

Use AAA to attract summer visitors in 2010!

Targeted advertorial reaches top 6 feeder markets.

The AAA Advertorial Program will bring you:

Expansive Advertorial Coverage

Your chance to inform AAA subscribers in Texas and adjacent states about everything the Lone Star state has to offer.

Web Components

Readers will download a PDF of advertiser material from www.TravelSift.com and advertisers can list local events at www.OnlineEventsCenter.com.

Sweepstakes promotion

Increased traveler participation and improved campaign results. Have the opportunity of your destination being featured.

Leads

Expect high-quality leads from coveted AAA travelers.



Issue:	May/June 2010	
Circulation:	1,697,000	
Distribution:	Texas (830,000) Colorado (335,000) Louisiana, Arkansas, Mississippi (217,000) Oklahoma (207,000) New Mexico (108,000)	
Net Rates:	Full Page	\$43,690
	Half Page	\$25,720
	One-Third	\$16,295
	One-Sixth	\$9,140
	TACVB Travel Planner	\$4,850
Ad Close:	February 1, 2010	
Materials Due:	February 5, 2010	

2.5 million AAA members visit Texas each year!

Reach prospects during the peak summer vacation planning period.

Robust AAA growth fuels circulation increase in '10



sponsored by Texas Tourism



Please welcome a call from your AAA Advertising Rep or call:

AJR Media Group ★ tel: 800-383-7677 ★ email: AAA@ajrmediagroup.com

AAA . . . the most respected name in travel!