

DISCOVER 2020

Texas Journey

Special Sections



DISCOVER Special Sections

DISCOVER is a series of special advertising sections published in *Texas Journey* magazines and featured as a digital version in the *Texas Journey* eNewsletter.

Delivered in the summer and fall, readers turn to these sections to *DISCOVER* things to do, places to go, products to purchase, and plan weekend getaways.

CONNECT WITH A PREMIUM AUDIENCE

- Delivered to 500,000 households.
- Targeted to active and affluent travelers and consumers.
- Featured in the *Texas Journey* eNewsletter emailed to more than 450,000 member email inboxes.
- Complement your ad with engaging advertorial to tell your story about all you have to offer.

ADVERTORIAL MATERIALS AND SPECS

Full Page Ad + Full Page Advertorial **\$10,500 net**

- Ad Size: 7.75" w x 10.5" h (trim). Add .125" bleed to all sides. Live copy no less than .5" from trim.
- Headline: 45 characters max including spaces
- Copy: 500 words max
- Photos: Two 4/c images, 300 dpi or higher

1/2 Page Ad + 1/2 Page Advertorial **\$ 5,500 net**

- Ad Size: 6.875" w x 4.625" h
- Headline: 45 characters max including spaces
- Copy: 300 words max
- Photos: One 4/c image, 300 dpi or higher

DELIVER MATERIALS TO:

Jessica Cabading
ACSCPublications@aaa-calif.com
 (714) 885-2392



ISSUE DATES AND DEADLINES

May/June 2020 DISCOVER SUMMER

- eNewsletter: Apr 2020
- Ad Close: 2/21/2020
- Materials Due: 2/26/2020

Sep/Oct 2020 DISCOVER FALL

- eNewsletter: Aug 2020
- Ad Close: 6/19/2020
- Materials Due: 6/24/2020

