



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



Adventures by Disney will m
Experience the world's most desirable destination



Building a brand new 100
An American



Antique Insurance Coverage: What Collectors Need
Safeguarding your treasures means picking the right policy



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

Our magazine takes you places.

2012 advertising rates

RATE CARD 4
Rates effective with Jan. 2012 issue

2012 RATES

4 Color	1x	3x	6x
Full Page	\$9,578	\$9,099	\$8,620
Junior Page	7,662	7,279	6,896
1/2 Page	5,747	5,459	5,172
1/4 Page	3,448	3,276	3,103
1/8 Page	2,069	1,965	1,862

Inserts

Quote from publisher.

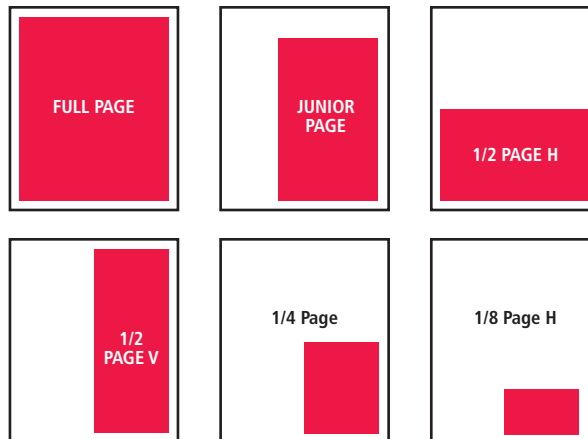
For information,
call 402.384.4702 or
fax 402.331.5194.



TOTAL CIRCULATION:
224,469

AAA Traveler/Kentucky specs

AD SIZES	Width x Height
Full Page	9.5" x 12.25"
Junior Page	7" x 10"
1/2 Page Horizontal	9.5" x 5.75"
1/2 Page Vertical	4.617" x 12.25"
1/4 Page	4.617" x 5.75"
1/8 Page Horizontal	4.617" x 2.75"



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 133.
- 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 <http://www.haMediaGroup.com/specs>. For additional information call (402) 592-5000 ext. 294 or ext. 456.

2012 MEDIA KIT: rate card



**AAA Traveler is published 10 times a year to AAA Households in Kentucky.
Closing dates are as follows:**

JANUARY

Reserve space by Oct. 23, 2011
Materials due by Dec. 2, 2011

FEBRUARY

Reserve space by Dec. 23, 2011
Materials due by Dec. 30, 2011

MARCH

Reserve space by Jan. 20, 2012
Materials due by Jan. 27, 2012

APRIL

Reserve space by Feb. 20, 2012
Materials due by March 2, 2012

MAY

Reserve space by March 19, 2012
Materials due by March 30, 2012

JUNE

Reserve space by April 23, 2012
Materials due by April 27, 2012

JULY

Reserve space by May 21, 2012
Materials due by June 1, 2012

AUG/SEPT

Reserve space by June 25, 2012
Materials due by June 29, 2012

OCTOBER

Reserve space by Aug. 20, 2012
Materials due by Aug. 31, 2012

NOV/DEC

Reserve space by Sept. 24, 2012
Materials due by Sept. 28, 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.

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 pre-faced 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.

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



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402.384.4702 / Fax 402.331.5194 / www.haMediaGroup.com

