



The AAA brand influences both readership and buying habits

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in New Mexico. **New Mexico Journey** magazine is published six times per year and features travel, automotive, and lifestyle editorial.

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in **New Mexico Journey** magazine.



New Mexico JOURNEY

THE MAGAZINE FOR AAA NEW MEXICO MEMBERS

WHAT'S COMING IN 2012

JANUARY/FEBRUARY

CELEBRATING NEW MEXICO'S CENTENNIAL: We mark the occasion with stories about traveling in Santa Fe in 1912; fun places to learn about New Mexico history; and things you could do 100 years ago that you can still do today (e.g. eat fry bread at the Shiprock Navajo Fair).

ALASKA DISNEY CRUISE: What are two grownups without kids doing on this Disney cruise? Plenty!

TRADING POSTS: These relics of the past offer a glimpse into New Mexico history, as well as a unique shopping experience.

LOCAL COLOR: We interview David Rohr, who designed the state's award-winning centennial license plate

MARCH/APRIL

HIKING THE WILD RIVERS RECREATION AREA:

Our writer takes us to this remote area that features two very different ecosystems, depending on whether you go up the mountain or down to the river.

HIGH TIMES IN HAWAII: We take you to the highest points on each of Hawaii's major islands.

IN THE FOOTSTEPS OF DINOSAURS: We track places where you can learn about these prehistoric creatures.

DAY TRIP: Artesia

LOCAL COLOR: We interview someone who competes at the Ruidoso Kite Festival.

MAY/JUNE

NAVAJO CODE TALKERS MUSEUM: Learn their unique stories at this new museum northwest of Gallup.

SWISS TIME: See the country by train, streetcar, funicular, and mountain goat.

HUMMINGBIRD FARM AT THE HONDO IRIS

FARM: Sit on the hummingbird porch and watch the tiny creatures feed, fight, and fly.

DAY TRIP: Cloudcroft

LOCAL COLOR: We get a behind-the-scenes look at the 80-year-old Albuquerque Community Theater.

JULY/AUGUST

ECOTOURISM ALONG THE GILA RIVER: Praise for the mighty Gila, the last undammed river in all of New Mexico. The 7th annual Gila River Festival takes place in September.

MOUNT KILIMANJARO: Actor and travel writer Andrew McCarthy climbs to the top of Africa's highest peak. (Abercrombie & Kent tour)

FOODCARTS IN ALBUQUERQUE: A tasty look at this growing trend featuring local delicacies.

DAY TRIP: Taos Ski Valley

LOCAL COLOR: We interview someone who helps produce the Roswell Alien Festival each year.

SEPTEMBER/OCTOBER

ROADSIDE GIANTS: A history of the Muffler Men, those fiberglass statues that are icons of roadside Americana.

CUBA: Learn about the people and culture of this up and coming tourist destination.

MESILLA VALLEY MAZE: Enjoy harvest fun at the Lyles Family Farm in Las Cruces.

DAY TRIP: Los Ranchos de Albuquerque

LOCAL COLOR: We interview the founder of the Southwest Paranormal Investigators, which confirmed a ghost at Mesilla's Double Eagle.

NOVEMBER/DECEMBER

HANDS-ON TAOS: Visitors do more than browse and buy art here; they create some of it themselves. We'll tell readers what they can do from making jewelry to throwing a pot.

NEW ZEALAND ADVENTURE: Green, gourmet, and geothermal wonders in and around Wellington.

DAY TRIP: Deming

LOCAL COLOR: We interview the curator of the Winter Spanish Market in Santa Fe, just in time for the holidays

DEADLINES

	J/F	M/A	M/J	J/A	S/O	N/D
Space:	10/28	1/3	2/27	4/30	7/2	8/27
Materials:	11/4	1/6	3/2	5/4	7/6	8/31

Circulation: 113,000

Total New Mexico Journey readers: 248,600



Call your local sales representative today to reserve your space in New Mexico Journey.

Audience Profile

2012

Circulation Region: New Mexico

Circulation: 113,000 ♦ Audience: 248,600



- When compared to the average New Mexico adult, New Mexico Journey readers spend more, travel more often and live more active lifestyles.
- On average, New Mexico Journey reader households earn \$17,400 more than the non-reader households in New Mexico.
- New Mexico Journey readers are 117% more likely to have a bachelor's degree than non-readers in New Mexico.



New Mexico		Audience	Composition	Coverage	Index
Men		119,000	48%	27%	112
Women		129,000	52%	22%	91
Married		125,000	51%	24%	99
Household Income					
\$60,000+		135,000	55%	28%	115
\$75,000+		109,000	44%	30%	123
\$100,000+		82,000	33%	32%	131
\$150,000+		41,000	16%	31%	130
\$200,000+		26,000	10%	53%	221
Average HHI	\$89,100				
Median HHI	\$66,600				
Age					
35-54		49,000	20%	14%	61
55-64		91,000	37%	34%	142
65+		79,000	32%	58%	242
Median Age	58.5 years				
Education					
Attended college		212,000	86%	35%	144
Bachelor's degree+		152,000	61%	47%	197
Home					
Own Home		201,000	81%	27%	113
Median home value	\$272,356				
Mean home value	\$366,189				

Source: 2011 Doublebase, prototype; GfK MRI



General Advertising Rates

2012

All rates are Gross

Rate Card #16
Effective January 2012



Rate Base: 113,000 ♦ Total Readers: 248,600

Circulation Region: New Mexico

	1X	3X	6X
4 Color			
Full Page	\$ 4,570	\$ 4,340	\$ 4,110
2/3 Page	3,210	3,050	2,890
1/2 Page	2,860	2,720	2,570
1/3 Page	1,720	1,630	1,550
1/6 Page	1,010	960	910
B&W			
Full Page	\$ 3,670	\$ 3,490	\$ 3,300
2/3 Page	2,560	2,430	2,300
1/2 Page	2,280	2,170	2,050
1/3 Page	1,360	1,290	1,220
1/6 Page	810	770	730
Cover 2	\$ 5,250	\$ 4,990	\$ 4,730
Cover 3	5,020	4,770	4,520
Cover 4	4,570	4,340	4,110



Travel Guide Advertising Rates

2012

All rates are Net

Rate Card #16
Effective January 2012



Rate Base: 113,000 ♦ Total Readers: 248,600

Circulation Region: New Mexico

	1X	3X	6X
4 Color			
1/3 Page	\$ 1,340	\$ 1,270	\$ 1,210
1/6 Page	800	760	720
3 inch	650	620	590
2 inch	470	450	420
1 inch	290	280	260
B&W			
1/3 Page	\$ 1,080	\$ 1,030	\$ 970
1/6 inch	640	610	580
3 inch	530	500	480
2 inch	380	360	340
1 inch	250	240	230



Ad Close Dates 2012

Rate Card #16
Effective January 2012



Rate Base: 113,000 ♦ Total Readers: 248,600
Circulation Region: New Mexico

<u>Issue Date</u>	<u>Ad Close</u>	<u>Materials Due</u>
January/February	10/28/11	11/04/11
March/April	01/03/12	01/06/12
May/June	02/27/12	03/02/12
July/August	04/30/12	05/04/12
September/October	07/02/12	07/06/12
November/December	08/27/12	08/31/12



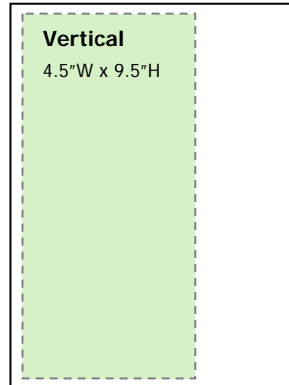
Production Specifications

2012

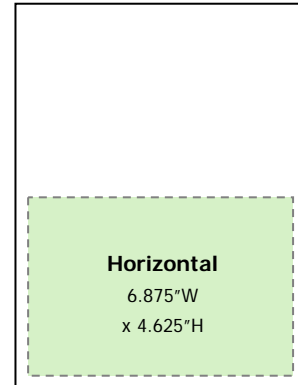
Full Page, Back Cover & Spreads



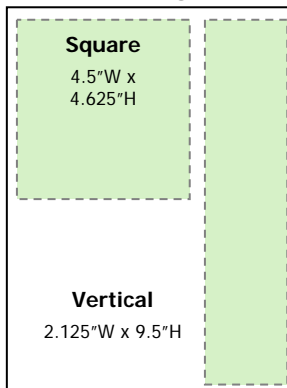
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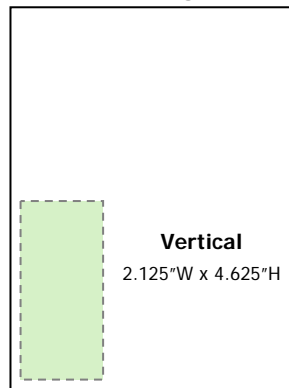
1/2 Page



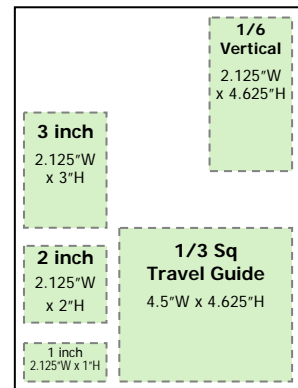
1/3 Page



1/6 Page



Travel Guide/ Marketplace



PRODUCTION SPECIFICATIONS

All 4/C images should be supplied CMYK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300. Advertising will be accepted via ftp site or on a disk. Ads will not be accepted by e-mail.

FTP SITE INFORMATION

FTP IP: 204.118.110.42
Login Name: vendor
Password: autoclub

1. Place in a folder identified with issue date, publication, ad name
Example: 1112_New Mexico_Hertz
2. Stuff or zip the folder. Include native files, fonts, high res graphics, and a low res pdf.
3. Place in proper publication folder within "UPLOAD_ADS_HERE" folder. Ads for each publication should be placed in that publication's folder.
4. Send confirmation e-mail for *New Mexico Journey* to miritz.miriam@aaa-calif.com

DIGITAL AD SUPPLIED ON A DISK

Materials will be accepted on CD or DVD. Preferred programs include QuarkXpress, InDesign, Illustrator and Photoshop. Provide all fonts and high res images; include a print-out of fonts and graphics. If you are supplying a pdf, please include native files, fonts and graphics. Supplied digital ads require a SWOP standard color proof.

SHIPPING INSTRUCTIONS

Send ALL materials to:
Miriam Moritz
New Mexico Journey
3333 Fairview Road, A327
Costa Mesa, CA 92626-1698
Tel: 714-885-2392
Fax: 714-885-1109
miritz.miriam@aaa-calif.com





For the six months ended
June 30, 2011

USPS 3541 Circulation Verification

Editorial Overview: AAA NEW MEXICO JOURNEY is a magazine edited for Automobile Club members in New Mexico. It offers timely coverage of local issues, plus consumer information about travel, insurance, automobiles and safety issues. In addition, the magazine contains departments offering advice for travelers and motorists, and money saving opportunities on local attractions, events and travel.

Frequency: 6 times/year

TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid	113,395	100%			
Verified	N/A				
Total Paid & Verified Subscriptions	113,395	100%			
Single Copy Sales	N/A				
Total Paid & Verified Circulation	113,395	100%	110,000	3,395	3.0%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation			
Jan/Feb	113,264			
Mar/Apr	112,485			
May/June	114,435			

3 YEAR TREND

	2009	%	2010	%	2011	%
Subscriptions:						
Paid	110,720	100.0	111,845	100.0	113,395	100.0
Verified	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	110,720	100.0	111,845	100.0	113,395	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid & Verified Circulation	110,720	100.0	111,845	100.0	113,395	100.0
Year Over Year Percent of Change				1.0%		1.4%
Average Annualized Subscription Price	\$2.00		\$2.00		\$2.00	

CIRCULATION BY STATE - for the May/June 2011 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	16	Ohio	42
Arizona	284	Oklahoma	47
Arkansas	20	Oregon	84
California	476	Pennsylvania	45
Colorado	207	Rhode Island	3
Connecticut	15	South Carolina	15
Delaware	8	South Dakota	14
District of Columbia	9	Tennessee	39
Florida	121	Texas	348
Georgia	26	Utah	34
Idaho	15	Vermont	5
Illinois	54	Virginia	84
Indiana	11	Washington	94
Iowa	14	West Virginia	6
Kansas	23	Wisconsin	25
Kentucky	12	Wyoming	5
Louisiana	24	TOTAL 48	
Maine	21	CONTERMINOUS	114,407
Maryland	37	STATES	
Massachusetts	49	Alaska	13
Michigan	31	Hawaii	14
Minnesota	31	TOTAL ALASKA &	27
Mississippi	9	HAWAII	
Missouri	31	U.S. Unclassified	-
Montana	14	TOTAL UNITED	114,434
Nebraska	7	STATES	
Nevada	77	Poss. & Other	1
New Hampshire	10	Areas	-
New Jersey	22	U.S. & POSS., etc.	114,435
New Mexico	111,709	Canada	-
New York	76	International	-
North Carolina	51	Other Unclassified	-
North Dakota	7	Military or Civilian	-
		Personnel Overseas	-
		GRAND TOTAL	114,435

CIRCULATION BY DMA - New Mexico

DMA	Paid Subscriptions
Albuquerque-Santa Fe	104,435
Total DMA - New Mexico	104,435

ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

DURATION

		%
a. One to six months (1 to 3 issues)	None	
b. Seven to eleven months (4 to 5 issues)	None	
c. Twelve months (6 issues)	61,384	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
Total Subscriptions Sold in Period	61,384	100%

USE OF PREMIUMS

		%
a. Ordered without premium	61,384	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
Total Subscriptions Sold in Period	61,384	100%

CHANNELS

		%
a. Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None	
b. Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
c. Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
d. Subscriptions as part of membership in an organization	61,384	100%
Total Subscriptions Sold in Period	61,384	100%

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with the United States Postal Service.

Parent Company: AAA New Mexico
 AAA New Mexico Journey
 10501 Montgomery Blvd NE
 Albuquerque, NM 87111-3832
 P: 505-291-6611
 F: 505-291-6617
 www.aaa.com

JIM DOOLEY-GREEN
 Postal Affairs/Circulation/Distribution

TAMARA HILL
 Publisher

Dated Signed: August 17, 2011

Advertiser Information

2012

Rate Card 16 Effective January 2012

ADVERTISER INFORMATION

TERMS OF SALE

Net 30 days from date of invoice. First time advertisers must prepay by Ad Close date. Publisher reserves the right to request further prepayment for so long as Publisher desires.

COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

COMBINATION RATES

Sold in combination with AAA Western Magazine Network.

SHORT RATES AND REBATES

Each page or fractional page counts as one insertion. Frequency discounts may be earned with any combination of different size insertions used during a 12-month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions for more details.

CANCELLATIONS

Must be received from advertiser in writing prior to Materials Due date; all orders non-cancellable after Materials Due date of relevant issue. (See Section C of Contract Conditions.)

SEND ALL INSERTION ORDERS TO:

New Mexico Journey
Attn: Lynda Volman
3333 Fairview Road,
Mail Stop A327
Costa Mesa, CA 92626-1698
Tel: 714-885-2388
Fax: 714-885-1109
Volman.Lynda@aaa-calif.com

COPY REGULATIONS

A. The caption line "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncanceled Insertion Order is not received by the applicable Materials Due date, copy run in the previous Issue will be inserted.

C. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Publisher's Advertising Policy Guidelines, Advertising Contract Provisions or Rate Card.

CONTRACT CONDITIONS

ADVERTISING CONTRACT PROVISIONS

A. In order to place advertising with AAA New Mexico ("Publisher"), Advertiser (as defined below) shall complete and execute an Advertising Contract & Insertion Order (the "IO" and together with the terms and conditions set forth in this Rate Card, collectively referred to as this "Contract.") "Advertiser" means the party designated in the IO as "Advertiser." The publication selected in the IO shall be referred to as the "Publication," and the issue(s) designated in the IO shall be referred to as the "Issue(s)."

B. Advertiser shall have the right, without liability to Publisher, to terminate the entire Contract at any time prior to the Ad Close date for the first insertion ordered under the Contract's IO.

C. Once the Ad Close date for any Issue has passed, but the Materials Due date for that Issue has not yet passed, Advertiser may, by written notice to Publisher received prior to the Materials Due date, cancel Advertiser's insertion for that issue by paying 10% (Ten percent) of the Earned Rate.

D. Once the Ad Close date and the Materials Due date for any Issue has passed, Advertiser may only cancel an insertion for that Issue with the written consent of the Publisher and upon payment of 100% (One hundred percent) of the Earned Rate for that insertion within 30 days after invoice date. Advertiser's failure to provide materials for an insertion in an Issue on or prior to the Materials Due date for that Issue shall be deemed a cancellation of such insertion, unless Publisher agrees in writing to an extension of the Materials Due date for that particular insertion.

E. Advertiser's cancellation of any insertion specified in the IO automatically nullifies any rate protection and any preferred position reservation as to any remaining insertions specified under the IO.

F. Publisher shall have the right, at its option, to terminate this Contract at any time by written notice to Advertiser, in which event Advertiser shall pay for insertions already published, and any Frequency Discount contracted for in the IO shall apply irrespective of the actual number of insertions published prior to termination.

G. Publisher shall have the right to terminate this Contract and any other agreements, contracts or insertion orders entered into by Advertiser and Publisher, at any time with or without notice to Advertiser upon the occurrence of any of the following ("Events of Default"): (i) a failure by Advertiser to pay in full any invoice on or prior to its due date, (ii) an insertion specified in the IO was not published within the Contract Period (as defined in the IO) as a result of one or more cancellations by Advertiser, or (iii) a breach by Advertiser of any other provisions of the Contract. In the event of such termination by Publisher, Advertiser shall pay Publisher for all insertions already published under the Contract at the Earned Rate. Failure of Publisher to terminate this Contract upon the occurrence of an Event of Default shall not be deemed a waiver of Publisher's right to terminate this Contract by reason of any subsequent Event of Default.

H. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to insertions not previously covered by the Contract's IO. Insertions already covered by the IO may receive rate protection only if published in the six months immediately following the date when the new rates become effective. Advertiser may terminate this Contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, Advertiser shall only be liable for insertions already published and any Earned Discount contracted for in the IO shall apply irrespective of the actual number of insertions actually published prior to termination.

I. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect the Publisher's right to revise or reject the same copy thereafter. (See Advertising Policy Guidelines)

J. Advertiser warrants and represents that any material submitted to Publisher is original; truthful and not misleading; does not violate any law or infringe the copyrights, trademarks, trade names, patents or other intellectual property rights of any other person; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or otherwise injurious to the rights of any other person; and Advertiser has obtained all necessary consents prior to submission to Publisher. Advertiser assumes all responsibility for all content (including, but not limited to, text, representations, names, photographs, and illustrations) of advertisements printed. Advertiser agrees to indemnify, defend and hold Publisher, its officers, members of its Board of Governors, employees and agents, harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses, resulting from or attributable to the publication of any material submitted by Advertiser under this Contract.

K. An IO that specifies pages or directs insertion of advertising in a special position or on a designated page or specifies "or omit" will not be accepted. Any provision in the IO specifying or barring the use of any page because of the kind of news or advertising on that

Advertiser Information

2012

page, on its reverse side or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid" and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

L. IN THE EVENT OF ANY ERROR OR OMISSION IN PRINTING OR OTHER INADVERTENT PUBLICATION OF AN ADVERTISEMENT, PUBLISHER'S LIABILITY SHALL NOT EXCEED THE COST OF THE SPACE USED OR THE COST OF THE INSERTION OMITTED. IN THE EVENT OF ANY OTHER BREACH OF PUBLISHER'S OBLIGATIONS UNDER THIS CONTRACT, PUBLISHER'S LIABILITY SHALL NOT EXCEED THE TOTAL AMOUNTS PAID BY ADVERTISER TO PUBLISHER UNDER THIS CONTRACT. Publisher shall have no liability unless it receives written notice of the error or omission no later than 30 calendar days after the Issue Date (as defined below) of the Issue in which or with respect to which the error or omission occurred. The cover of each Issue bears a designation consisting of (a) either one month, or two months separated by a forward slash, and (b) followed by year. The first day of the first month so designated shall be referred to herein as the "Issue Date." (By way of example only, January 1, 2012 is the Issue Date of the Issue designated "January/February 2012.") Where the same insertion is ordered for more than one Issue, credit, if allowed, shall be for the first insertion only and may, at the sole discretion of Publisher, be given in the form of republication of the corrected advertisement. No adjustment will be made under circumstances in which Advertiser, its client or its agent is responsible for the error.

M. Advertiser authorizes Publisher, and any of its affiliates or agents, to obtain credit reports in Advertiser's name at any time.

N. To the extent Advertiser fails to pay any invoice from Publisher when due, Advertiser further agrees that Publisher may refer Advertiser's account to a collections agency. Advertiser acknowledges and agrees that Publisher, or any of its affiliates or agents, may from time to time report the credit experience of Publisher, or one of its affiliates, with Advertiser to third parties, including, without limitation, governmental authorities and credit reporting agencies. Advertiser hereby waives and holds Publisher harmless from and against any and all claims that Advertiser may have as a result of such reporting.

O. If Advertiser fails to pay an invoice from Publisher when due and payable, a late payment charge of 1.5% per month (or the highest rate permitted by law, if lower), will be applied, as of the thirty-first (31st) day after the invoice date, to the outstanding balance of such invoice and the agency commission, if applicable, is also revoked on the 31st day.

P. Publisher shall have the right at any time, at its sole discretion to require prepayment for any advertising under this Contract (or any other insertion order submitted by Advertiser or Advertiser's client) on such terms as it may see fit. In the event Advertiser fails to make a prepayment within five (5) business days after delivery to Advertiser of a written demand from Publisher therefore, Publisher shall have the right to immediately terminate this Contract and any other agreement or insertion order entered into by Advertiser and Publisher, without further notice to Advertiser and without any liability to Publisher.

Q. If Advertiser is an advertising agency placing advertising on behalf of a client:

1. This Contract shall have no force or effect until (a) such client has executed and delivered to Publisher a letter on a form provided by Publisher, providing for, among other things, such client's liability in the event Advertiser fails to make timely payment of amounts owing to Publisher under this Agreement, or (b) Publisher waives in writing the requirement set forth in Clause (a).

2. This Contract creates a direct payment obligation of Advertiser to Publisher, irrespective of whether Advertiser is paid by its client, except to the extent Publisher receives valid payment from Advertiser's client.

3. Advertiser shall not be entitled to any advertising agency commission with respect to any invoice unless such invoice is paid within 30 days of invoice date.

R. Any notice required or permitted to be given under this Contract shall be in writing and shall be effective immediately upon receipt if delivered personally or by reputable national overnight delivery service, or two (2) working days from mailing such notice if mailed through the United States mail, certified, postage prepaid, return receipt requested, and addressed to each party as follows: (i) if to Publisher at AAA New Mexico, 3333 Fairview Road, Mail Stop A327, Costa Mesa, CA 92626-1698, Attention: Publisher, and (ii) if to Advertiser, to the address(es) set forth in the boxes titled "Agency" and "Client" on the IO, to the extent either box is completed.

S. IN NO EVENT SHALL PUBLISHER BE LIABLE TO ADVERTISER FOR INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF, OR RELATED TO, THE PERFORMANCE OF SERVICES UNDER THIS CONTRACT, UNDER ANY THEORY OF LAW, EVEN IF ADVERTISER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

T. Advertiser agrees that no representations or warranties of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than that set forth in the Contract.

U. This contract shall be governed by the laws of the State of California. Any legal action relating to this Contract shall be brought in a State or Federal Court sitting in the County of Orange, State of California.

ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by the Publisher before they are deemed acceptable for publication in *New Mexico Journey*.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable. Publication of any advertisement for a product or service tested by Publisher shall not be deemed an endorsement thereof by Publisher.

C. All advertising copy must comply with the guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of *New Mexico Journey* subscribers. General categories include, but are not limited to: (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above categories.

E. Advertisements of products or services in which AAA New Mexico has a special expertise or in which the ad might be construed as an endorsement must receive specific approval by the Publisher with regard to the veracity of the ad or the product or service advertised. Examples include (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel-related products or services, and (5) group purchase plans.

F. Advertisements considered unacceptable include, but are not limited to, the following: (1) distilled spirits; (2) all "per inquiry" arrangements; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative offerings, and any claims made to amass personal fortunes or to guarantee "winning"; (5) garish displays, unacceptable posture of models, or advertisements that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisements for products or services not included in the categories set forth above may also be unacceptable if, in the opinion of the Publisher, they are considered inappropriate for publication in *New Mexico Journey*.