Color)

	Long Island	Metro New York	Northern New York
<b>Circulation</b>	<b>296,845</b>	<b>380,747</b>	<b>225,477</b>
Full Page	\$11,692	\$15,724	\$9,858
1/2 Page	6,431	8,648	5,422
1/3 Page	4,677	6,289	3,943

## TRAVEL DIRECTORY

Four Color

4 inch	\$3,915
3 inch	2,936
2 inch	1,958
1 inch	979

## READER SERVICE

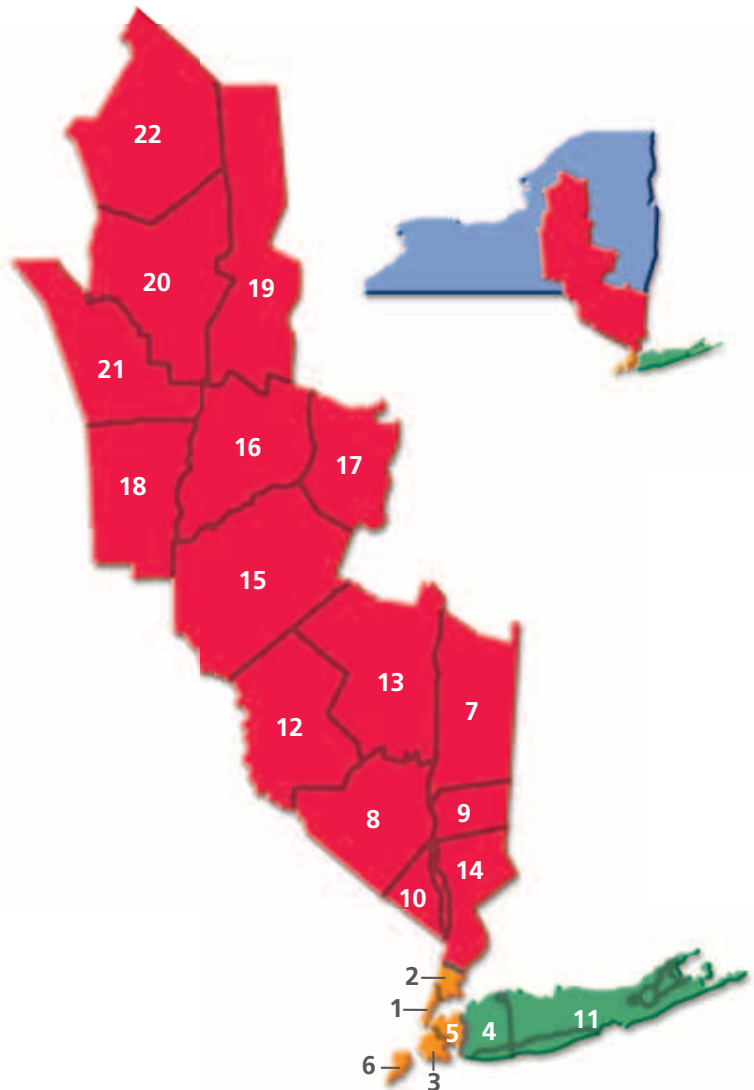
Each issue features a reader response mechanism. All advertisers are eligible for a reader service number on the Reader Service Page. The deadline for listings is the same as the space reservation deadline.

## 2012 DIGITAL EDITION RATES

Digital Spread	\$3,000
Digital Full Page	1,750
Digital 1/2 Page	1,000

### Enhancements to Individual Ads

Ad Gen	\$588
Ad Jolt	1,500
Page Plus/Ad Flash	882
Video Integration	882
Audio Integration	882



## COUNTY LEGEND

1. Manhattan	8. Orange	16. Schoharie
2. Bronx	9. Putnam	17. Otsego
3. Brooklyn	10. Rockland	18. Chenango
4. Nassau	11. Suffolk	19. Herkimer
5. Queens	12. Sullivan	20. Oneida
6. Staten Island	13. Ulster	21. Madison
7. Dutchess	14. Westchester	22. Lewis
	15. Delaware	

For information, call 402.384.4702  
or fax 402.331.5194

# Car & Travel specs

AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 9.625"	15.75" x 10.5"	16" x 10.75"
Full Page	7" x 9.625"	7.875" x 10.5"	8.125" x 10.75"
2/3 Page with bleed	4.375" x 9.625"	5.125" x 10.5"	5.375" x 10.75"
2/3 Page without bleed	4.625" x 9.625"	—	—
1/2 Horizontal	7" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Vertical	4.625" x 7.187"	—	—
1/3 Square	4.625" x 4.75"	—	—
1/3 Vertical	2.25" x 9.625"	—	—
1/6 Horizontal	4.625" x 2.234"	—	—
1/6 Vertical	2.25" x 4.75"	—	—

## TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
3 Inch	2.25" x 3"	—	—
4 Inch	2.25" x 4"	—	—

Travel Directory includes Reader Service, which runs in full circulation.

## MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

## MACINTOSH SUPPORTED SOFTWARE

- APDF files **must be** version 1.3 (PDF/X-1a)
- Creative Suite 5.0
- QuarkXpress 8.5

## FONTS

- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).
- Black type should be 100% black.

## FILE REQUIREMENTS

- High resolution 300 dpi.
- LPI is 150.
- Maximum ink density is 280%.

## E-MAIL DELIVERY

- E-mail to: [ataylor@haMediaGroup.com](mailto:ataylor@haMediaGroup.com)

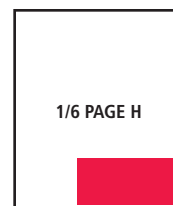
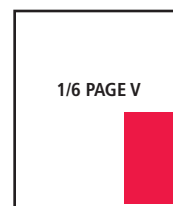
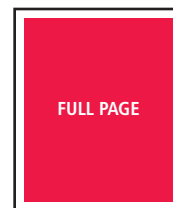
## UPLOAD INSTRUCTIONS

- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

## DISCLAIMER

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- White color is only available as a knock out.
- QR Codes and Microsoft tags are accepted. QR Code should be 100% and set to overprint. Background behind items must be white with minimum clear space of .125". Must be specifically designated on the ad insertion order and in instructions when ad materials are submitted.

Complete advertising specifications can also be found at <http://www.haMediaGroup.com/specs>. For additional information call (402) 592-5000 ext. 294 or ext. 456.



# 2012 MEDIA KIT: rate card



Car & Travel is published seven times a year to AAA Households in the Greater New York area. Closing dates are as follows:

## PRINT

### JANUARY

Reserve space by Oct. 28, 2011  
Materials due by Nov. 11, 2011

### FEBRUARY

Reserve space by Dec. 2, 2011  
Materials due by Dec. 16, 2011

### MARCH/APRIL

Reserve space by Jan. 10, 2012  
Materials due by Jan. 24, 2012

### MAY/JUNE

Reserve space by March 9, 2012  
Materials due by March 23, 2012

### JULY/AUGUST

Reserve space by May 4, 2012  
Materials due by May 18, 2012

### SEPTEMBER/OCTOBER

Reserve space by July 9, 2012  
Materials due by July 23, 2012

### NOVEMBER/DECEMBER

Reserve space by Sept. 10, 2012  
Materials due by Sept. 24, 2012

## DIGITAL

### JANUARY

Reserve space by Nov. 4, 2011  
Materials due by Nov. 11, 2011

### FEBRUARY

Reserve space by Dec. 9, 2011  
Materials due by Dec. 16, 2011

### MARCH

Reserve space by Jan. 10, 2012  
Materials due by Jan. 18, 2012

### APRIL

Reserve space by Feb. 9, 2012  
Materials due by Feb. 16, 2012

### MAY

Reserve space by March 9, 2012  
Materials due by March 16, 2012

### JUNE

Reserve space by April 9, 2012  
Materials due by April 16, 2012

### JULY

Reserve space by May 9, 2012  
Materials due by May 16, 2012

### AUGUST

Reserve space by June 7, 2012  
Materials due by June 14, 2012

### SEPTEMBER

Reserve space by July 8, 2012  
Materials due by July 16, 2012

### OCTOBER

Reserve space by Aug. 6, 2012  
Materials due by Aug. 13, 2012

### NOVEMBER

Reserve space by Sept. 7, 2012  
Materials due by Sept. 14, 2012

### DECEMBER

Reserve space by Oct. 3, 2012  
Materials due by Oct. 10, 2012

## CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

## COMMISSIONS/CREDIT

Agency Commission: 15%. 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.

## READER SERVICE

Available to all advertisers. Insertions received after Closing Date may not receive a listing.

## INSERTS

Rates quoted on request.

## 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 printed) and also assumes responsibility for any claims arising thereof made against the publisher. 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.

## MAILING AND SHIPPING INSTRUCTIONS

Send contracts, insertion orders, and artwork to:  
Ann Taylor  
H&A Media Group  
P.O. Box 3535  
Omaha, NE 68103

Use street address for overnight deliveries:  
Ann Taylor  
H&A Media Group  
10703 J St., Suite 100  
Omaha, NE 68127-1026



H&A Media Group / 10703 J Street, Suite 100 / Omaha, NE 68127  
402.384.4702 / Fax 402.331.5194 / www.haMediaGroup.com

