

# go

MAGAZINE

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



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

*Our magazine takes you places.*

# 2012 advertising rates

RATE CARD 8

Rates effective with Jan. 2012 issue

## FULL CIRCULATION RATES

(Circulation 1.1 Million)

Four Color	1x	3x	6x
2-Page Spread	\$52,500	\$47,200	\$44,600
Full Page	28,300	25,500	23,100
2/3 Page	18,900	17,000	16,100
1/2 Page	15,200	13,400	12,600
1/3 Page	9,200	8,600	7,200
1/6 Page	5,200	4,300	4,100

### Cover Wrap

Inside Front (1/3 Page)	\$4,400
Inside Back (Full Page)	12,500
Outside Back (Full Page)	18,750

Premium positions are available to all display advertisers on a space availability basis. Ten percent rate premium is required. Contracts or insertion orders conditional upon position must include the position-premium to earn publisher's guarantee. No credit for positioning until agreed in writing.

## READER RESPONSE

Advertisers are listed on a reader response postcard. The postcard is inserted into each issue of the magazine. Labels, e-mails, or disks with names and addresses of respondents are forwarded for fulfillment to the advertiser every two weeks at no charge.

Because the service is free, you pay no additional charges, other than the cost of fulfillment materials you decide to send an interested customer.

## INSERTS

GO Magazine offers a great opportunity to get your insert into the hands of more than 1.1 million AAA Members. We accept preprinted inserts and flyers for placement in GO Magazine. Blow-in cards and stitch-in inserts are accepted. Number of inserts is limited to two blow-ins and two stitch-ins per issue. Prior approval of the insert is required due to postal regulations.

- Rate is \$30 per 1,000 for full runs; \$35 per 1,000 for partial runs
- Accepted on first-come, first-served basis
- Weight and size restrictions do apply
- AAA Carolinas requires one proof copy in advance
- Deadlines for inserts are as follows:
  - Jan/Feb: Dec. 7
  - March/April: Feb. 7
  - May/June: April 9
  - July/Aug: June 6
  - Sept/Oct: Aug. 9
  - Nov/Dec: Oct. 10
  - Jan/Feb 2013: Dec. 10



## INTERACTIVE MICRO WEB SITES

Want to monitor your return on your investment even more? AAA Carolinas is offering a new service to advertisers. For a little extra, AAA Carolinas will create a micro Web site just for you. Ads printed in the magazine can direct customers to a Web site that directly pulls AAA Members. The site can be set up to accommodate brochure requests, video and much more to help bring Members closer to your destination or product.

Want to hold a contest to increase traffic and expose your brand even more? We can help with that, too. The site will remain available for as many issues as your ad is placed in the magazine.

Cost: \$10,000

Contact your sales representative for more details.

For information, call 402.384.4702  
or fax 402.331.5194



AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 10"	15.5" x 10.75"	16" x 11.25"
Full Page	7" x 10"	7.75" x 10.75"	8.25" x 11.25"
2/3 Page	4.625" x 10"	5" x 10.75"	5" x 11.25"
1/2 Horizontal	7" x 4.875"	7.75" x 5.375"	8.25" x 5.875"
1/2 Vertical	4.625" x 7.5"	—	—
1/3 Square	4.625" x 4.875"	—	—
1/3 Vertical	2.25" x 10"	—	—
1/6 Horizontal	4.625" x 2.312"	—	—
1/6 Vertical	2.25" x 4.875"	—	—

## MECHANICALS

Printing Process: Web Offset

Trim Size: 7.75" x 10.75"

Binding: Saddle-stitched

## 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)

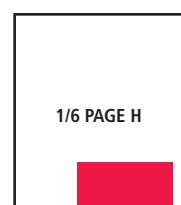
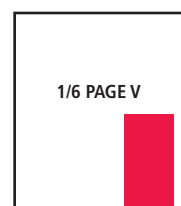
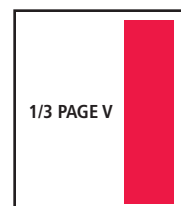
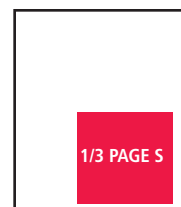
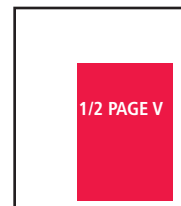
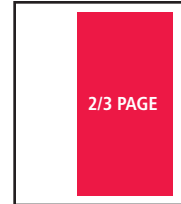
## UPLOAD INSTRUCTIONS

- 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



**GO Magazine is published 6 times a year to AAA households in the Carolinas. Closing dates are as follows:**

### **JANUARY/FEBRUARY**

Reserve space by Nov. 17, 2011  
Materials due by Nov. 21, 2011

### **MAY/JUNE**

Reserve space by Mar. 19, 2012  
Materials due by Mar. 22, 2012

### **SEPTEMBER/OCTOBER**

Reserve space by July 23, 2012  
Materials due by July 26, 2012

### **MARCH/APRIL**

Reserve space by Jan. 16, 2012  
Materials due by Jan. 19, 2012

### **JULY/AUGUST**

Reserve space by May 21, 2012  
Materials due by May 24, 2012

### **NOVEMBER/DECEMBER**

Reserve space by Sept. 20, 2012  
Materials due by Sept. 26, 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](http://www.haMediaGroup.com)

