

HOME & AWAY

Rental cars are used by our readers more than **DOUBLE** 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 37

Rates effective with the Jan/Feb 2012 issue

FULL CIRCULATION RATES

(Circulation 1,075,201 million)

Four-color

Full Page	\$38,360
2/3 Page	26,852
1/2 Page	21,098
1/3 Page	15,344
1/6 Page	7,672

Black & White

Full Page	\$32,606
2/3 Page	22,824
1/2 Page	17,333
1/3 Page	13,042
1/6 Page	6,512

Covers (Four-color)

2nd & 3rd	\$39,384
4th (back)	40,896

TRAVEL GUIDE RATES

4 inches	\$4,795
3 inches	3,596
2 inches	2,398
1 inch	1,199

Travel Guide includes Reader Service and is only available in full circulation. (2.25" wide by size purchased)

**For more information,
call 402.384.4702
or fax 402.331.5194**

RATES BY REGION



OHIO/COLUMBUS (Circulation 474,172)

Four-color	B&W
Full Page \$19,400	Full Page \$14,744
2/3 Page 13,500	2/3 Page 10,321
1/2 Page 10,670	1/2 Page 8,109
1/3 Page 7,760	1/3 Page 5,898
1/6 Page 3,880	1/6 Page 2,949

Regional Travel Guide	
4"	\$2,425
3"	1,819
2"	1,213
1"	606



INDIANA (Circulation 223,483)

Four-color	B&W
Full Page \$10,114	Full Page \$8,597
2/3 Page 7,080	2/3 Page 6,018
1/2 Page 5,563	1/2 Page 3,628
1/3 Page 4,046	1/3 Page 3,439
1/6 Page 2,023	1/6 Page 1,719

Regional Travel Guide	
4"	\$1,264
3"	948
2"	632
1"	316



OKLAHOMA (Circulation 210,061)

Four-color	B&W
Full Page \$9,271	Full Page \$7,077
2/3 Page 6,490	2/3 Page 4,954
1/2 Page 5,099	1/2 Page 3,892
1/3 Page 3,708	1/3 Page 2,831
1/6 Page 1,854	1/6 Page 1,415

Regional Travel Guide	
4"	\$1,159
3"	869
2"	580
1"	290



MINNEAPOLIS (Circulation 117,866)

Four-color	B&W
Full Page \$5,935	Full Page \$4,254
2/3 Page 4,154	2/3 Page 2,978
1/2 Page 3,264	1/2 Page 2,340
1/3 Page 2,374	1/3 Page 1,702
1/6 Page 1,187	1/6 Page 851

Regional Travel Guide	
4"	\$742
3"	558
2"	372
1"	186



SOUTH DAKOTA (Circulation 49,619)

Four-color	B&W
Full Page \$2,968	Full Page \$2,523
2/3 Page 2,078	2/3 Page 1,766
1/2 Page 1,632	1/2 Page 1,388
1/3 Page 1,187	1/3 Page 1,009
1/6 Page 594	1/6 Page 505

Regional Travel Guide	
4"	\$371
3"	278
2"	186
1"	93

Newport Audiology Centers

"AAA Member magazines have become an integral marketing tool for Newport Audiology... we're seeing results monthly."

Lori Thompson, Director of Marketing
Newport Health Network Inc.

Home & Away 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"	—	—

MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

MACINTOSH SUPPORTED SOFTWARE

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

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

E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

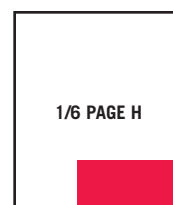
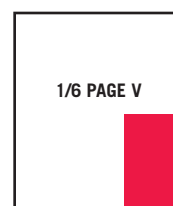
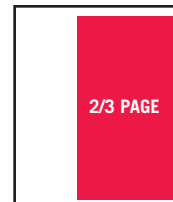
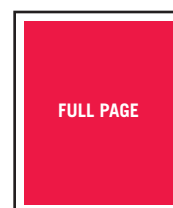
UPLOAD INSTRUCTIONS

- 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% black and set to overprint. Background behind items must be white with minimum clear space of .125". Notification must be on insertion order and print instructions.

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



HOME & AWAY

**Home & Away is published bimonthly on
Jan. 1, March 1, May 1, July 1, Sept. 1 and Nov. 1.**

Closing dates are as follows:

JAN/FEB	MAY/JUNE	SEPT/OCT
Reserve space by Oct. 28, 2011 Materials due by Nov. 4, 2011	Reserve space by Feb. 24, 2012 Materials due by March 2, 2012	Reserve space by June 29, 2012 Materials due by July 9, 2012
MAR/APR	JULY/AUG	NOV/DEC
Reserve space by Jan. 4, 2012 Materials due by Jan. 11, 2012	Reserve space by April 27, 2012 Materials due by May 4, 2012	Reserve space by Aug. 27, 2012 Materials due by Sept. 4, 2012

CANCELLATION

Cancellation will not be accepted by the publisher after closing date. Cancellation must be in writing.

COMMISSIONS/CREDIT

Agency Commission: 15 percent. 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 placing insertions in full circulation. Regional advertisers must run in three state/regional editions. 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 labeled as advertisements.

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, proofs 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

