

## GENERAL INFORMATION

We accept advertisements from companies that have a direct relationship with AAA Southern New England, AAA Merrimack Valley or AAA Pioneer Valley, or offer a special benefit to the Clubs' members. The publisher reserves the right to reject or exclude any advertisement at any time for any reason.

AAA Horizons Publications are printed web offset on 35 pound premium paper, tabloid format with five columns.



## ADVERTISING RATES

Reach more than 1.76 households (and 3.16 million AAA members) in Massachusetts, Connecticut and Rhode Island.

	1X	2-3X	4-6X	7-12X
<b>Col. Inch Rate</b>	\$742	\$712	\$682	\$645
Full page	\$50,085	\$48,060	\$46,035	\$43,538
Half Page	\$25,043	\$24,030	\$23,018	\$21,769
Third Page	\$16,695	\$16,020	\$15,345	\$14,513
Quarter Page	\$12,521	\$12,015	\$11,509	\$10,884
Sixth Page	\$8,348	\$8,010	\$7,673	\$7,256

Ask about Special Rates for Club Partners.

## ISSUE & CLOSING DATES

AAA Horizons and AAA CTraveler are published monthly, and AAA Valley News and AAA Times published ten times a year. All are in circulation the final week of the preceding month.

No cancellations accepted after closing date. Send all materials and artwork to:

Publication Department  
110 Royal Little Drive,  
Providence, RI 02904  
(401) 868-2000, ext. 2122  
email: mgorzkowski@aaasne.com



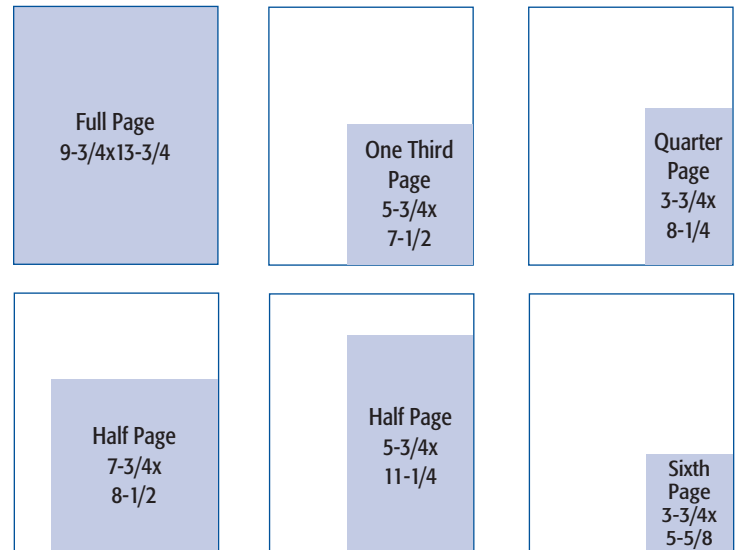
## AD SIZES

Ad	Cols.	Width	Height
Full page	5	9-3/4"	13-3/4"
Half Page	4	7-3/4"	8-1/2"
Half Page	3	5-3/4"	11-1/4"
Third Page	3	5-3/4"	7-1/2"
Quarter Page	2	3-3/4"	8-1/4"
Sixth Page	2	3-3/4"	5-5/8"

Minimum ad size is 10 column inches.

## DEADLINES FOR 2010 ADVERTISING

Issue	Reservation Deadline	Materials Due
Jan. 2010	10/30/09	11/6/09
Feb.	12/1/09	12/07/09
March	12/31/09	1/8/10
April	1/29/10	2/5/10
May	2/26/10	3/5/10
June	3/31/10	4/7/10
July	4/30/10	5/7/10
Aug.	5/28/10	6/7/10
Sept.	6/30/10	7/7/10
Oct.	7/30/10	8/6/10
Nov.	8/30/10	9/8/10
Dec.	9/30/10	10/7/10
Jan. 2011	10/29/10	11/15/10



Inquire about insert rates and special positions. Inserts must be submitted for approval by the publisher, inserter, and U.S. Postal Service prior to insertion.

All advertising rates are based on material supplied to fit ad specifications. If not supplied, advertiser will be charged production costs.

**Advertising rates are non-commissionable.**