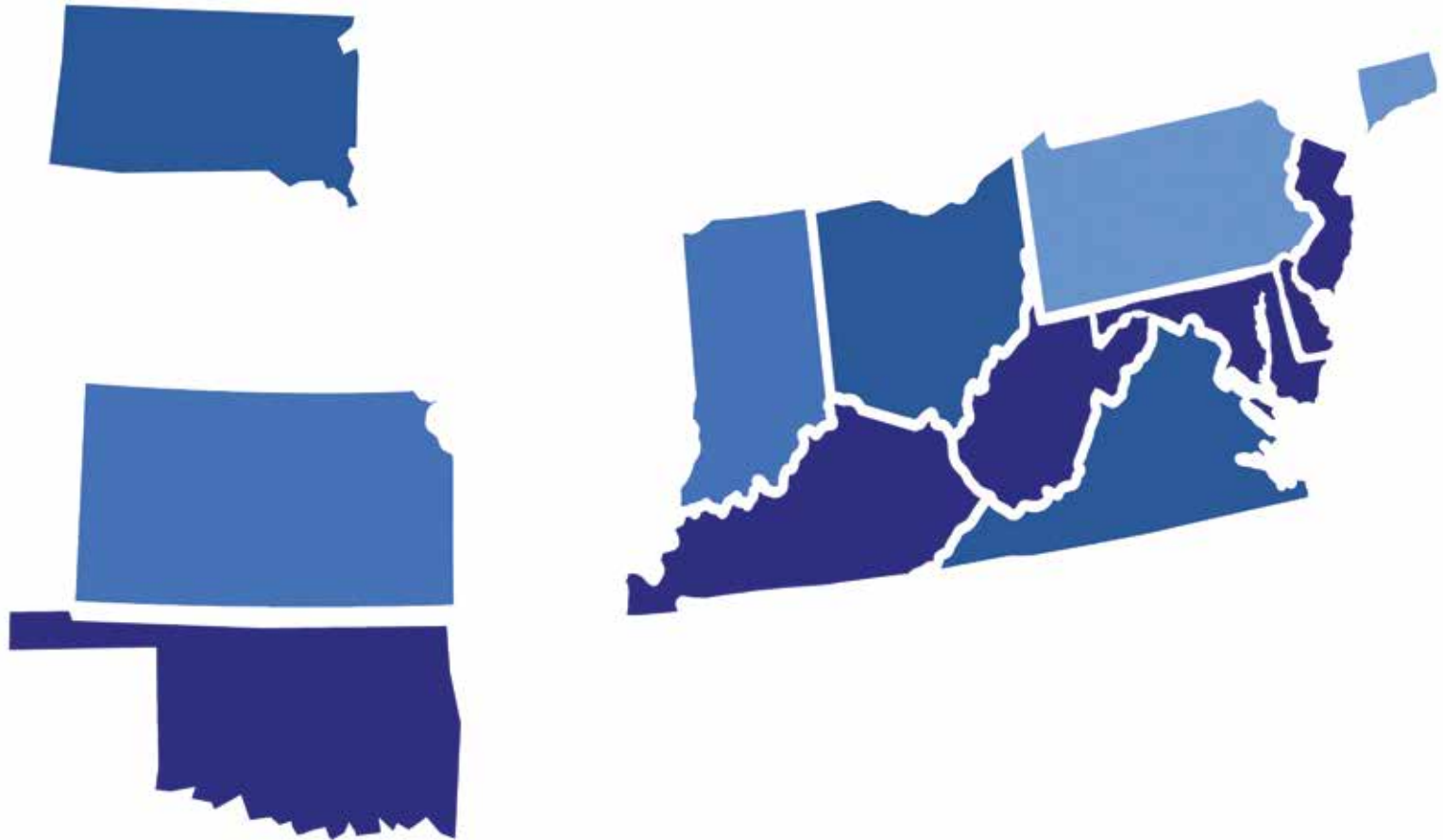




Media Planner 2018

PRINT • ONLINE • DIGITAL

AAA World magazine is a bimonthly publication for members of AAA Club Alliance. It reaches more than 2.6 million households in Connecticut, Delaware, District of Columbia, Indiana, Kansas, Kentucky, Maryland, New Jersey, Ohio, Oklahoma, Pennsylvania, South Dakota, Virginia and West Virginia.



AAA World engages AAA members with relevant and meaningful features, provides useful travel and automotive information and informs members about discounts and benefits of their membership.

SPACING OUT

.....in Central Florida.....

BY STACY TILLIE

Central Florida and theme parks may go hand in hand for many travelers, but point your navigation system about 35 miles east toward the coast, less than an hour's drive from Orlando, and you'll discover a stellar destination that feels a world apart from the hustle and bustle of the Theme Park Capital of the World. For here, stretching from Titusville to Palm Bay, with picturesque places such as Port Canaveral, Cocoa Beach, Melbourne, Melbourne Beach and West In between, you'll find Florida's Space Coast. Named for America's space program, which calls this coastal region home, the Space Coast offers an inviting mix of outdoor recreation, nature, history, science and more. Whether you're looking to put some well-earned space between you and the crowds at the popular theme parks for a day or two or you're ready to launch a longer vacation to delve into another dimension of the Sunshine State, we count down the 10 top ways to experience an out-of-this-world vacation along the Space Coast.

AUTO REVIEWS

Pickup Lines
Three personal pickups for your personal - By Alan Rider

Having quoted our share of "fact-based" figures over the years, we're well acquainted with the saying popularized by Mark Twain about him: "There are three kinds of lies: lies, damned lies and statistics." While Twain didn't invent that aphorism, we understand where he was coming from. Look around long enough, and you can find a statistic that supports virtually anything. Still, we find ourselves drawn to a couple of revealing automotive stats: namely, that a very small percentage of pickup buyers—the number we saw was less than 15 percent—actually use their trucks for work and that pickups account for nearly 20 percent of new vehicles sold in America.

Whether you choose to believe those statistics or not, common sense says that only a small percentage of pickups will ever haul anything more weighty than a couple of mountain bikes. That's why we've chosen to bring you this update on three of the most appealing "personal" pickups on the market today.

Honda Ridgeline
Here's a mid-tiering stat: a pickup—the Ford F-Series, to be precise—has been the best-selling vehicle in America for the last 30-plus years. That, in an odd way, makes the second-generation Honda Ridgeline that much more appealing.

You see, if you're lukewarm about those big Fords, chances are you're going to love Honda's midsize pickup. Granted, nowhere in the automotive world does brand loyalty run deeper than in the truck segment. Just the same, approach the Ridgeline with an open mind, and you'll have to agree that it gives Detroit's pickups a run for their money.

Built on the same underpinnings as Honda's class-leading minivan, the four-door Ridgeline combines car-like ride and handling with what is arguably the most innovative bed in the business. In addition to a tough-but-lightweight composite construction, the Ridgeline's five-foot bed offers an under-floor "trunk" with a tailgate that folds down or swings out to the side to make the bed's cargo easier to access.

Add better-than-average fuel economy by pickup standards, at least in the top crash-test scores, and you'll understand why we think the Honda Ridgeline is a bestseller in the making.

STRENGTHS

- Unibody construction/independent rear suspension create easy-to-use handling.
- Good-sized bed wide enough for four-foot-by-eight-foot crates of plywood.
- Unspaced-plus: highest payload capacity in midsize pickup segment (1,384 pounds).

WEAKNESSES

- Less towing capacity (8,000 pounds) than the traditional pickup.
- Modest ground clearance/no-low-range limit off-road advertising.

BOTTOM LINE
From a level of sophistication make this a no-brainer for folks who don't need a full-size pickup's heavy-duty towing capacity.

PRICING
Base Price: \$29,630
As Tested: \$43,910

SAFETY
NHTSA: Overall: 5 stars (out of 5); Front: 5 stars; Side: 5 stars (out of 5); Small Overlap Front/Moderate Overlap Front: Good*
* Good (highest rating); Side: Good

M.P.G. (CITY/HIGHWAY)
19/23 (3.1, 16.1 mpg/mile)

INTERESTING TECHNOLOGY
Honda's Lane Watch passenger-side blind-spot camera; Apple CarPlay/Android Auto smartphone integration

ALSO CONSIDER
Chevrolet Colorado/GMC Canyon, Toyota Tacoma

AAA World • January/February 2018 49

MEMBER NEWS
MEMBER NEWS

• CAR CARE

Six Tips to Save at the Gas Pump

Fluctuating gas prices can throw a wrench in your auto travel plans. Instead of putting the brakes on your road trip, curb fuel costs by following these simple tips to get more miles for your money.

- **Pump it up.** Keeping your car's tires properly inflated can increase its fuel efficiency.
- **Lighten the load.** Resist the urge to pack everything but the kitchen sink; extra weight in the car can decrease fuel efficiency.
- **Start a carpool.** Do you and your next-door neighbor drive your kids to the same school? Do you and a coworker live in neighboring towns? Consider carpooling.
- **Go slow and steady.** Most cars are less fuel-efficient at speeds over 60 m.p.h.; using the cruise control feature will help you stay within the speed limit and at a consistent speed.
- **Stay cool.** In warmer weather, keeping your vehicle parked in the shade may minimize fuel evaporation.
- **Get a checkup.** Proper vehicle maintenance can prevent problems that may affect fuel efficiency. Visit your mechanic to ensure that your vehicle is in proper working order. Visit AAA.com/CarCare or call 866/AAA-AUTO (232-2868) to locate a trusted auto repair facility near you.

• FINANCIAL SERVICES

Applying for a Car Loan? Proceed With Questions

Save money, time and headaches by asking the right questions before signing a loan application.

WHAT IS THE INTEREST RATE?
The interest rate will help you calculate the amount of interest you will pay over the life of the loan.

WHAT IS THE TERM OF THE LOAN?
The "term" refers to the repayment period of your loan. Typically on car financing, this term is between 36 and 60 months.

WHAT WILL MY MONTHLY PAYMENT BE?
Your car payment is based on your interest rate and the term of the loan. Get the exact figure from your lender so that you can work your monthly payment into your overall financial picture.

IS THERE A PREPAYMENT PENALTY?
If you're planning to pay off the loan faster than the loan schedule, check with your lender to see if you will be penalized.

ARE THERE ANY LATE CHARGES ON THIS LOAN?
Lenders may charge you for late payments, but the penalty amount depends on the lender.

IS THE ADVERTISED RATE THE RATE I'M GOING TO GET?
The loan rate depends on an individual's credit. This means the better your credit, the better your rate may be; in fact, it could potentially be better than the advertised rate.

Do you need help financing a vehicle? To get the best interest rates and a free quote, visit AAA.com/AutoAuto or call 857-15-8222. In Pennsylvania and Maryland, call 800-290-7328.

• DISCOUNTS & REWARDS

Here's to Good Health and Great Savings!

Every new year brings with it new opportunities to better our lives, especially when it comes to improving our health and increasing our savings, which are consistently ranked among Americans' top New Year's resolutions. If you share these goals, AAA is here to help you on the road to your resolutions with three offers for AAA members through the AAA Discounts & Rewards program.

KNOW Foods—Receive 15 percent off all orders with KNOW Foods, featuring top choices for health, wellness, diet and nutrition. Products are grain-free, gluten-free, non-GMO, high-protein, high-fiber and low-sodium. Shop for bread slices, burrs, waffles, wraps, donuts, muffins, cupcakes, pastas, pancake mix and more at AAA.com/KNOWFoods to receive the discount.

AAA Prescription Savings—Save an average of 36 percent on medications for your whole family, including pet prescriptions for those medications that are also human-consumable drugs, by participating pharmacies with AAA Prescription Savings. To learn more about the program and to print your AAA Prescription Savings card, visit AAA.com/Prescriptions.

LensCrafters—Save on your complete eyewear purchases in stores at LensCrafters. Check with your local store for the latest AAA offers, or visit AAA.com/VisionSavings.

For more details and a complete list of retail partners and offers available nationwide, visit AAA.com/Discounts.

• DEPOSITS

Saving for Rainy Days and Emergencies

Even the best savings plan can be interrupted when something unexpected occurs. Establishing rainy-day and emergency funds will allow you to handle unforeseen expenses that come your way. But what's the difference between the two, and why are both necessary?

A rainy-day fund is money you set aside for times when inconveniences strike. Automobile repairs, broken appliances or last-minute travel emergencies often fit when you least expect it. It's important that you're able to cover these costs without dipping into your normal living expenses. You should try to set aside \$1,000 to \$2,000 for minor unexpected events such as these.

An emergency fund is money saved to cover expenses if you find yourself out of work for an extended period of time. If you're between jobs or get sick and can't work, this fund can be used to support you. Building up about six months' worth of income is a good rule of thumb, but you should leave however much you feel is enough.

Whether you suddenly suffer an illness or your car breaks down, it's crucial to ensure that you have enough money saved to tackle the issue.

To learn more about AAA savings, money market and CD accounts by Discover, visit AAA.com/Deposits.

Discover Bank, Member FDIC

AAA World • January/February 2018
AAA World
AAA World • January/February 2018

READER DEMOGRAPHICS

Marital Status

Married 60.3%
Widowed 10.0%
Separated/Divorced 11.5%
Single (never married) 14.1%

Gender

Male	Female
41%	59%

Main Residence

OWN	RENT
86.1%	13.9%
\$343,400	\$409,400
AVERAGE VALUE	MEDIAN VALUE

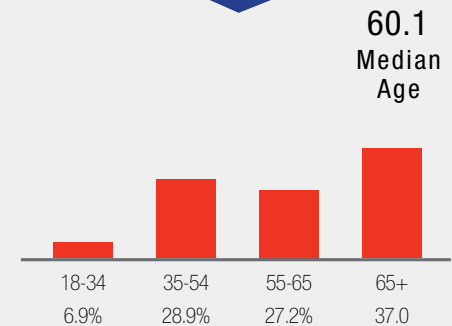
Household Income

\$127,600	\$102,200
AVERAGE INCOME	MEDIAN INCOME

Education


64.9%	86%
4+ YEARS	ANY COLLEGE


Age




MEMBER TRAVEL HABITS

How long before traveling
do you book
a trip?

 33.3% More than 6 Months

 41.3% 3-6 Months

 25.1% Less than 3 Months

Members who took vacations
75%
Last 12 month

Personal 95%

Business 21%

Business/Personal 13%

\$3,100

**Average
amount
spent on
trip**

76%

**Weekend
trips**

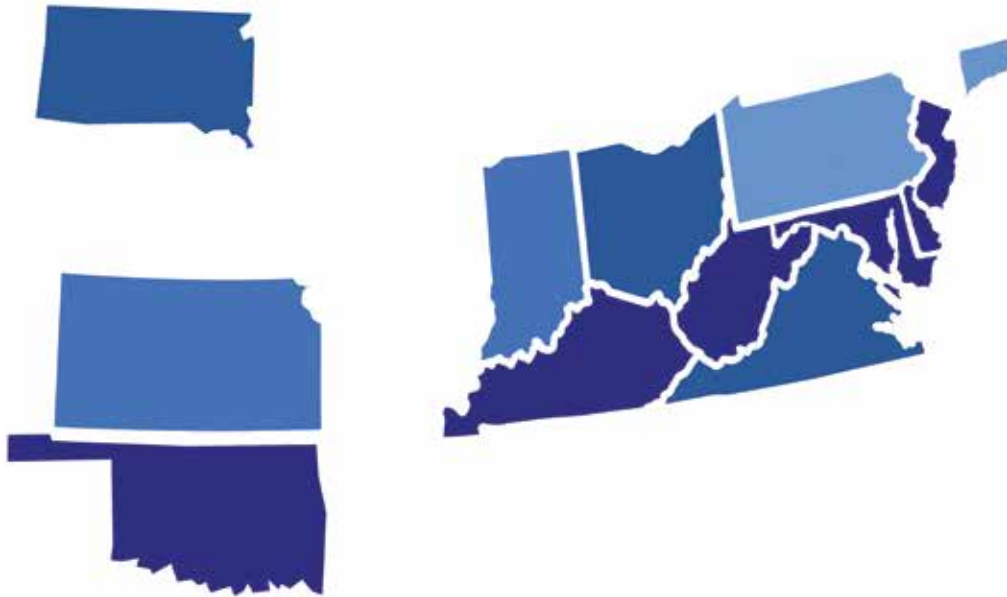
88%

**Traveled
by car**

ADVERTISING RATES

All Markets

Total Circulation: 2,651,200



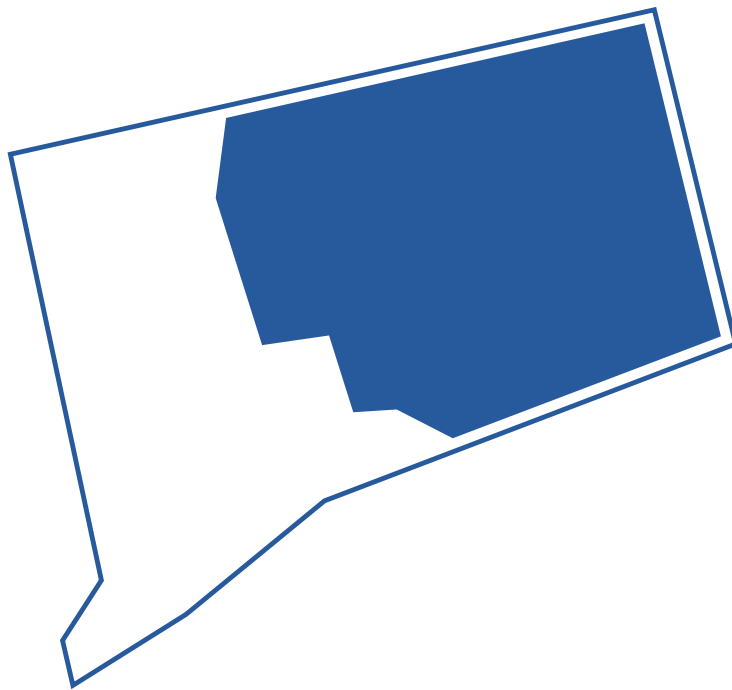
4 Color	1 x	3 x	6 x
Full Page	\$82,150	\$78,043	\$73,935
2/3 Page	\$61,613	\$58,532	\$55,451
1/2 Page	\$49,290	\$46,826	\$44,361
1/3 Page	\$32,860	\$31,217	\$29,574
1/6 Page*	\$18,073	\$17,169	\$16,266

*Available only in Travel Planner or coops

ADVERTISING RATES

Connecticut

Total Circulation: 244,000



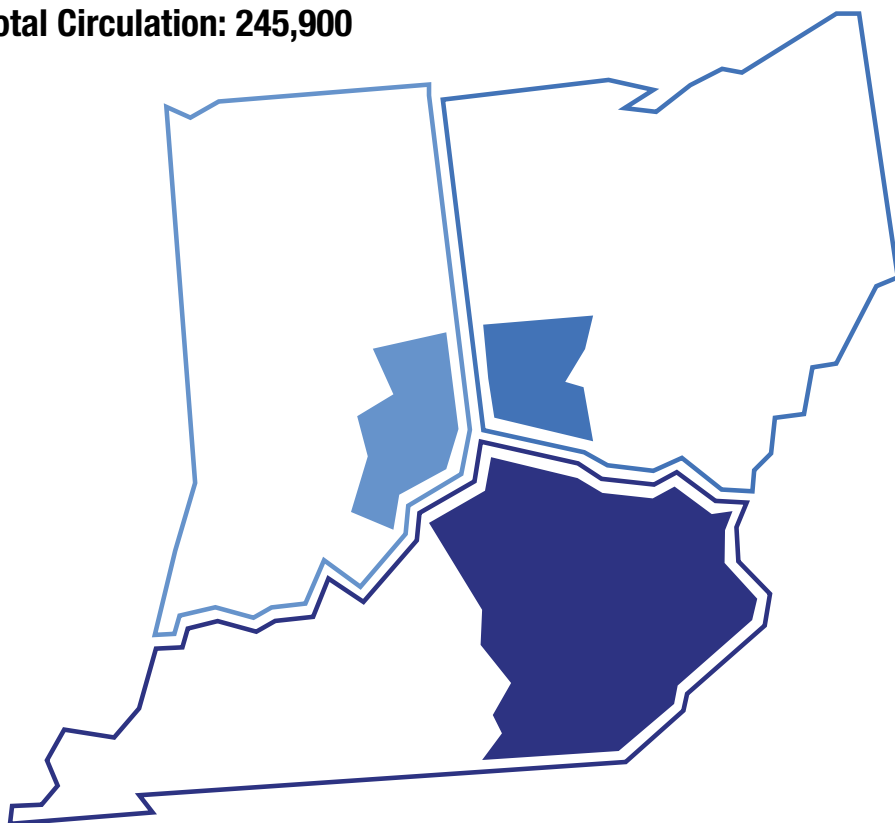
4 Color	1 x	3 x	6 x
Full Page	\$13,508	\$12,833	\$12,157
2/3 Page	\$10,131	\$9,624	\$9,118
1/2 Page	\$8,105	\$7,700	\$7,294
1/3 Page	\$5,403	\$5,133	\$4,863
1/6 Page*	\$2,972	\$2,823	\$2,675

*Available only in Travel Planner or coops

ADVERTISING RATES

Cincinnati, Ohio/Indiana/Kentucky

Total Circulation: 245,900



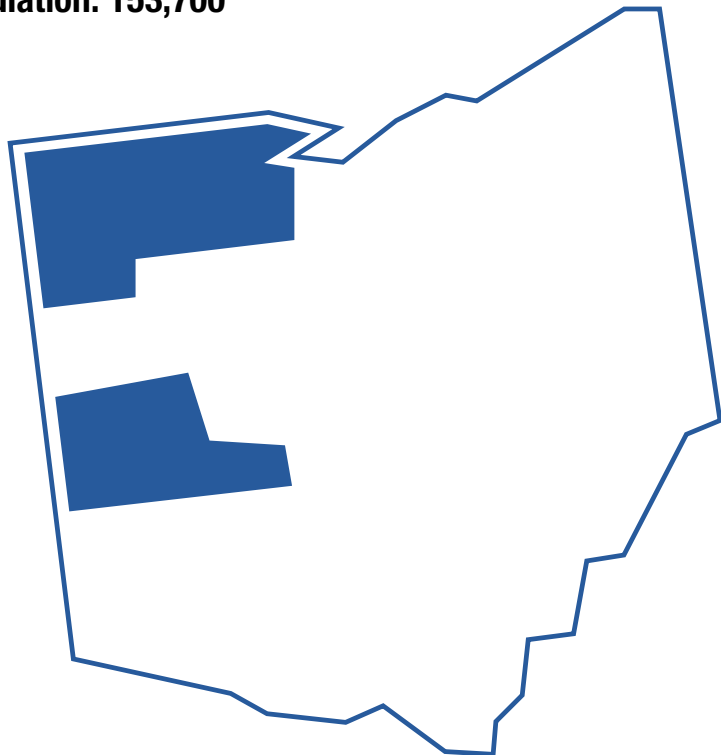
4 Color	1 x	3 x	6 x
Full Page	\$15,100	\$14,345	\$13,590
2/3 Page	\$11,325	\$10,759	\$10,193
1/2 Page	\$9,060	\$8,607	\$8,154
1/3 Page	\$6,040	\$5,738	\$5,436
1/6 Page*	\$3,322	\$3,156	\$2,990

*Available only in Travel Planner or coops

ADVERTISING RATES

Miami Valley (Dayton)/Toledo, Ohio

Total Circulation: 153,700



4 Color	1 x	3 x	6 x
Full Page	\$11,200	\$10,640	\$10,080
2/3 Page	\$8,400	\$7,980	\$7,560
1/2 Page	\$6,720	\$6,384	\$6,048
1/3 Page	\$4,480	\$4,256	\$4,032
1/6 Page*	\$2,464	\$2,341	\$2,218

*Available only in Travel Planner or coops

ADVERTISING RATES

New Jersey

Total Circulation: 414,800



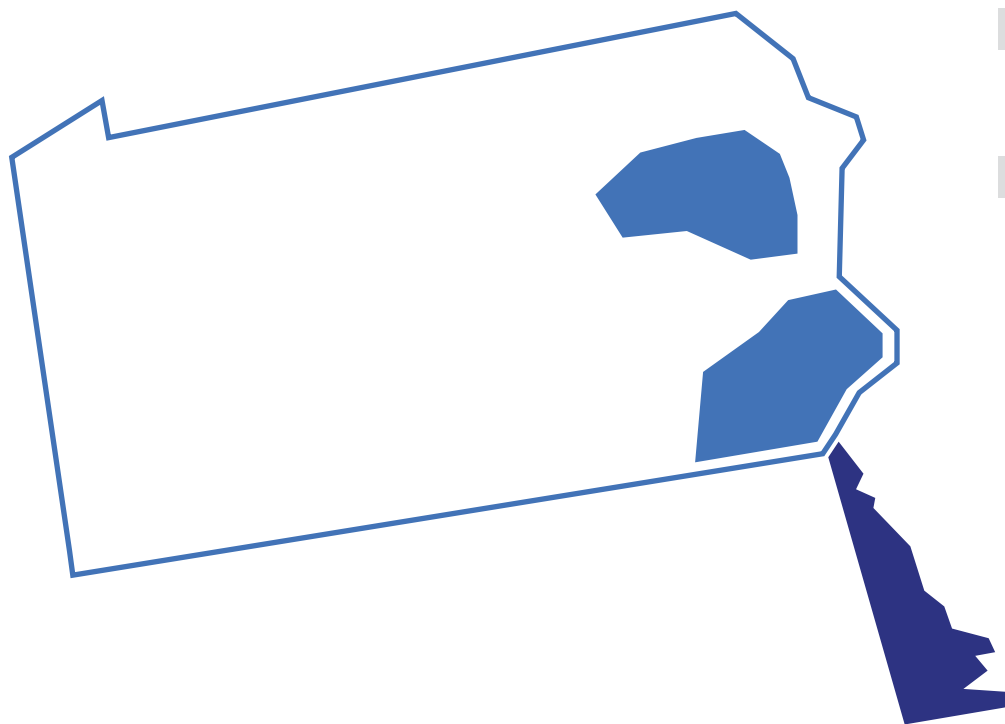
4 Color	1 x	3 x	6 x
Full Page	\$17,248	\$16,386	\$15,523
2/3 Page	\$12,936	\$12,289	\$11,642
1/2 Page	\$10,349	\$9,831	\$9,314
1/3 Page	\$6,899	\$6,554	\$6,209
1/6 Page*	\$3,795	\$3,605	\$3,415

*Available only in Travel Planner or coops

ADVERTISING RATES

Pennsylvania/Delaware

Total Circulation: 413,200



4 Color	1 x	3 x	6 x
Full Page	\$16,736	\$15,899	\$15,062
2/3 Page	\$12,552	\$11,924	\$11,297
1/2 Page	\$10,042	\$9,540	\$9,037
1/3 Page	\$6,694	\$6,360	\$6,025
1/6 Page*	\$3,682	\$3,498	\$3,314

*Available only in Travel Planner or coops

ADVERTISING RATES

Metro Washington, D.C./Maryland

Total Circulation: 599,500



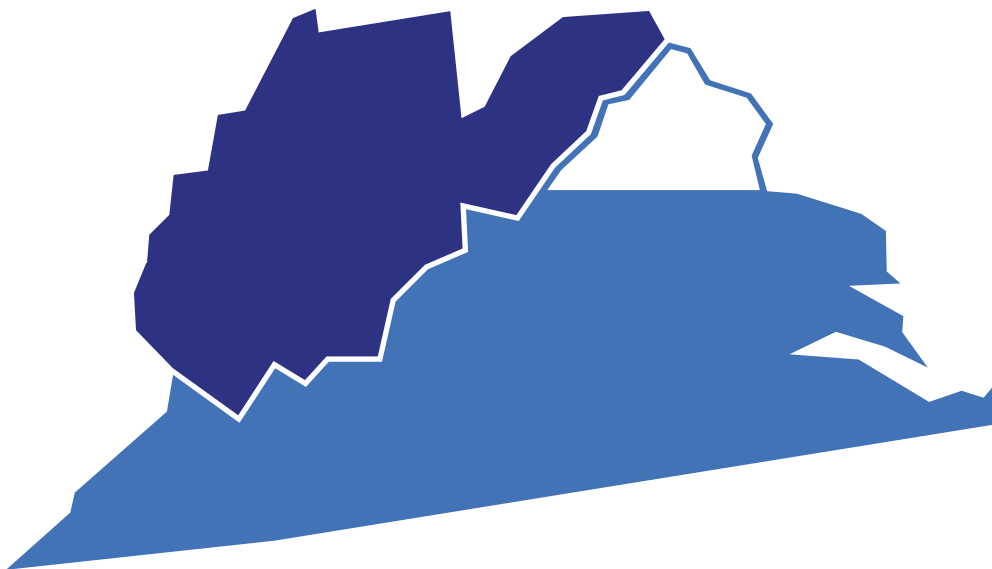
4 Color	1 x	3 x	6 x
Full Page	\$25,408	\$24,138	\$22,867
2/3 Page	\$19,056	\$18,103	\$17,150
1/2 Page	\$15,245	\$14,483	\$13,720
1/3 Page	\$10,163	\$9,655	\$9,147
1/6 Page*	\$5,590	\$5,310	\$5,031

*Available only in Travel Planner or coops

ADVERTISING RATES

Virginia/West Virginia

Total Circulation: 195,600



4 Color	1 x	3 x	6 x
Full Page	\$9,760	\$9,272	\$8,784
2/3 Page	\$7,320	\$6,954	\$6,588
1/2 Page	\$5,856	\$5,563	\$5,270
1/3 Page	\$3,904	\$3,709	\$3,514
1/6 Page*	\$2,147	\$2,040	\$1,932

*Available only in Travel Planner or coops

ADVERTISING RATES

Kansas/Oklahoma/South Dakota



KS OK SD		TOTAL CIRCULATION: 384,500	
4 Color	1 x	3 x	6 x
Full Page	\$16,860	\$16,017	\$15,174
2/3 Page	\$12,645	\$12,013	\$11,381
1/2 Page	\$10,116	\$9,610	\$9,104
1/3 Page	\$6,744	\$6,407	\$6,070
1/6 Page*	\$3,709	\$3,524	\$3,338

*Available only in Travel Planner or coops

South Dakota		TOTAL CIRCULATION: 53,000	
4 Color	1 x	3 x	6 x
Full Page	\$2,266	\$2,153	\$2,039
2/3 Page	\$1,700	\$1,615	\$1,530
1/2 Page	\$1,360	\$1,292	\$1,224
1/3 Page	\$906	\$861	\$816
1/6 Page*	\$499	\$474	\$449

*Available only in Travel Planner or coops

Kansas		TOTAL CIRCULATION: 94,500	
4 Color	1 x	3 x	6 x
Full Page	\$6,587	\$6,258	\$5,928
2/3 Page	\$4,940	\$4,693	\$4,446
1/2 Page	\$3,952	\$3,755	\$3,557
1/3 Page	\$2,635	\$2,503	\$2,371
1/6 Page*	\$1,449	\$1,377	\$1,304

*Available only in Travel Planner or coops

Oklahoma		TOTAL CIRCULATION: 237,000	
4 Color	1 x	3 x	6 x
Full Page	\$9,880	\$9,386	\$8,892
2/3 Page	\$7,410	\$7,040	\$6,669
1/2 Page	\$5,928	\$5,632	\$5,335
1/3 Page	\$3,952	\$3,754	\$3,557
1/6 Page*	\$2,174	\$2,065	\$1,956

*Available only in Travel Planner or coops

Mechanical Specifications

ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with sales representative), PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF files, 300 dpi minimum. **Send each page as single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.**

MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the head)
Trim Size: 7.875 x 10.5

INSERTS

Consult your *AAA World* sales representative for specification sheet. Publisher reserves the right to omit inserts not complying with specifications. **Send each page as single PDF. No spreads. Single crop marks should be offset .25 inch. Must supply printed or pdf proofs with pages labeled for orientation.**

DIGITAL FILE DELIVERY

AAA World accepts digital files through many portals, including e-mail and FTP. Please contact your *AAA World* sales representative for details on digital file transfer.

ADVERTISER PROOFS

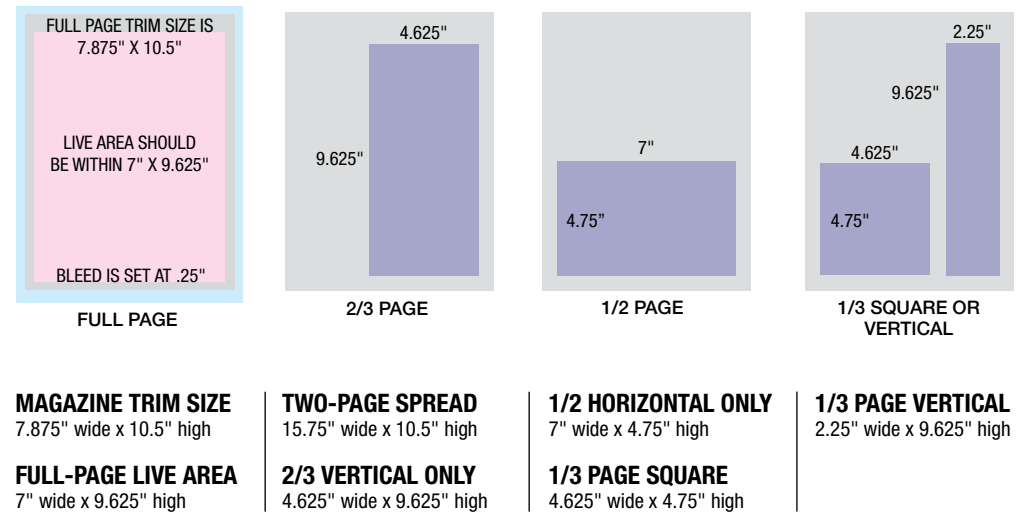
Two press proofs required with each ad. *AAA World* shall not be held responsible for color accuracy, if no color proof is provided.

2018 Publishing Calendar

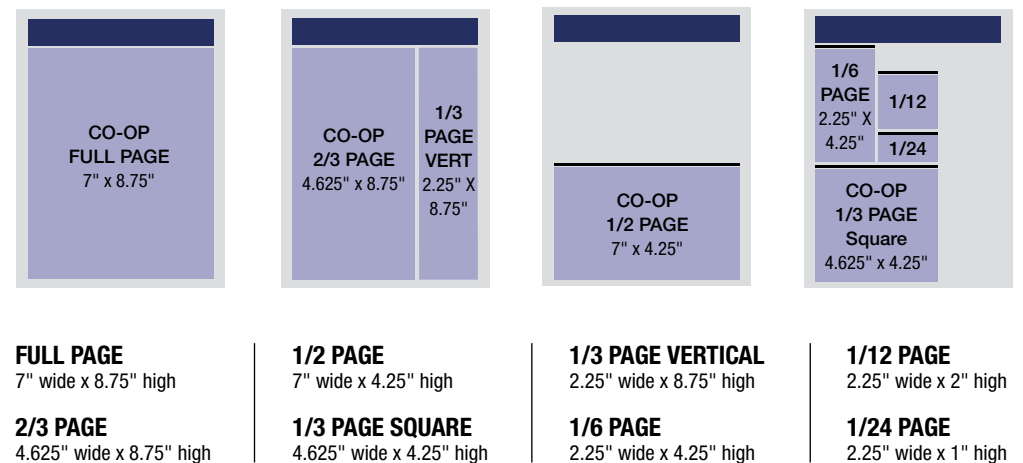
Issue	Space	Ad Material	In Home
Jan./Feb.	Oct. 25	Nov. 24	Dec. 26–29
Mar./Apr.	Jan. 3	Jan. 26	Feb. 26–Mar. 1
May/June	Feb. 28	Mar. 23	Apr. 24–28
July/Aug.	Apr. 25	May 25	June 26–30
Sept./Oct.	June 27	July 27	Aug. 28–Sept. 1
Nov./Dec.	Aug. 29	Sept. 28	Oct. 27–31
Jan./Feb. ('19)	Oct. 31	Nov. 28	Dec. 29–Jan. 2, 2019

No cancellations accepted after the closing date.

Standard Ad Sizes (in inches)



Travel Planner / Co-op Ad Sizes





Metro Washington/Maryland

599,500 households in VA, DC, MD
 1/3 page 4c \$10,163
 1/6 page 4c \$5,082
 1/12 page 4c \$2,541
 1/24 page 4c \$1,270

Miami Valley/Toledo

153,700 households in OH
 1/3 page 4c \$4,480
 1/6 page 4c \$2,240
 1/12 page 4c \$1,120
 1/24 page 4c \$560

Oklahoma

237,000 households in OK
 1/3 page 4c \$3,952
 1/6 page 4c \$1,976
 1/12 page 4c \$988
 1/24 page 4c \$494

Pennsylvania/Delaware

413,200 households in PA & DE
 1/3 page 4c \$6,694
 1/6 page 4c \$3,347
 1/12 page 4c \$1,674
 1/24 page 4c \$837

Virginia/West Virginia

195,600 households in WV & VA
 1/3 page 4c \$3,904
 1/6 page 4c \$1,952
 1/12 page 4c \$976
 1/24 page 4c \$488

South Dakota

53,000 households in SD
 1/3 page 4c \$906
 1/6 page 4c \$453
 1/12 page 4c \$227
 1/24 page 4c \$113

New Jersey

414,800 households in NJ
 1/3 page 4c \$6,899
 1/6 page 4c \$3,450
 1/12 page 4c \$1,725
 1/24 page 4c \$862

Kansas

94,500 households in KS
 1/3 page 4c \$2,635
 1/6 page 4c \$1,318
 1/12 page 4c \$659
 1/24 page 4c \$329

All Regions

2,651,200 households
 1/3 page 4c \$32,860
 1/6 page 4c \$16,430
 1/12 page 4c \$8,215
 1/24 page 4c \$4,108

Cincinnati/Indiana/Kentucky

245,900 households in OH, IN, KY
 1/3 page 4c \$6,040
 1/6 page 4c \$3,020
 1/12 page 4c \$1,510
 1/24 page 4c \$755

Connecticut

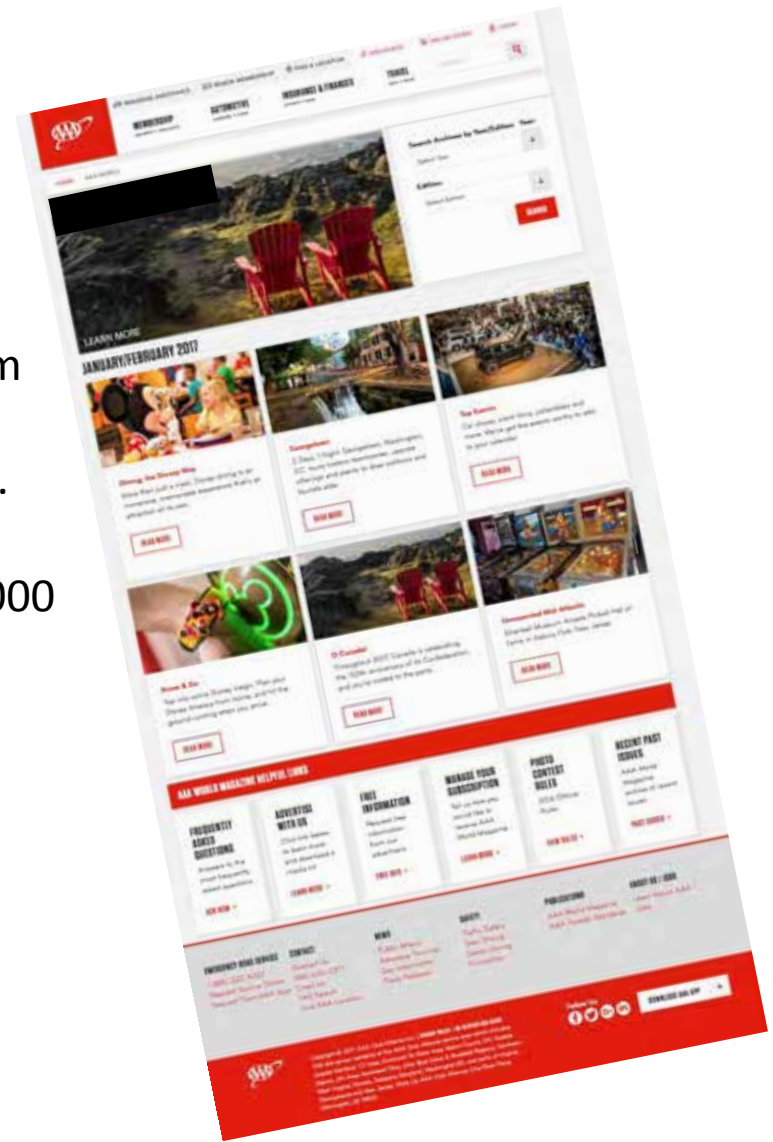
244,000 households in CT
 1/3 page 4c \$5,403
 1/6 page 4c \$2,702
 1/12 page 4c \$1,351
 1/24 page 4c \$675

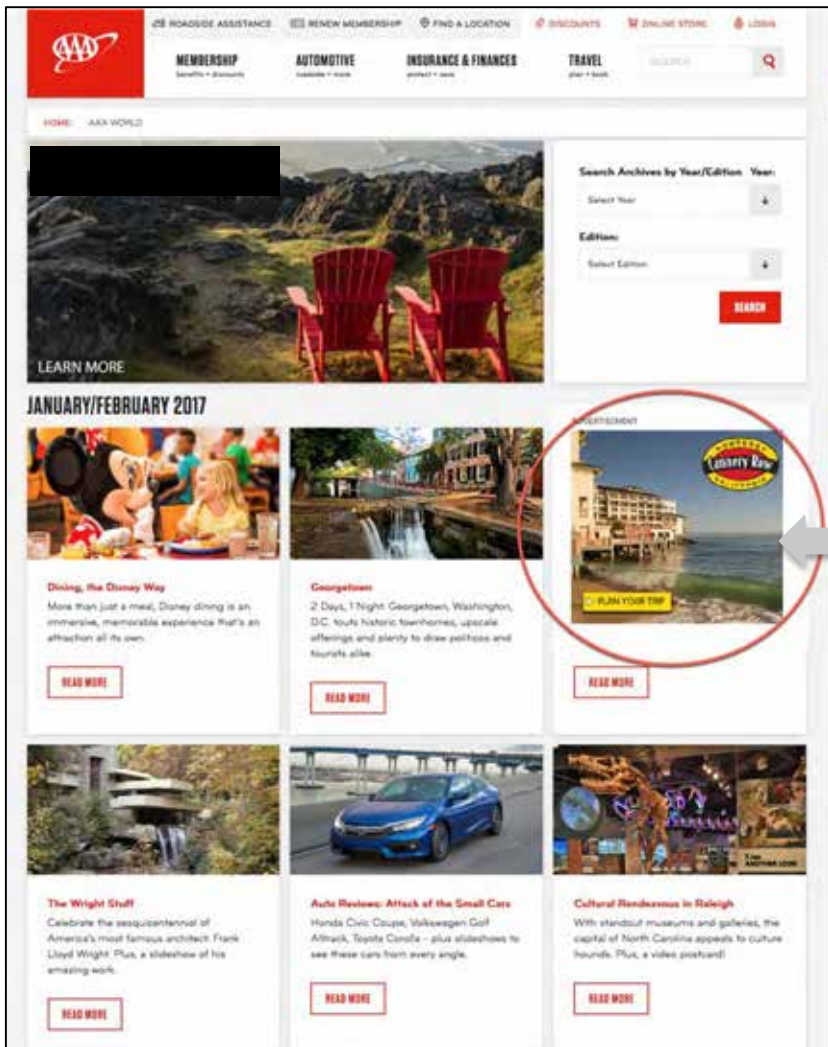
Travel Planner / Co-op Ad Sizes

FULL PAGE 7" wide x 8.75" high	1/2 PAGE 7" wide x 4.25" high	1/3 PAGE VERTICAL 2.25" wide x 8.75" high	1/12 PAGE 2.25" wide x 2" high
2/3 PAGE 4.625" wide x 8.75" high	1/3 PAGE SQUARE 4.625" wide x 4.25" high	1/6 PAGE 2.25" wide x 4.25" high	1/24 PAGE 2.25" wide x 1" high

AAA WORLD DIGITAL is integrated within AAA.com and features slideshows, unique editorial, videos and other interactive elements to engage readers.

- **Average Monthly Visits to the AAA.com:** 819,000
- **Average Unique Monthly visitors:** 555,000
- **Average Time-on-Site:** 6.5 minutes





AAA World Web Page Sponsorship

- One advertorial sponsorship a month, per regionalized version
- 676 x 350 pixels image needed (please include logo)
- Small paragraph of text needed (*text may be edited by editorial team*)

Regionalized Versions:

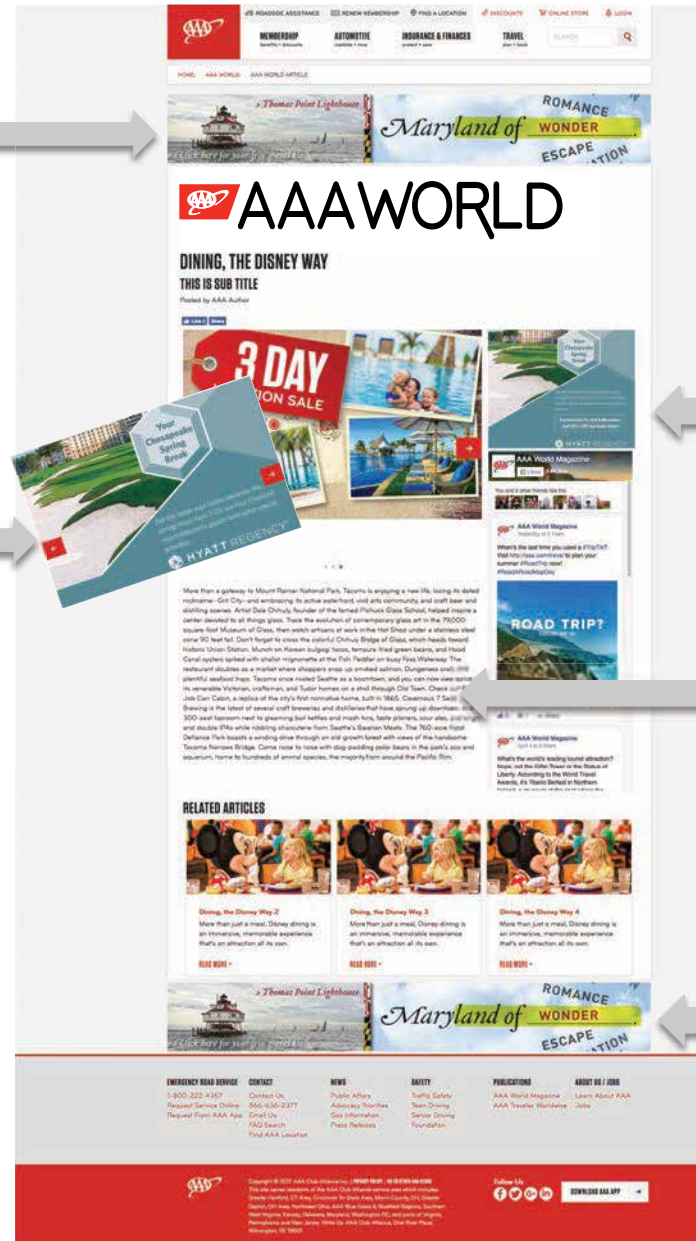
1. Connecticut
2. Kansas
3. Mid-Atlantic Region
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
4. Allied Region
 - Ohio
 - West Virginia
 - Indiana
 - Kentucky

Top Leaderboard:

- 958 x 136
- Max Size = 250KB
- JPEG or GIF

Slideshow Insert:

- 676 x 350
- Max Size = 250KB
- JPEG or GIF



Square:

- 676 x 550 or Video
- Max Size = 250KB
- JPEG or GIF

In Copy Banner Ads/Videos:

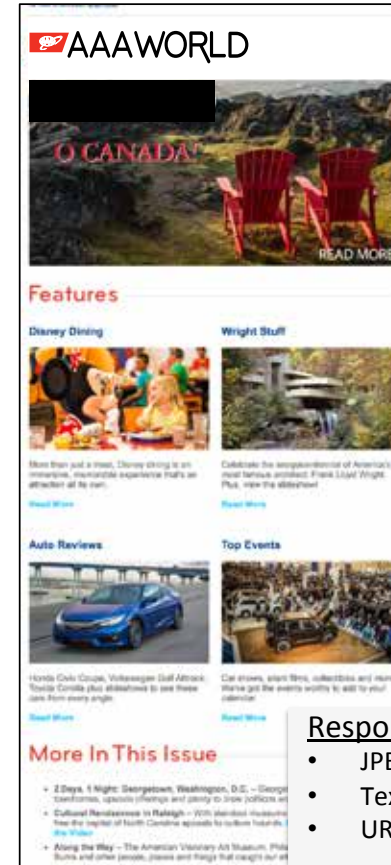
- Incorporated into edit
- 676 x 350
- Max Size = 250KB
- JPEG or GIF

Bottom Leaderboard:

- 958 x 136
- Max Size = 250KB
- JPEG or GIF

AAA World Carrier Email

- 819,000 email recipients
- 33.64% Open Rate (industry average = 22%)
- Regionalized Versions:
 1. Connecticut (64k)
 2. Kansas (26k)
 3. Mid-Atlantic Region (350k)
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
 4. Allied Region (210k)
 - Ohio
 - West Virginia
 - Indiana
 - Kentucky
 5. South Dakota (30k)
 6. Oklahoma (139k)
- Demographics:
 1. Female
 2. Average Age 53
 3. \$75,000 - \$99,999 average HHI
 4. 51.83% of AAA World members receive email
- Deploys 6 times a year:
 1. December 29
 2. March 1
 3. April 26
 4. June 28
 5. August 30
 6. November 2
- Four spots available per email



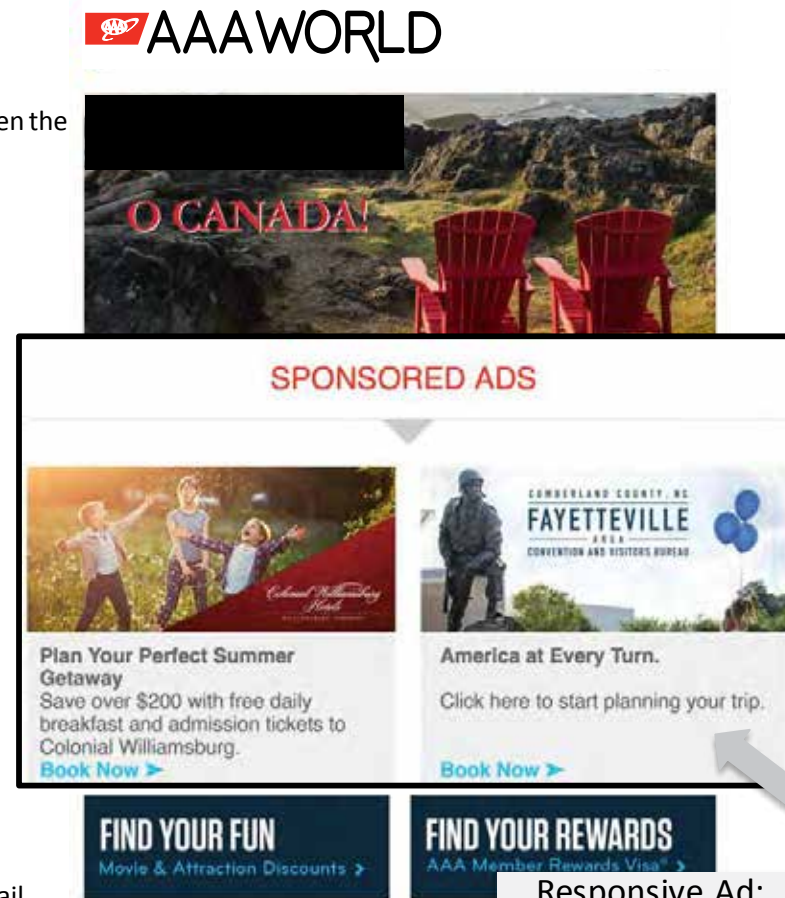
Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link



AAA World Follow-Up Email

- 180,000 email recipients
- New MOBILE format launching May 5, 2017
- Sent to known AAA World readers who did not click/open the AAA World Carrier Email (sent 1 wk after carrier email)
- 29% Open Rate (industry average = 22%)
- Regionalized Versions:
 1. Connecticut (17.5k)
 2. Kansas (5.5k)
 3. Mid-Atlantic Region (105k)
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
 4. Allied Region (47k)
 - Ohio
 - West Virginia
 - Indiana
 5. South Dakota (2k)
 6. Oklahoma (3k)
- Demographics:
 1. Female
 2. Average Age 53
 3. \$75,000 - \$99,999 average HHI
 4. 51.83% of AAA World members receive email
- Deploys 6 times a year:
 1. January 7
 2. March 9
 3. May 3
 4. July 4
 5. September 5
 6. November 11
- Four spots available per email

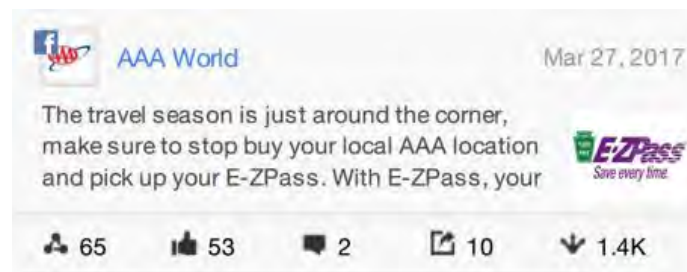
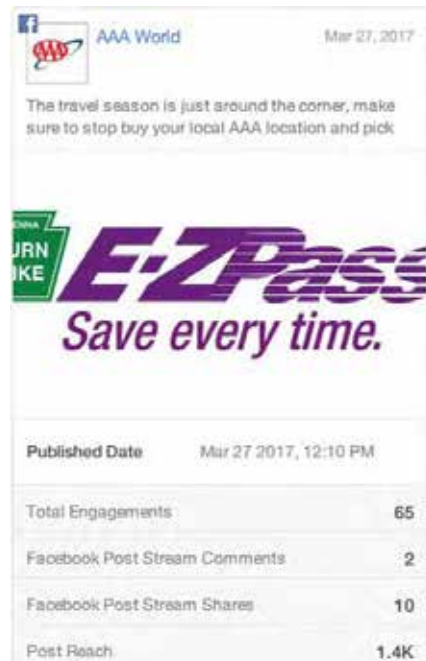


Responsive Ad:

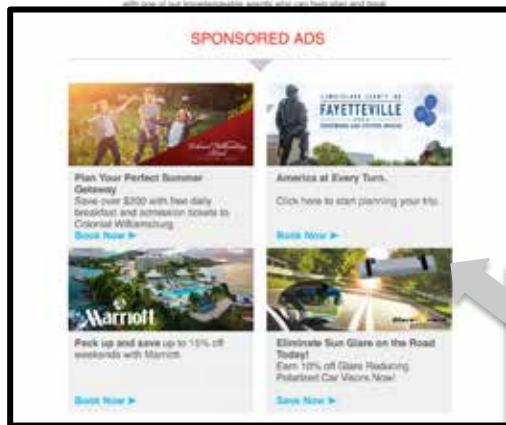
- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link

AAA World Facebook Sponsorship

- AAA World Facebook Page launched on January 10.
- 8.9K Followers in the entire AAA ClubAlliance territory (*no regionalization*)
- Two sponsorships a month. Advertiser picks week.
- 1200 x 628 image needed. Only 20% of image can be text (per Facebook)
- Small paragraph of text needed (*text may be edited by editorial team*)

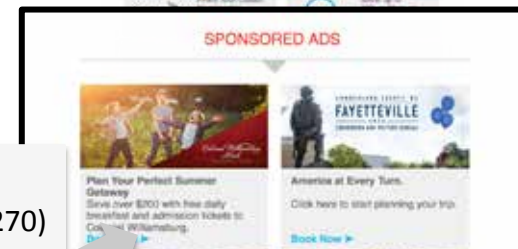
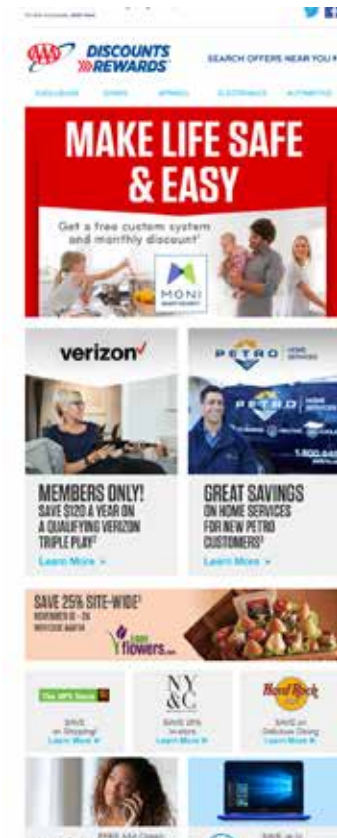


AAA WORLD eNEWSLETTER



Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link



AAA.com Digital Banners

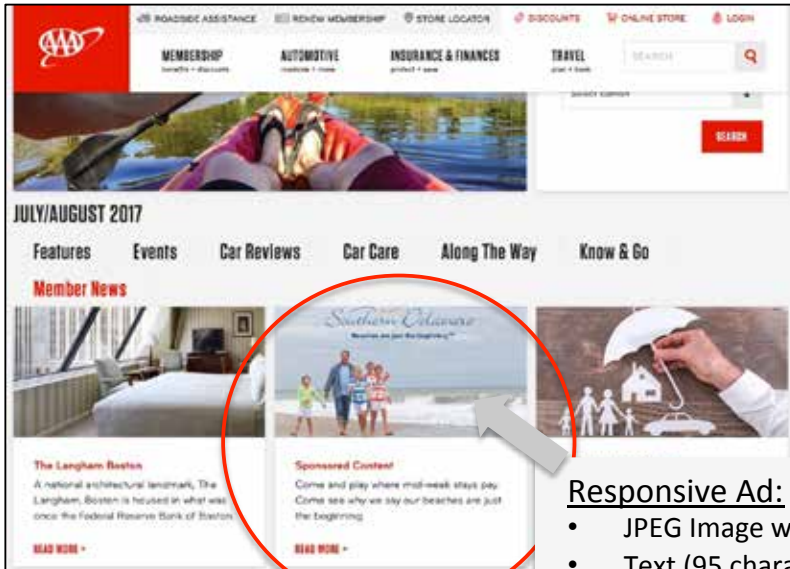
- Rotating ad on various pages throughout AAA.com
- 958 x 136 pixels banner ad needed

Regionalized Versions:

1. Connecticut
2. Kansas
3. Mid-Atlantic Region
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
4. Allied Region
 - Ohio
 - West Virginia
 - Indiana
 - Kentucky

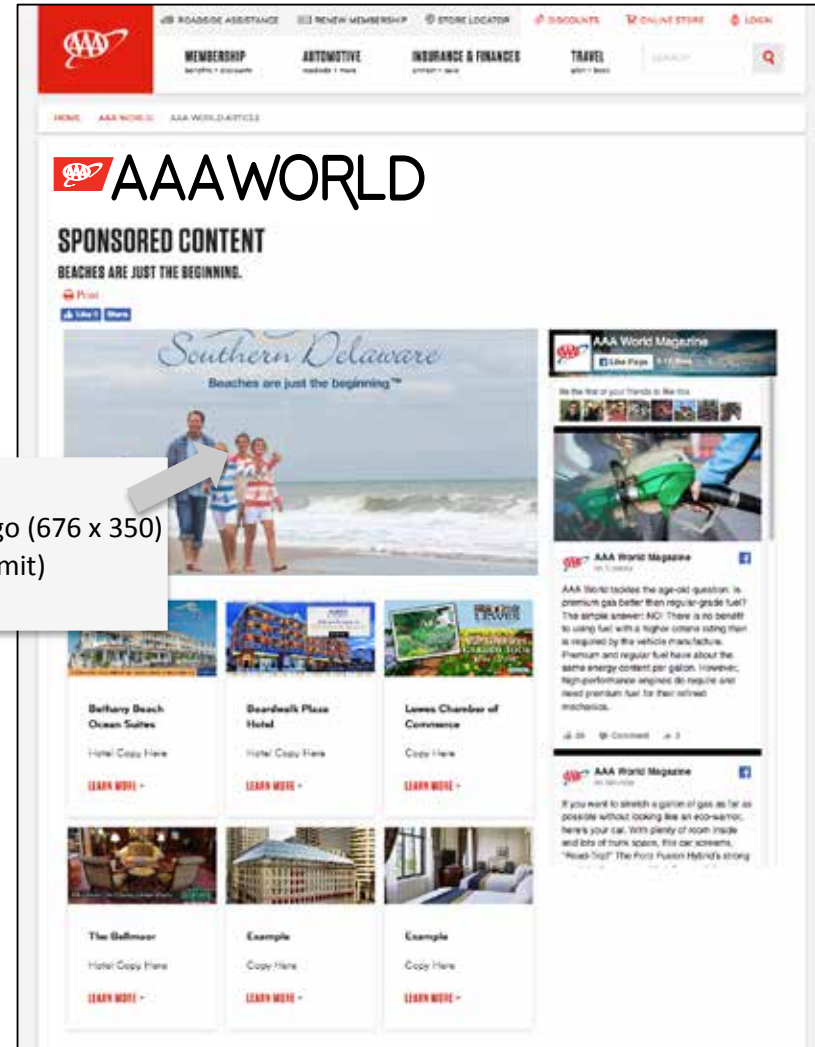
- **Average Monthly Visits to the AAA.com: 717,000**
- **Average Unique Monthly visitors: 555,000**
- **Average Time-on-Site: 6.5 minutes**





Responsive Ad:

- JPEG Image with Logo (676 x 350)
- Text (95 character limit)
- URL Link



AAA World Digital Co-Op

- Can be regionalized
- Front Page
 - 676 x 350 pixels image needed (please include logo)
 - Small paragraph of text needed (*text may be edited by editorial team*)
- Second Page
 - Items needed per partner:
 - 676 x 350 pixels image needed (please include logo)
 - Small paragraph of text needed (*text may be edited by editorial team*)
 - Linking URL

2018 Digital Rates

Emails

Carrier Email							
Banner Ad (600w x 270h)	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	350k	64k	26k	210k	139k	30k	819k
Net Rate per Insertion	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Follow-up email							
Banner Ad (600w x 270h)	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	105k	17.5k	5.5k	47k	3k	2k	180k
Net Rate per Insertion	\$900	\$260	\$260	\$650	\$530	\$260	\$2,300

Connections eNewsletter							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	785k	73k	27k	130k	71k	14k	1,100,000
Net Rate per Insertion	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400

eSaver eNewsletter							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic/Connecticut		Kansas/All Other Allied		Oklahoma/South Dakota		Full Audience
Quantity	485k		125k		90k		700k
Net Rate per Insertion	\$2,900		\$2,170		\$1,850		\$5,500

Lodging eNewsletter							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic	Connecticut/Kansas/All Other Allied			Oklahoma	South Dakota	Full Audience
Quantity	245k	105k					350k
Net Rate per Insertion							\$3,900

AAA.com

Digital Magazine Content / Bi-Monthly	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Page Sponsorship (675w x 350h)	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Top Leaderboard (958w x 136h)	\$900	\$260	\$260	\$650	\$530	\$260	\$2,300
Side Banner (676w x 550h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900
In-Copy Slideshow/Videos (676w x 350h)	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Bottom Leaderboard (958w x 136h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900

AAA.com / Monthly	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Banner Ad (958w x 136h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900

Facebook Sponsored Posts	Full Audience
1200x628 image, Text, URL link	\$895