

# Home & Away Advertising Rates

All rates are gross

## Full Circulation Rates

Rate Card 42

Rates effective with the September/October 2017 Issue

**Full Circulation** (Each Issue) 972,500

FOUR COLOR	
Full Page	\$35,365
2/3 Page	24,756
1/2 Page	21,219
1/3 Page	14,146
1/6 Page	7,073
COVERS	
2nd & 3rd Cover	\$37,133
4th Cover (Back)	38,990

**Travel Directory**

4 Inch	\$5,305
3 Inch	3,979
2 Inch	2,653
1 Inch	1,326

## Regional Rates



**Indiana**



**Columbus, OH**



**Akron, OH**



**Southern Pennsylvania**



**Hudson Valley  
(Albany, NY)**

**Circulation**  
(Each Issue)

225,500

457,000

61,000

143,000

86,000

Full Page	\$ 9,925	\$ 20,938	\$ 2,720	\$ 7,025	\$4,034
2/3 Page	6,948	14,656	1,904	4,917	2,824
1/2 Page	5,955	12,563	1,632	4,215	2,421
1/3 Page	3,970	8,375	1,088	2,810	1,614
1/6 Page	1,985	4,188	544	1,405	807

**Travel Directory**

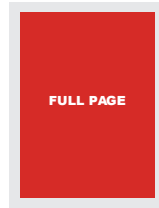
4 Inch	\$ 1,489	\$ 3,141	\$ 408	\$ 1,054	\$605
3 Inch	1,117	2,356	306	790	454
2 Inch	744	1,570	224	527	303
1 Inch	372	785	102	263	151

**Home & Away**

AAA members travel **more**, stay **longer** and spend **more**.

# Home & Away Specifications and Material Closings

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"
1/3 SQUARE	4.625" X 4.75"		
1/3 VERTICAL	2.25" X 9.625"		
1/6 VERTICAL	2.25" X 4.75"		
<b>Regional Travel Directory</b>			
1 INCH	2.25" X 1"		
2 INCH	2.25" X 2"		
3 INCH	2.25" X 3"		
4 INCH	2.25" X 4"		



## SEPTEMBER/OCTOBER

Reserve Space By June 28, 2017  
Materials Due By July 6, 2017  
In home Sep 1, 2017

## NOVEMBER/DECEMBER

Reserve Space By Aug 29, 2017  
Materials Due By Sep 6, 2017  
In home Nov 1, 2017

## \*JANUARY/FEBRUARY 2018

Reserve Space By Oct 27, 2017  
Materials Due By Nov 3, 2017  
In home Jan 4, 2018

## \*MARCH/APRIL 2018

Reserve Space By Dec 22, 2017  
Materials Due By Jan 3, 2018  
In home Mar 1, 2018

## \*MAY/JUNE 2018

Reserve Space By Feb 27, 2018  
Materials Due By Mar 6, 2018  
In home May 2, 2018

## \*JULY/AUGUST 2018

Reserve Space By Apr 27, 2018  
Materials Due By May 4, 2018  
In home Jul 1, 2018

## AD POLICIES

### Cancellation

Cancellations will not be accepted by the publisher after the 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. 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. Any advertisement that simulates editorial content will be labeled as advertisements. When a date 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.

## AD SPECIFICATIONS

### 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 PDF/X-1a
- QuarkXpress
- Adobe Creative Cloud

### 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%
- Four color process, CMYK

## DELIVERY OPTIONS

### Email Delivery

Email to: [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

-OR-

### 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 are accepted, but should be 100% black and set to overprint.

\*Tentative Dates-Subject to change

# Home & Away

Complete advertising specifications can also be found at  
[www.haMediaGroup.com/ratecards](http://www.haMediaGroup.com/ratecards)  
For additional information, call  
402.592.5000 ext. 294 or ext. 456