

 **Southern**
Traveler

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



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

Our magazine takes you places.

2012 advertising rates

RATE CARD 15

Rates effective with the Jan/Feb 2012 issue.

FULL CIRCULATION RATES

(Circulation 225,559)

Four-color

Full Page	\$7,709
2/3 Page	5,396
1/2 Page	4,240
1/3 Page	3,084
1/6 Page	1,542
1/12 Page	771

Black & White

Full Page	\$6,985
2/3 Page	4,889
1/2 Page	3,842
1/3 Page	2,794
1/6 Page	1,397
1/12 Page	699

Covers (Four-color)

2nd & 3rd	\$8,906
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TRAVEL DIRECTORY RATES

	B&W	4C
4 inches	\$1,077	\$1,240
2 inches	789	868
1 inch	428	492

Travel Directory 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.*



Remainder of circulation goes to Texas.



AAA Southern Traveler 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"	—	—
1/12	2.25" x 2.234"	—	—

TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
4 Inch	2.25" x 4"	—	—

Travel Directory includes Reader Service, which runs in full circulation.

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

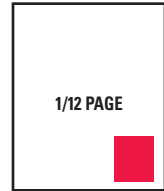
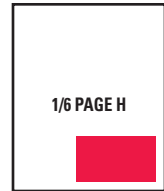
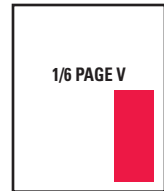
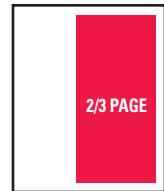
- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

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". 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.

For additional information call (402) 592-5000 ext. 294 or ext. 456.





AAA Southern
Traveler

**AAA Southern Traveler is published bi-monthly on
January 1, March 1, April 15, July 1, September 1 and November 1.**

Closing dates are as follows:

JAN/FEB

Reserve space by Oct. 28, 2011
Materials due by Nov. 3, 2011

MAY/JUNE

Reserve space by Feb. 16, 2012
Materials due by Feb. 22, 2012

SEPT/OCT

Reserve space by July 2, 2012
Materials due by July 9, 2012

MAR/APR

Reserve space by Jan. 5, 2012
Materials due by Jan. 11, 2012

JULY/AUG

Reserve space by April 30, 2012
Materials due by May 7, 2012

NOV/DEC

Reserve space by Sept. 3, 2012
Materials due by Sept. 10, 2012

CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

made against the publisher. An advertisement which simulates editorial content will be prefaced by the word "Advertisement."

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.

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.

READER SERVICE

Available to all advertisers placing insertions in full circulation. Insertions received after Closing Date may not receive a listing.

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.

INSERTS

Rates quoted on request.

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

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

Use street address for overnight deliveries:

Ann Taylor
H&A Media Group
10703 J St., Suite 100
Omaha, NE 68127-1026

