

# 2017 ad rates by state

Sizes	CPM	All Publications	Massachusetts	Rhode Island	Connecticut	New Jersey	New York
<b>Circulation</b>		2,855,869	1,219,044	242,822	290,738	193,850	909,415
<b>Full Page</b>	29.07	\$ 83,020	\$ 35,438	\$ 7,059	\$ 8,452	\$ 5,635	\$ 26,437
<b>Half Page Horizontal</b>	13.75	\$ 39,268	\$ 16,762	\$ 3,339	\$ 3,998	\$ 2,665	\$ 12,504
<b>Half Page Vertical</b>	12.68	\$ 36,212	\$ 15,457	\$ 3,079	\$ 3,687	\$ 2,458	\$ 11,531
<b>Third Page Vertical</b>	11.62	\$ 33,185	\$ 14,165	\$ 2,822	\$ 3,378	\$ 2,253	\$ 10,567
<b>Third Page Square</b>	8.24	\$ 23,532	\$ 10,045	\$ 2,001	\$ 2,396	\$ 1,597	\$ 7,494
<b>Sixth Page Vertical</b>	5.49	\$ 15,679	\$ 6,693	\$ 1,333	\$ 1,596	\$ 1,064	\$ 4,993
<b>Sixth Page Horizontal</b>	3.8	\$ 10,852	\$ 4,632	\$ 923	\$ 1,105	\$ 737	\$ 3,456
<b>Back Cover</b>	13.75	\$ 39,268	\$ 16,762	\$ 3,339	\$ 3,998	\$ 2,665	\$ 12,504

# 2017 ad rates by segment

Bristol, Mass.  
est. circ. 111,214

<b>Full Page</b>	\$	3,233
<b>Half Page Horizontal</b>	\$	1,529
<b>Half Page Vertical</b>	\$	1,410
<b>Third Page Vertical</b>	\$	1,292
<b>Third Page Square</b>	\$	916
<b>Sixth Page Vertical</b>	\$	611
<b>Sixth Page Horizontal</b>	\$	423
<b>Back Cover</b>	\$	1,529

Central & Western, Mass.  
est. circ. 177,384

<b>Full Page</b>	\$	5,157
<b>Half Page Horizontal</b>	\$	2,439
<b>Half Page Vertical</b>	\$	2,249
<b>Third Page Vertical</b>	\$	2,061
<b>Third Page Square</b>	\$	1,462
<b>Sixth Page Vertical</b>	\$	974
<b>Sixth Page Horizontal</b>	\$	674
<b>Back Cover</b>	\$	2,439

Essex, Mass.  
est. circ. 159,774

<b>Full Page</b>	\$	4,645
<b>Half Page Horizontal</b>	\$	2,197
<b>Half Page Vertical</b>	\$	2,026
<b>Third Page Vertical</b>	\$	1,857
<b>Third Page Square</b>	\$	1,317
<b>Sixth Page Vertical</b>	\$	877
<b>Sixth Page Horizontal</b>	\$	607
<b>Back Cover</b>	\$	2,197

Fairfield, Conn.  
est. circ. 129,186

<b>Full Page</b>	\$	3,755
<b>Half Page Horizontal</b>	\$	1,776
<b>Half Page Vertical</b>	\$	1,638
<b>Third Page Vertical</b>	\$	1,501
<b>Third Page Square</b>	\$	1,064
<b>Sixth Page Vertical</b>	\$	709
<b>Sixth Page Horizontal</b>	\$	491
<b>Back Cover</b>	\$	1,776

All rates net.  
5% discount for 3x; 10% discount for 6x.

Middlesex, Mass.  
est. circ. 352,518

Full Page	\$	10,248
Half Page Horizontal	\$	4,847
Half Page Vertical	\$	4,470
Third Page Vertical	\$	4,096
Third Page Square	\$	2,905
Sixth Page Vertical	\$	1,935
Sixth Page Horizontal	\$	1,340
Back Cover	\$	4,847

Nassau, N.Y.  
est. circ. 149,419

Full Page	\$	4,344
Half Page Horizontal	\$	2,055
Half Page Vertical	\$	1,895
Third Page Vertical	\$	1,736
Third Page Square	\$	1,231
Sixth Page Vertical	\$	820
Sixth Page Horizontal	\$	568
Back Cover	\$	2,055

New Haven, Conn.  
est. circ. 161,552

Full Page	\$	4,696
Half Page Horizontal	\$	2,221
Half Page Vertical	\$	2,048
Third Page Vertical	\$	1,877
Third Page Square	\$	1,331
Sixth Page Vertical	\$	887
Sixth Page Horizontal	\$	614
Back Cover	\$	2,221

New Jersey  
est. circ. 193,850

Full Page	\$	5,635
Half Page Horizontal	\$	2,665
Half Page Vertical	\$	2,458
Third Page Vertical	\$	2,253
Third Page Square	\$	1,597
Sixth Page Vertical	\$	1,064
Sixth Page Horizontal	\$	737
Back Cover	\$	2,665

NYC & Upstate  
est. circ. 505,987

Full Page	\$	14,709
Half Page Horizontal	\$	6,957
Half Page Vertical	\$	6,416
Third Page Vertical	\$	5,880
Third Page Square	\$	4,169
Sixth Page Vertical	\$	2,778
Sixth Page Horizontal	\$	1,923
Back Cover	\$	6,957

Norfolk, Mass.  
est. circ. 235,844

Full Page	\$	6,856
Half Page Horizontal	\$	3,243
Half Page Vertical	\$	2,991
Third Page Vertical	\$	2,741
Third Page Square	\$	1,943
Sixth Page Vertical	\$	1,295
Sixth Page Horizontal	\$	896
Back Cover	\$	3,243

Pioneer Valley, Mass.  
est. circ. 116,306

Full Page	\$	3,381
Half Page Horizontal	\$	1,599
Half Page Vertical	\$	1,475
Third Page Vertical	\$	1,351
Third Page Square	\$	958
Sixth Page Vertical	\$	639
Sixth Page Horizontal	\$	442
Back Cover	\$	1,599

Plymouth, Mass.  
est. circ. 182,310

Full Page	\$	5,300
Half Page Horizontal	\$	2,507
Half Page Vertical	\$	2,312
Third Page Vertical	\$	2,118
Third Page Square	\$	1,502
Sixth Page Vertical	\$	1,001
Sixth Page Horizontal	\$	693
Back Cover	\$	2,507

Queens, N.Y.  
est. circ. 109,543

Full Page	\$	3,184
Half Page Horizontal	\$	1,506
Half Page Vertical	\$	1,389
Third Page Vertical	\$	1,273
Third Page Square	\$	903
Sixth Page Vertical	\$	601
Sixth Page Horizontal	\$	416
Back Cover	\$	1,506

Rhode Island  
est. circ. 242,822

Full Page	\$	7,059
Half Page Horizontal	\$	3,339
Half Page Vertical	\$	3,079
Third Page Vertical	\$	2,822
Third Page Square	\$	2,001
Sixth Page Vertical	\$	1,333
Sixth Page Horizontal	\$	923
Back Cover	\$	3,339

Suffolk, N.Y.  
est. circ. 144,466

Full Page	\$	4,200
Half Page Horizontal	\$	1,986
Half Page Vertical	\$	1,832
Third Page Vertical	\$	1,679
Third Page Square	\$	1,190
Sixth Page Vertical	\$	793
Sixth Page Horizontal	\$	549
Back Cover	\$	1,986

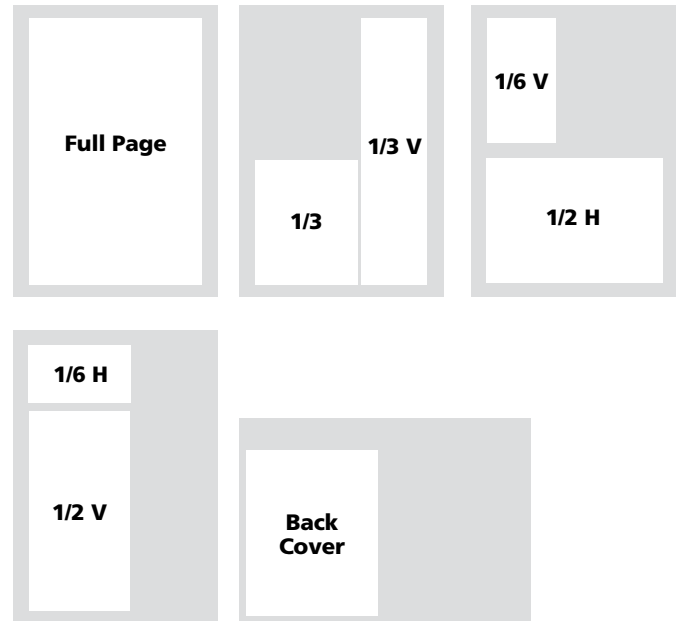
All rates net.  
5% discount for 3x; 10% discount for 6x.

# Ad specifications

## AD SIZES

## LIVE AREA [WXH]

Full page	9.75" X 13.75"
1/2 horizontal	9.75" X 6.5"
1/2 vertical	5.75" X 10"
1/3 vertical	3.75" X 13.75"
1/3 square	5.75" X 6.5"
1/6 vertical	3.75" X 6.5"
1/6 horizontal	5.75" X 3"
Back Cover	6.75" X 8.5"



# Ad prep and submission

Process color: CMYK

High-resolution: 300 DPI

File format: PDF, EPS, TIFF or JPG with embedded fonts

Bleeds are not available

TAC Color Density 240

Postscript or Type I Adobe fonts only

Any black text within the ad should be 100% K

Email creative to [advertising@aaanortheast.com](mailto:advertising@aaanortheast.com)

FTP upload available for large files

## Reader service

Reader service is available in print twice a year – in the May and September issues of Your AAA, upon request – and also in digital every month.

## Inserts

Inserts can be customized and segmented.

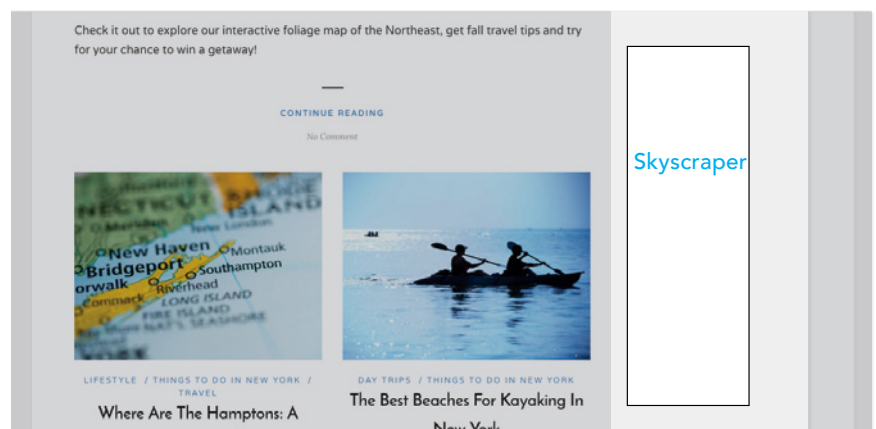
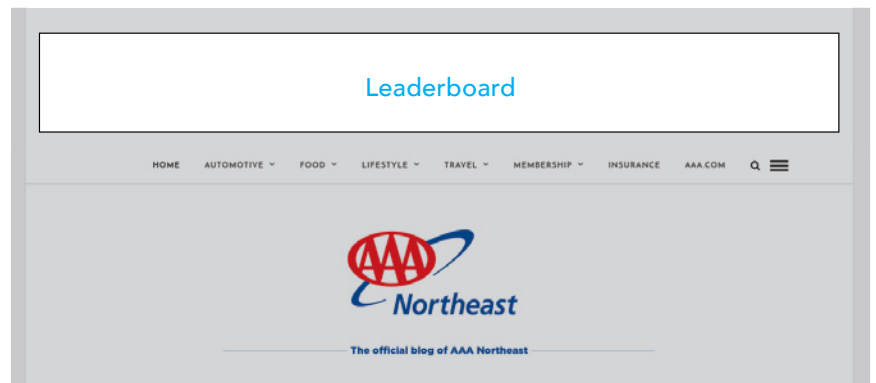
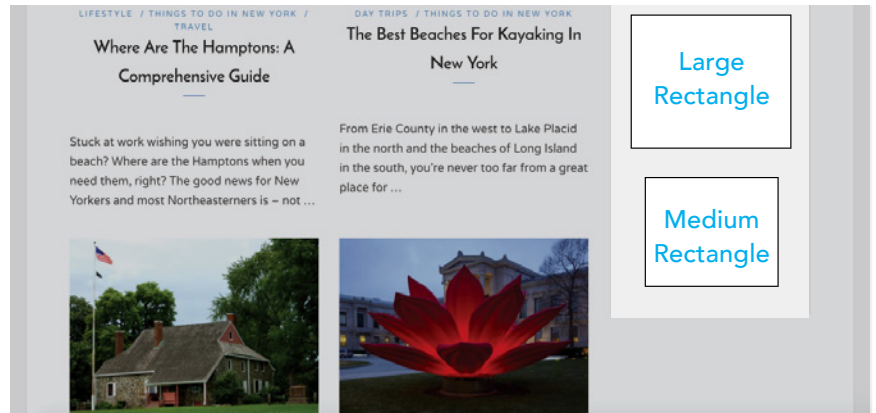
Advertising rates are non-commissionable. Invoice sent on issue date of publication. Payment terms net 30. AAA Northeast reserves the right to accept or decline any advertising or insert at its sole discretion. Advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against AAA Northeast. Advertiser shall indemnify and hold harmless AAA Northeast, its affiliates, and its and their directors, officers, employees and agents from and against all losses, liabilities, judgments, awards, settlements, damages, fines, injuries, penalties and costs (including legal fees and expenses) to or in favor of others and all claims, causes of action and suits by others, including without limitation employees, subcontractors or agents of AAA Northeast and its affiliates(i) arising out of the advertisement and/or insert including publication of the same and (ii) any claim that AAA Northeast or its affiliates' use or possession of advertisement infringes or misappropriates any intellectual property rights. An advertisement which simulates editorial content will be prefaced 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. 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. Actual mailing circulation is subject to change. Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

# Your AAA online

[AAA.com/YourAAA](http://AAA.com/YourAAA) contains content from our print publications and features sweepstakes, a calendar of events, videos, polls, slideshows and more.

## Advertising options include:

- Video on digital publication portal
- Sponsored post on digital publication portal
- Photo, image and 50 words of text on digital publication post (shared blog post with a few advertisers on a theme)
- Medium rectangle - 180 x 150px
- Large rectangle - 300 x 250px
- Logo, image and 50 words of text on online portal
- Video on online portal
- Leaderboard (top) - 728 x 90px
- Leaderboard (bottom) - 728 x 90px
- Half-page
- Skyscraper - 160 x 500px
- Home page roadblock
- Welcome page takeover
- Sweepstakes
- Pushdown
- Publications email banner ads



# Online rates for Your AAA

Print buy is required for digital ad placement.

Video on digital publication portal	\$1,000
Sponsored post on digital publication portal	\$2,000
Logo, image and 50 words of text on digital publication post	\$500
Medium rectangle	\$500
Large rectangle	\$1,000
Leaderboard (top)	\$2,000
Leaderboard (bottom)	\$300
Half-page	\$2,000
Skyscraper	\$1,000
Home page roadblock	\$7,000
Welcome page takeover	\$7,000
Sweepstakes	Provide prize
Pushdown	\$6,000
Publications email banner ads (NY market)	\$6,000
Publications email banner ads (NJ market)	\$3,000
Publications email banner ads (MA, RI, CT, NH market)	\$7,000

Ad type	Dimensions	Max file load	Animation/Video guidelines
Medium rectangle	180x150	80 KB	No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Large rectangle	300x250	200 KB	No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Leaderboard (top)	728x90	200 KB	No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Leaderboard (bottom)	728x90	200 KB	No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Half-page	300x600	200 KB	No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Skyscraper	160x600	200 KB	No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Publications email banner	180x150	80 KB	No animation available.
Welcome page takeover	Dimensions vary	300 KB	No Flash. Animation must be built with HTML5.
Pushdown	728x90 to 728x315	300 KB	Expands to 728x400. No Flash. Animation must be built with HTML5. Minimum 24 fps for video. Maximum 15 sec. length for animation.
Logo/Photo/50 words	Logo: 150x150 Photo: 600x400	200 KB for all elements	No animation available.
Video	Dimensions vary	4 MB	Minimum 24 fps for video.

All rates net.

# Editorial calendar and advertising closing dates

## IN EVERY ISSUE

- **MY FIRST CAR:** A Q&A regarding a well-known personality's first car.
- **CAR CARE CORNER:** Auto advice and maintenance tips from AAA experts.
- **TOP 10:** Ten great attractions and sights to see in a particular city.
- **SAVE & SPLURGE:** Three ways to enjoy a city (luxury, mid-range, budget).
- **DINING OUT:** Exciting culinary trends and regional restaurant roundups.
- **LIVE WELL:** Health and wellness tips and strategies for travel and beyond.

	TRAVEL FEATURES
<b>JANUARY</b> Reserve space by Oct. 26, 2016 Materials due by Nov. 9, 2016	Disney Feature Cruise Story (Alaska or other)
<b>FEBRUARY</b> Reserve space by Nov. 30, 2016 Materials due by Dec. 7, 2016	Orlando, Fla. MCV Travel Feature (Europe or other)
<b>MARCH</b> Reserve space by Dec. 28, 2016 Materials due by Jan. 10, 2017	Ontario-by-the-Lake, Canada Universal Feature
<b>APRIL</b> Reserve space by Jan. 31, 2017 Materials due by Feb. 7, 2017	Savannah, Ga. Pacific Northwest: Seattle
<b>MAY</b> Reserve space by Feb. 28, 2017 Materials due by March 7 2017	Washington, D.C. California Feature
<b>JUNE</b> Reserve space by March 29, 2017 Materials due by April 7, 2017	New York/New England Weekend Getaways Ireland/England Feature
<b>JULY</b> Reserve space by April 26, 2017 Materials due by May 9, 2017	Coast of Maine Family-Friendly Escorted Tours (MCV, Exclusive Travel)
<b>AUGUST</b> Reserve space by May 31, 2017 Materials due by June 9, 2017	Northeast Beach Towns South Dakota (Mount Rushmore, etc.)
<b>SEPTEMBER</b> Reserve space by June 28, 2017 Materials due by July 10 2017	New England/New York Fall Foliage The Florida Keys
<b>OCTOBER</b> Reserve space by July 26, 2017 Materials due by Aug. 9, 2017	Charleston, S.C. River Cruise (Europe or other)
<b>NOVEMBER</b> Reserve space by Aug. 30, 2017 Materials due by Sept. 8, 2017	Philadelphia Dream Trip Roundup
<b>DECEMBER</b> Reserve space by Sept. 27, 2017 Materials due by Oct. 10, 2017	The Caribbean Ski Resorts Feature

Editorial subject to change.

# Reach of AAA publications



## Editions:

1. Fairfield, Conn.
2. New Haven, Conn.
3. Central & Western Massachusetts
4. Middlesex, Mass.
5. Essex, Mass.
6. Norfolk, Mass.
7. Plymouth, Mass.
8. Bristol, Mass.
9. Rhode Island
10. New Jersey
11. Nassau, N.Y.
12. Suffolk, N.Y.
13. Queens, N.Y.
14. NYC & Upstate
15. Pioneer Valley, Mass.

**COMBINED CIRCULATION 2,855,869**

Middlesex	352,518
Rhode Island	242,822
Norfolk	235,844
Plymouth	182,310
Central & Western Massachusetts	177,384
New Haven	161,552
Essex	159,774
Fairfield	129,186
Bristol	111,214
New Jersey	193,850
Nassau	149,419
Suffolk	144,466
Queens	109,543
NYC & Upstate	505,987
Pioneer Valley	116,306