



The AAA brand influences both readership and buying habits

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Arizona. **Highroads** magazine is published six times per year and features travel, automotive, and lifestyle editorial.

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in **Highroads** magazine.



HIGHROADS

HIGHROADS

2012 EDITORIAL CALENDAR

JANUARY/FEBRUARY (Special Centennial issue)

Centennial section: A look at Arizona's 100th anniversary, including a 100-question quiz, tidbits about AZ, and a feature on famous Arizonans.

Disneyland: Designed with the whole family in mind, Disneyland appeals to kids of all ages through its numerous attractions.

Weekender: Explore the award-winning rum at Kingman's Desert Diamond Distillery.

Road Trip: Take a drive through California's Coachella Valley, where you'll find the Elvis Honeymoon Hideaway, the Starlite Lounge at the Riviera Palm Springs, and the Oasis Date Gardens.

Bumper to Bumper: Ring in the new year with seven new compact cars.

MARCH/APRIL

Julian, California: Just an hour east of San Diego, this historic mining town sits in the beautiful Cuyamaca Mountains.

Celebrate in Style: Get ready to plan your travel calendar, as we tell you the best places around the country to celebrate such holidays as St. Patrick's Day and New Year's Eve.

Dubai: On the outskirts of Dubai, travelers will find beautiful beaches, gardens, museums, and sand dunes perfect for a desert safari.

Group Travel: Organized tours and cruises can make the travel-planning process a breeze.

Weekender: The lavender farms of the White Mountains thrive in this high-altitude climate.

Road Trip: Starting southeast of Glen Canyon at Navajo National Monument and ending in Flagstaff, this tour of northern Arizona includes stops at the Petrified Forest National Park, Walnut Canyon National Monument, and Sunset Crater Volcano National Monument.

MAY/JUNE

Summer in the Mountains: Escape the heat and find outdoor adventure in Park City, Utah; Big Sky Resort, Montana; the White Mountains of AZ; and northern New Mexico.

Film Festivals in Western U.S.: Film buffs will get some ideas from this montage of film festivals, including Sundance, Telluride, and Napa Valley.

Quebec: Learn the 10 reasons not to miss Quebec's Eastern Townships, including the vineyards, waterfront picnics, and Swiss spas.

Weekender: In southeastern Arizona, near Safford, you can fish for five species of trout.

Road Trip: TBD

Bumper to Bumper: The stories of several classic cars sold to Arizonans during the Barrett-Jackson auction.

Special Section: Phoenix Summer Guide

JULY/AUGUST

Route 66: Learn about the towns and attractions (both old and new) on this nostalgic Arizona highway.

Las Vegas: You don't have to be a gambler to enjoy all the amenities this town has to offer: shows, restaurants, spas, shopping, sightseeing, and nightlife.

London: Between the Royal Wedding and summer Olympics, London is the place to be! Plan a high-style trip fit for a Queen or King on a commoner's budget with these suggestions.

Weekender: Kartchner Caverns State Park is one of the most beautiful caves in the world.

Road Trip: Drive along the Colorado River from Lake Havasu to Bullhead City and then to Laughlin to explore all this region has to offer.

Special Insert: AAA Diamond Rated Properties

SEPTEMBER/OCTOBER

Tucson Day of the Dead: The event, which has grown considerably in the past decade, is a favorite of locals and visitors alike, who either dress and participate in the procession or watch from the sidelines.

Wine Country, California: We explore west coast wine country and reveal some of the best places to enjoy a glass, or two.

Mediterranean Cruising (part 1): On a 12-night Azamara cruise, we explore France, Monaco, Italy, Sicily, Greece, and Croatia.

Weekender: The Amarind Foundation Museum — located in southeastern Arizona — is an anthropological and archaeological museum dedicated to the preservation and interpretation of Native American cultures and their histories.

Road Trip: Enjoy mother nature's artwork through the changing of the leaves while driving around North Central Arizona this fall.

NOVEMBER/DECEMBER

State Route 89A: Running from Prescott north to Jerome, Cottonwood, Sedona, Oak Creek Canyon, and Flagstaff, 89A offers plenty of interesting sights along the way.

Travel by Personality: Depending on your interests (luxury, budget, outdoorsman, history buff, etc.), we share some of the best tips for planning your trip.

Mediterranean Cruising (part 2): On a 12-night Azamara cruise, we explore France, Monaco, Italy, Sicily, Greece, and Croatia.

Weekender: Discover the best places to ride your bike in San Diego.

Road Trip: TBD

Special Insert: Member Discounts

Editorial calendar subject to change.

Audience Profile

2012

Circulation Region: Arizona

Circulation: 490,000 ♦ Audience: 1,078,000

HIGHROADS

- When compared to the average Arizona adult, Highroads readers spend more, travel more often, and live more active lifestyles
- Highroads readers on average earn \$27,300 more per household than non-readers in Arizona
- Highroads readers are 43 percent more likely to have a post-graduate degree than the average Arizona adult



		Arizona			
		Audience	Composition	Coverage	Index
Men		488,000	45%	27%	93
Women		590,000	55%	31%	106
Married		666,000	62%	34%	118
Household Income					
\$60,000+		730,000	68%	37%	126
\$75,000+		642,000	60%	42%	145
\$100,000+		388,000	36%	42%	143
\$150,000+		196,000	19%	47%	161
\$200,000+		90,000	8%	64%	220
Mean HHI	\$97,500				
Median HHI	\$85,100				
Age					
18-34		228,000	22%	18%	61
35-54		394,000	35%	29%	96
55-64		199,000	19%	40%	135
65+		257,000	24%	51%	174
Median Age	51.8 years				
Education					
Attended college		828,000	77%	39%	132
Bachelor's degree+		432,000	41%	42%	143
Home					
Own Home		884,000	83%	33%	114
Median Home Value	\$222,273				
Mean Home Value	\$247,120				



Readership

2012

Circulation Region: Arizona

Circulation: 490,000 ♦ Audience: 1,078,000

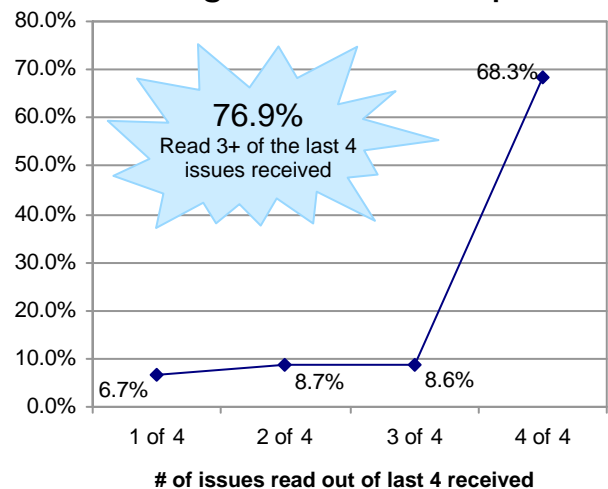
- Another glowing testimony to the editorial excellence of *Highroads* and its unprecedented readership by AAA members who rarely miss an issue.
- Readers take 27.8 minutes, on average, out of their busy schedules to spend reading an issue.



Actions taken as a result of reading Highroads in the past year:

Took any action	77.0%
Became aware of AAA discount(s) or Used/Received AAA discount(s)	49.8%
Visited/contacted AAA office	34.2%
Visited AAA.com	23.4%
Used AAA Tour Book	21.0%
Traveled to a destination advertised or written about	19.0%
Made reservations or bought tickets	14.5%
Planned or modified existing plans for a trip	10.8%
Called a toll-free number	9.9%
Visited an advertiser's web site	8.9%
Obtained information on a product or service advertised	8.8%
Called or Visited AAA Travel Agent	6.4%
Visited AAA Magazine website	6.1%
Called an advertiser directly for information	4.1%

Highroads Readership



Source: 2011 Highroads Reader Profile Study, GfK MRI Market Solutions



Regional Travel

2012

Circulation Region: Arizona

Circulation: 490,000 ♦ Audience: 1,078,000

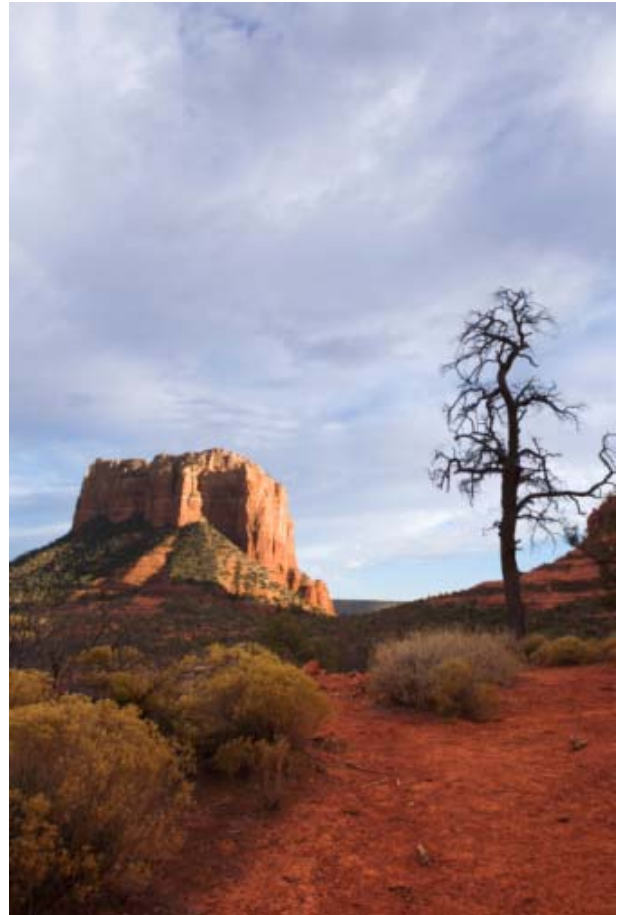
- 81.4% of Highroads readers took at least one overnight domestic trip in the past year.

Most Popular cities visited in the past year:

Phoenix/Scottsdale	35.9%
Flagstaff	31.7%
Las Vegas, NV	28.4%
Los Angeles area	24.8%
Laughlin	16.5%
Mogollon Rim	15.4%
Orange County, CA	14.6%
Palm Springs	13.6%
Colorado River	13.0%
Lake Havasu	12.0%
Albuquerque	11.3%
Denver	8.7%
Pacific Northwest	7.4%
Lake Powell	6.0%
Colorado Springs	5.0%
Lake Mead	4.2%
Jackson Hole, WY	3.7%
Canyon de Chelly	3.6%
Durango/Mesa Verde	3.5%
Napa Valley	3.1%
Catalina Island	2.7%
Monterey/Carmel	2.4%
Death Valley	1.4%
Branson	1.1%

Source: 2011 Highroads Reader Profile Study, GfK MRI Market Solutions

*California, Nevada and Arizona
are the most popular reader
vacation spots.*



Most Popular states visited in the past year:

California	62.5%
Arizona	56.7%
Nevada	34.2%
New Mexico	18.9%
Colorado	18.4%
Texas	14.3%
Illinois	13.3%
New York	13.2%
Utah	10.0%
Missouri	9.0%

HIGHROADS



Travel Planning and Booking

Circulation Region: Arizona
 Circulation: 490,000 ♦ Audience: 1,078,000

2012

Readers of Highroads most often look to the magazine for information and travel related information. This is evident from the high percentage of readers who use the magazine when planning a trip.

Sources of information when planning a trip:

Friends or Relatives	46.2%
Highroads Magazine	42.1%
Other Websites	33.2%
Other Magazines/Newspapers	27.2%
Direct from Accommodations/ Travel provider	22.5%
AAA Web Site	18.9%
Books	17.5%
AAA Travel Agency	16.1%
Television	15.7%
Other Travel Agency	14.6%



Method readers use to make reservations or buy tickets for a trip:

Direct from Travel Provider	65.0%
Other Web Sites	39.7%
Other Travel Agency	16.2%
AAA Travel Agency	14.0%
AAA Web Site	8.5%

Source: 2011 Highroads Reader Profile Study, GfK MRI Market Solutions



General Advertising Rates

2012

All rates are Gross

Rate Card #12
Effective January 2012

HIGHROADS

Rate Base: 490,000 ♦ Total Readers: 976,500

Circulation Region: Arizona

	1X	3X	6X
4 Color			
Full Page	\$ 10,890	\$ 10,350	\$ 9,800
2/3 Page	7,623	7,240	6,860
1/2 Page	6,105	5,800	5,490
1/3 Page	3,983	3,780	3,580
B&W			
Full Page	\$ 8,611	\$ 8,180	\$ 7,750
2/3 Page	6,022	5,720	5,420
1/2 Page	4,846	4,600	4,360
1/3 Page	3,130	2,970	2,820

All advertising placed in Highroads is subject to a 0.5% Arizona sales tax



Travel Guide Advertising Rates 2012

All rates are Net

Rate Card #12
Effective January 2012

HIGHROADS

Rate Base: 490,000 ♦ Total Readers: 976,500

Circulation Region: Arizona

	1X	3X	6X
4 Color			
6 inch	\$ 3,068	\$ 2,910	\$ 2,760
4 inch	2,059	1,960	1,850
2 inch	1,040	990	940
B&W			
6 inch	\$ 2,465	\$ 2,340	\$ 2,220
4 inch	1,654	1,570	1,490
2 inch	842	800	760

All advertising placed in Highroads is subject to a 0.5% Arizona sales tax



Ad Close Dates 2012

Rate Card #12
Effective January 2012

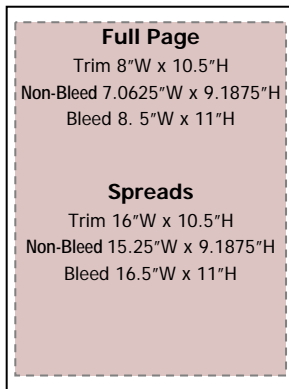
HIGHROADS

Rate Base: 490,000 ♦ Total Readers: 976,500
Circulation Region: Arizona

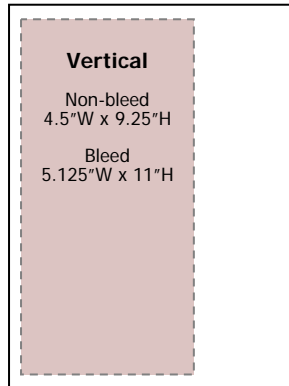
<u>Issue Date</u>	<u>Ad Close</u>	<u>Materials Due</u>
January/February	11/01/11	11/07/11
March/April	01/02/12	01/06/12
May/June	03/01/12	03/05/12
July/August	05/01/12	05/07/12
September/October	07/02/12	07/06/12
November/December	09/04/12	09/07/12



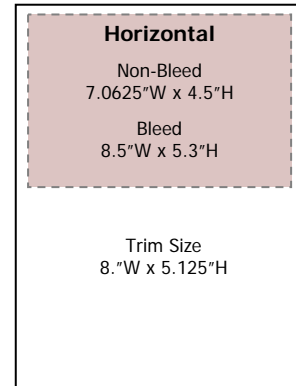
Full Page & Spreads



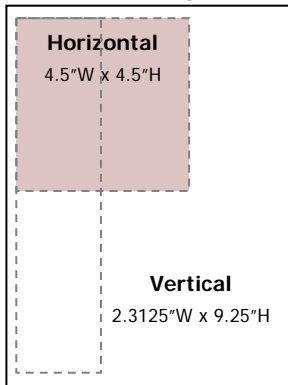
2/3 Page



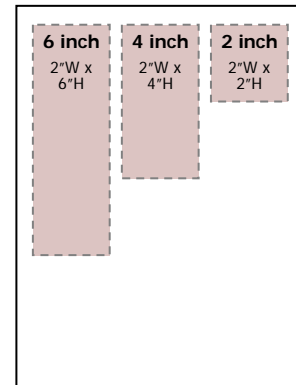
1/2 Page



1/3 Page



Travel Guide/ Market Place*



MATERIAL REQUIREMENTS

Magazine is printed on web-offset press. Acceptable ads must conform to standard sizes (see Specifications). Advertising materials will be retained for up to one year following their use. If not ordered to be returned within that time, all materials will be destroyed. Acceptance of advertising does not constitute recommendation or endorsement of advertiser's firm, service or product by AAA Arizona.

AD MATERIALS

The preferred method for submitting ad materials is Macintosh CD with matchprint. Files may also be e-mailed to jschildhouse@arizona.aaa.com. Please note art is not guaranteed without matchprint. Quark documents: include all images as CMYK, high resolution EPS or TIFF. Include all fonts used (printer and screen). Flattened digital art documents: must be high-resolution; EPS, TIFF, JPG and PDF files accepted. Please create outlines for any fonts used in Illustrator. Submit halftones (black & white or two colors) at a recommended 133-line screen, maximum density of tone is 280%. Photographs must be 35mm, 4" x 5" and 8" x 10" color transparencies are preferred. Postcards, color prints, photocopies and negatives cannot be used.

PROOF REQUIREMENTS

All four-color ads must be accompanied by a publication quality color proof. Color laser proofs will be accepted, but Highroads is not responsible for accuracy of color reproduction if publication-based proof (such as Kodak, DuPont Iris or Digital Matchprint) is not supplied.

SHIPPING INSTRUCTIONS

All materials to:
Jill Schildhouse
AAA Arizona Highroads
3144 N. 7th Avenue - Phoenix, AZ 85013
Phone: (602) 650-2733 Fax: (602) 241-2917
jschildhouse@arizona.aaa.com

UPLOADING AD MATERIAL INSTRUCTIONS

Ftp - <https://aaa-az.ftptoday.com/>
username: pubs_ftp password: pubs-ftp

(Please alert Jill Schildhouse via email once ads are loaded)

*Does not apply to Traveler section

Advertiser Information

2012

Rate Card 12
Effective January 2012

ADVERTISER INFORMATION

TERMS OF SALE

Net 30 days from date of invoice. First time advertisers must prepay by Ad Close date. Publisher reserves the right to request further prepayment for so long as Publisher desires.

COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

COMBINATION RATES

Sold in combination with AAA Western Magazine Network.

SHORT RATES AND REBATES

Each page or fractional page counts as one insertion. Frequency discounts may be earned with any combination of different size insertions used during a 12 month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions for more details.

CANCELLATIONS

Must be received from Advertiser in writing prior to Materials Due date; all orders non-cancelable after Materials Due date of relevant issue.

SEND ALL INSERTION ORDERS TO:

Highroads Advertising
Tasha Alcalá
3055 Oak Road
Walnut Creek, CA 94597
Phone: (925) 279-2426
Fax: (925) 279-5654
E-mail, tasha.alcala@viamagazine.com

COPY REGULATIONS

A. The caption line "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncanceled Insertion Order is not received by the applicable Materials Due date, copy run in the previous Issue will be inserted.

C. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Publisher's Advertising Policy and Guidelines, Advertising Contract Provisions or Rate Card.

ADVERTISING

CONTRACT PROVISIONS

A. Advertiser shall have the right to terminate this contract at any time after having used space hereunder by written notice to Publisher and by paying the Publisher within 30 days after invoice date all sums due for space actually used at the actual rate earned.

B. Cancellation of advertisements by Advertiser shall not be effective unless written notice of cancellation is received by Publisher prior to the cancellation deadline as set forth in the applicable Publisher's Rate Card. Cancellation of any portion of an advertising contract on behalf of the Advertiser automatically nullifies any rate protection and any preferred position reservation on the remainder of the contract.

C. Publisher shall have the right, at its option, to terminate this contract at any time by written notice to Advertiser, in which event Advertiser shall pay for space actually used at the rate set forth on the face of this contract. If a space discount has been deducted in paying for prior insertions on a contract canceled by the Advertiser or Publisher, the Advertiser and/or its agency shall reimburse Publisher for any difference between the rate paid and the rate earned.

D. Publisher shall have the right to terminate this contract at any time with or without notice to Advertiser for non-payment of bills at due date, or because the minimum amount of space herein contracted for is not used by Advertiser within the contract period. In the event of such termination by Publisher, for either of said reasons, Advertiser shall pay Publisher for all space used under the contract at the actual rate earned.

E. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to business not previously covered by a formal order (contract) specifying space to be used and dates of insertion. Business already covered by a formal order (contract) may receive rate protection only for advertising appearing in the next six months published after the date the new rates become effective. Advertiser may terminate this contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, shall be liable for space used at rates set forth on the face of this contract and not the actual rate earned.

F. Failure of Publisher to terminate this contract at any time on account of breach of this contract by Advertiser shall not be deemed a waiver of Publisher's right to terminate this contract by reason of any subsequent breach by Advertiser.



Advertiser Information

2012

G. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect Publishers' right to revise or reject such copy thereafter. (See Advertising Policy)

H. Advertiser warrants and represents that any material submitted to Publisher is original; does not violate any law or infringe the copyrights, trademarks, trade names, or patents of any other person; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or is otherwise injurious to the rights of any other person, and the Advertiser has obtained all necessary consents prior to submissions to Publisher. Advertiser assumes all responsibility for all content Contract Conditions (including, but not limited to, texts, representations, names, photographs, and illustrations) of advertisements printed, and Advertiser agrees to indemnify and hold Publisher harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by Advertiser.

I. Advertising orders specifying pages or directing insertion of advertisements in positions with the proviso "or omit" will not be accepted. Any provision in the advertising order specifying or barring the use of any page because of the kind of news or advertising on that page, on its reverse side, or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid" and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

J. In the event of any error in printing or other inadvertent publication of an advertisement, Publisher's liability shall not exceed the cost of the space used. Advertiser must notify the Publisher of the error in time to enable Publisher to make the correction before the second insertion. Credit, if allowed, shall be for the first insertion only and may be given in the form of republication of the corrected advertisement. No adjustment will be made in which Advertiser or its agent is responsible for the error. Under no circumstances shall Publisher be liable for lost profits or consequential damages of any kind.

K. Advertiser agrees that no representations of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

L. This contract shall be governed by the laws of the state of Arizona. The Maricopa County Judicial District, Arizona, shall be the forum of any legal action relating to this contract.

ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by the Publisher before they are deemed acceptable for publication in *Highroads*.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable.

C. All advertising copy must complement the guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of *Highroads* subscribers. General categories include, but are not limited to, (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above general categories.

E. Advertisements of products or services in which AAA Arizona has a special expertise or in which the ad might be construed as an endorsement must receive specific approval by the Publisher with regard to the veracity of the ad or the product or service advertised. Examples include (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel-related products or services, and (5) group-purchase plans.

F. Advertisements considered unacceptable include, but are not limited to, the following: (1) distilled spirits; (2) all "per inquiry" arrangements; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative land offerings, and any claims made to amass personal fortunes or to guarantee "winning"; (5) garish displays, unacceptable posture of models, or advertisement that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisement for products or services not included in the categories set forth above may also be unacceptable if, in the opinion of the Publisher, they are considered inappropriate for publication in *Highroads*.

