

IMS 2012 Rates

DESTINATION SPOTLIGHT/PREMIUM: Written by H&A Media Group writer and includes transportation (lodging and meals to be provided by client), home page link for two months and archived for 10 months, 2,000 words of edit and up to six photos.

DESTINATION SPOTLIGHT/BASIC: Written by H&A Media Group writer, home page link for one month and archived for five months, 1,000 words of edit and up to three photos.

VIDEO OF THE WEEK: Runs on Web site for one week and archived for 51 weeks.

MICRO SITE: Includes basic production, graphic elements to be supplied by client; uses include contests, surveys, information requests and branding.

VIDEO STREAMING: Linked from Micro site.

CONTEST DATA MANAGEMENT: Includes one electronic file at campaign end of all collected data.

E-UPDATE BANNER: Permission based on opt-in E-mail list; 100,000 minimum circulation.

STAND ALONE BROADCAST E-MAIL: Creative supplied by client.

COMPONENT	HOME & AWAY	JOURNEYS	GO MAGAZINE	CAR & TRAVEL	AAA MIDWEST TRAVELER	AAA SOUTHERN TRAVELER	AAA TRAVELER/ NEW JERSEY
Banner Top	\$ 500	\$ 500	\$ 500	\$ 500	\$ 250	\$ 250	\$ 500
Banner Side/Side Sky	\$ 500	\$ 500	\$ 500	\$ 500	NA	NA	\$ 500
Destination Spotlight/Premium	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500
Destination Spotlight/Basic	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765
Destination Spotlight/Additional site	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500
E-update Banner	\$ 1,765	\$ 180-\$ 2,353	NA	NA	\$ 1,060-\$ 2,353	NA	NA
Video of the Week	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500
Video of the Week/Additional site	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100

*Component rates are per site/per month

GUIDELINES:

- All prices are in gross dollars.
- Insertion orders are required for all IMS components.
- Pricing based on creative being supplied by client. Quotes for additional production upon request.
- Specific scheduling of E-mail broadcasts is at the sole discretion of H&A Media Group.
- Banners are placed on the sites that are associated with the magazine in which client advertises.

COMPONENT

Micro site (2-4 months)	\$ 5,000
Micro site Co-op (2-4 months)	\$ 10,000
Video Streaming	\$ 250
Contest Data Management and Fulfillment	\$ 1,200
Stand alone Broadcast E-mail	\$ 66/M
Luxury E-mail List (America's Great Resorts)	Call for Price Quote

AAANY.COM BANNERS

COMPONENT

Home Page	\$ 3,000
Business Lines	\$ 1,500
Carrier E-mail Banner	\$ 3,750
Contest Page Banner	\$ 1,176

AAA.COM — ALLIED GROUP

Home Page or Right Side (Inner)
\$21/1,000 impressions
Minimum: 35,000 Impressions



For more information, contact:
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