

Standalone Broadcasts

Communicate directly with AAA member-readers and prospects who have opted in to receive communications from organizations just like yours.

From events to accommodations, entertainment to travel, gifts to necessities, use one of today's best one-to-one communication tools to increase awareness to AAA member-readers and prospects who have asked to stay informed.

Most any information that includes a clear, desirable offer, an attractive design and is communicated to the right audience will provide a predictable response. Take that same information, utilize e-mail as the communication medium and the predictable response becomes powerful—and potentially more effective.

Using our e-mail marketing technology, which focuses on deliverability straight to the inboxes of our AAA member-readers and prospects, your message is not only delivered more reliably more often, but reporting is more robust. Within 72 business hours, you can know how many people opened your message, and how many people clicked on which links in your message.

Include a standalone broadcast with other integrated media services components (like a micro site with a data capture option) and you can know the names and e-mail addresses of those responding—most likely the people who are the best targets for follow-up by your organization.

Features

- Provide your own creative or use our designers to help create your e-mail message
- Schedule your message for broadcast when you want—down to the day and hour
- Target by ZIP codes, cities or states
- Utilize A/B broadcasting to test the effectiveness of different subject lines, copy and offers
- Include a mini survey to learn more about habits and preferences
- Receive summary report on the success of your broadcast

Benefits

- Communicate one-to-one with opt-in AAA member-readers and prospects.
- Boost effectiveness through inclusion in a complete integrated media campaign.

PRICING

- \$100 per thousand (25,000 minimum)
- Only available to AAA print advertisers
- Creative design, if required, provided at \$1,500 per broadcast.



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Serving magazines of AAA and advertisers