

2012 MEDIA KIT: beyond print

JOURNEYS



AAAJourneys.com
averages **MORE**
THAN 50,000 page
views per month.



AAAJourneys.com
averages **20,000**
visits per month.



Our magazine takes you places.

think outside the mailbox



AAAJourneys.com



eJourneys newsletter has an average open rate of more than 20%

eJOURNEYS BANNER

While AAA publication readers are known to be loyal, dedicated followers of the printed member magazine, it isn't the only method for creating and strengthening relationships with them.

Scheduled eJourneys are sent by e-mail to AAA Members and prospects. Each eJourneys is designed to be simple to read and easy-to-use—providing links to stories, contests and other special opportunities found at the AAA magazine Web site.

In the eJourneys, there are advertising banner positions that maximizes visibility for those organizations that choose to stand out to the people receiving the unique e-mail message.



DESTINATION SPOTLIGHT

Now, customized stories about your destination can be a part of AAA publication Web sites—some 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.

WEB BANNER ADS

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



custom-created integrated promotions

CAMPAIGN RESULTS

The success of your campaign is important to us, and we want you to have that information in a timely manner. At the end of your campaign, you will receive a full report detailing every piece of your advertising. The campaign report includes number of impressions, as well as open rates and click-throughs for your electronic media. It will also tell you the number of leads that your campaign generated.

Campaign	Impressions	Clicks	Conversions
AAA Mobile Group Advertisement	264,624	412,000	412,000
Home & Auto (02) - Mar/Apr 11	46,400	482,340	482,340
Home & Auto (03) - Mar/Apr 11	276,750	1,090,390	1,090,390
AAA (04) - Mar/Apr 11	220,790	421,110	421,110
AAA (05) - Mar/Apr 11	220,790	421,110	421,110
AAA (06) - Mar/Apr 11	220,790	421,110	421,110
Total	1,224,360	62,240	1,204

E-MAIL BROADCASTS

Information that includes a clear, desirable offer, has an attractive design and is communicated to the right audience, should provide a favorable response. Take that same information, utilize e-mail as the communication medium and the response becomes more powerful.

Using our e-mail marketing technology, which focuses on deliverability straight to the inboxes of our AAA Members 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 through to your Web site.



PROMOTIONAL WEB SITES

Custom-created micro Web sites are perfect for customer data collection using contests, surveys and general information delivery as the draw. They can be multipage and feature streaming audio/video, banners and online fulfillment.



JOURNEYS



FREE for 12 months when making an advertising commitment.

EventsAndDestinations.com

Today's traveler relies on the Internet to explore travel options and destination attractions. With its instantaneous availability and endless resources, it has become an indispensable travel-planning assistant.

We help harness the Internet's capability with EventsAndDestinations.com, a one-stop Web site designed to let travelers search exciting locales and related activities. Our advertisers are able to fill the site with information about their respective attractions, festivals or other points of interest—giving travelers plenty to choose from as they make their vacation decisions.

In addition to offering information online, EventsAndDestinations.com also gives travelers the ability to download related brochures.

It's one more way we share information in the ever-evolving information age.

