

Banner Specifications

Communicate your branding or call-to-action message to AAA members and prospects on one or more AAA-related Web sites.



Skyscraper Right

AAA Traveler

- Skyscraper Right: 125 x 350 pixels
- Right: 125 x 125 pixels
- Top: 468 x 60 pixels
- Bottom: 468 x 60 pixels

Home & Away

- Skyscraper Right: 125 x 350 pixels
- Right: 125 x 125 pixels
- Top: 468 x 60 pixels
- Bottom: 468 x 60 pixels
- E-Update Banner: 468 x 60 pixels*

Journeys

- Skyscraper Right: 125 x 350 pixels
- Right: 125 x 125 pixels
- Top: 468 x 60 pixels
- Bottom: 468 x 60 pixels
- E-Update Banner: 468 x 60 pixels*

AAA Midwest Traveler

- Top: 280 x 60 pixels

AAA Southern Traveler

- Top: 280 x 60 pixels

New York AAA.com

- Home Top: 500 x 60 pixels
- Home Right: 240 x 74 pixels
- Travel Right: 125 x 150 pixels

Car & Travel

- Skyscraper Right: 156 x 230 pixels
- Home Top: 400 x 70 pixels
- Inside Top: 804 x 87 pixels
- Bottom Left: 400 x 70 pixels
- E-Update Banner: 468 x 60 pixels*

Online Events Center

- Skyscraper Right: 125 x 350 pixels
- Right: 125 x 125 pixels
- Top: 468 x 60 pixels
- Bottom: 468 x 60 pixels

Max file size for jpg, gif and swf:

125 x 350 pixels, 804 x 87 pixels and 500 x 60 pixels - 60K

468 x 60 pixels, 400 x 70 pixels, 280 x 60 pixels and 125 x 125 pixels - 40K

Flash specs:

All swf files must have this action script on the button instance (the click thru):
on (release) {getURL(url,"_blank");}

Note: Use code above as is, do not modify in any way.



Top/Bottom



INTEGRATE • INCREASE • IMPROVE

www.haMediaGroup.com

Serving AAA magazines and advertisers

All measurements are in pixels and are width by height. Formats can be .gif, .jpg or .swf (Flash). For additional guidance in creating your Flash files for use on AAA-related web site, please e-mail Banners@haMediaGroup.com.

*E-Update banner must be furnished as static jpeg or gif. If using a third party tracking company, please contact H&A Media Group before creating a Flash file.

**If using a third party tracking company, please contact H&A Media Group before creating a Flash file.

To send your banner files, please visit <http://Ads.haMediaGroup.com>.