

## Destination Spotlight

Feature one or more of your travel destinations on select AAA publication Web sites through compelling stories created by AAA writers.

After AAA publications, the Web is one of the most popular sources of travel information for AAA Members.

Now, your travel destination can participate in both and have the opportunity to experience increased response and improved results for your marketing campaigns.

Now, customized stories about your destination can be a part of AAA publication Web sites—one of the largest membership publication Web sites featuring travel in the country. Whether you want just a basic story written or you want to arrange for a AAA writer to personally visit and experience your destination first-hand, you now have even more access to AAA Members.

### **Destination Spotlight—Basic**

- Up to 1,000-word story
- Written and/or edited by AAA publication writers
- Up to three client-supplied photos
- Destination Spotlight is featured on the home page for one month
- Story posted on AAA publication Web site for six months

### **Destination Spotlight—Premium**

- Up to 2,000-word story
- Personal visit by AAA publication writer  
*(Transportation included; meals and lodging paid by client)*
- Written and/or edited by AAA publication writers
- Up to six client-supplied photos
- Destination Spotlight is featured on the home page for two months
- Story available on AAA publication Web site for one year

### **Streaming audio/video add-on**

- Streaming link from story
- Up to 10-minute audio or video

## PRICING

### **Destination Spotlight—Basic**

- \$1,765 (one-time)
- Includes one AAA publication Web site

### **Destination Spotlight—Premium**

- \$3,500 (one-time) transportation included
- Includes one AAA publication Web site
- Client supplies meals and accommodations for two nights and two days (six meals)

### **Streaming audio/video add-on**

- \$250 setup (one-time)
- \$25/month (billed annually)

### **Additional AAA publication Web sites**

- \$500 per site (same article, same schedule)



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