

# JOURNEYS

*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 11

Rates effective with  
the Jan/Feb 2012 issue

### FULL CIRCULATION RATES

(Circulation 796,278)

#### Four-color

Full Page	\$31,420
2/3 Page	21,994
1/2 Page	17,281
1/3 Page	12,569
1/6 Page	6,284

#### Black & White

Full Page	\$26,164
2/3 Page	18,315
1/2 Page	14,390
1/3 Page	10,465
1/6 Page	5,232

#### Covers (Four-color)

2nd & 3rd	\$32,991
4th (back)	36,290

### TRAVEL GUIDE RATES

4 inches	\$3,515
3 inches	2,640
2 inches	1,760
1 inch	882

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**

## 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.



### OHIO/CINCINNATI (Circulation 195,859)

#### Four-color

Full Page	\$11,912
2/3 Page	8,338
1/2 Page	6,551
1/3 Page	4,765
1/6 Page	2,382

#### B&W

Full Page	\$9,637
2/3 Page	6,746
1/2 Page	5,300
1/3 Page	3,855
1/6 Page	1,928

### 2012 TRAVEL GUIDE

<b>Four-color</b>	
4-inch	\$869
3-inch	651
2-inch	434
1-inch	218



### OHIO/MIAMI VALLEY (Circulation 130,450)

#### Four-color

Full Page	\$7,689
2/3 Page	5,382
1/2 Page	4,229
1/3 Page	3,076
1/6 Page	1,538

#### B&W

Full Page	\$5,991
2/3 Page	4,194
1/2 Page	3,295
1/3 Page	2,396
1/6 Page	1,198

### 2012 TRAVEL GUIDE

<b>Four-color</b>	
4-inch	\$962
3-inch	723
2-inch	482
1-inch	241



### LEXINGTON/SW VIRGINIA (Circulation 100,620)

#### Four-color

Full Page	\$5,856
2/3 Page	4,099
1/2 Page	3,221
1/3 Page	2,343
1/6 Page	1,171

#### B&W

Full Page	\$4,984
2/3 Page	3,489
1/2 Page	2,741
1/3 Page	1,994
1/6 Page	997

### 2012 TRAVEL GUIDE

<b>Four-color</b>	
4-inch	\$449
3-inch	337
2-inch	225
1-inch	113



### HARTFORD (Circulation 271,283)

#### Four-color

Full Page	\$12,010
2/3 Page	8,407
1/2 Page	6,606
1/3 Page	4,804
1/6 Page	2,402

#### B&W

Full Page	\$10,209
2/3 Page	7,146
1/2 Page	5,615
1/3 Page	4,083
1/6 Page	2,042

### 2012 TRAVEL GUIDE

<b>Four-color</b>	
4-inch	\$1,073
3-inch	806
2-inch	539
1-inch	269



### KANSAS (Circulation 98,066)

#### Four-color

Full Page	\$4,604
2/3 Page	3,223
1/2 Page	2,532
1/3 Page	1,842
1/6 Page	921

#### B&W

Full Page	\$3,912
2/3 Page	2,739
1/2 Page	2,153
1/3 Page	1,566
1/6 Page	782

### 2012 TRAVEL GUIDE

<b>Four-color</b>	
4-inch	\$378
3-inch	285
2-inch	191
1-inch	96

# AAA Journey 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 GUIDES

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

## E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

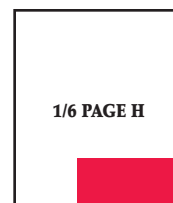
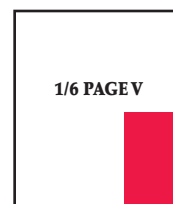
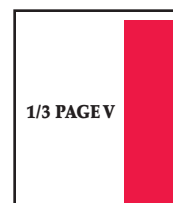
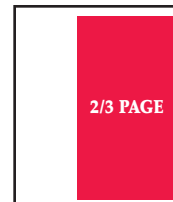
## UPLOAD INSTRUCTIONS

- 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". Must be specially designated on the ad insertion order and in instructions when ad materials are submitted.

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



## 2012 MEDIA KIT: rate card

**JOURNEYS is published bimonthly on  
January 1, March 1, May 1, July 1, September 1 and November 1.**

### Closing dates are as follows:

**JAN/FEB**  
Reserve space by Oct. 28, 2011  
Materials due by Nov. 4, 2011

**MAY/JUNE**  
Reserve space by Feb. 24, 2012  
Materials due by March 2, 2012

**SEPT/OCT**  
Reserve space by June 29, 2012  
Materials due by July 9, 2012

**MARCH/APRIL**  
Reserve space by Jan. 4, 2012  
Materials due by Jan. 11, 2012

**JULY/AUG**  
Reserve space by April 27, 2012  
Materials due by May 4, 2012

**NOV/DEC**  
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%. 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 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



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)

