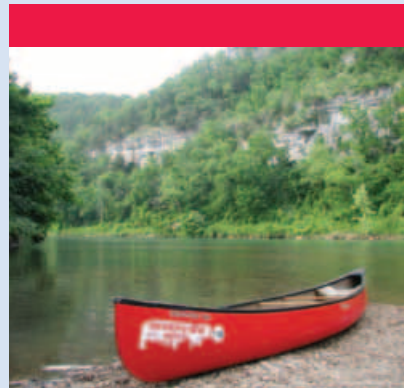


 **Southern**
Traveler

*Rental cars are used
by our readers more
than **DOUBLE** the
national average.*



*Nearly 94% of
AAA Members take
trips—either for
business or for pleasure.*

Our magazine takes you places.

2013 AAA Southern Traveler advertising rates

RATE CARD 16

Rates effective with the Jan/Feb 2013 issue.

FULL CIRCULATION RATES*

(Circulation 263,000)

*Rates are gross

Four-color

Full Page	\$7,709
2/3 Page	5,396
1/2 Page	4,240
1/3 Page	3,084
1/6 Page	1,542
1/12 Page	771

Black & White

Full Page	\$6,985
2/3 Page	4,889
1/2 Page	3,842
1/3 Page	2,794
1/6 Page	1,397
1/12 Page	699

Covers (Four-color)

2nd & 3rd	\$8,906
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TRAVEL DIRECTORY RATES

	B&W	4C
4 inches	\$1,077	\$1,240
2 inches	789	868
1 inch	428	492

Travel Directory includes Reader Service and is only available in full circulation. (2.25" wide by size purchased)

For more information,
call 402.384.4702
or fax 402.331.5194

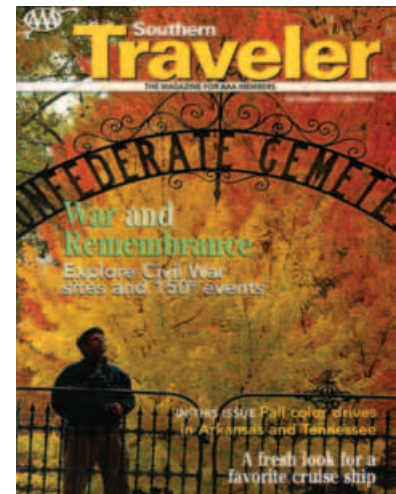
Licking County CVB

"In 2012, we advertised in three separate issues of AAA publications in the spring, and our visitation numbers increased by 23%. Plus, our reader response for more information about our destinations has increased, which will relate to more visitors this summer"

Susan Fryer
Director of Licking County CVB



Remainder of circulation goes to Texas.



2013 AAA Southern Traveler specs

AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 9.625"	15.75" x 10.5"	16" x 10.75"
Full Page	7" x 9.625"	7.875" x 10.5"	8.125" x 10.75"
2/3 Page with bleed	4.375" x 9.625"	5.125" x 10.5"	5.375" x 10.75"
2/3 Page without bleed	4.625" x 9.625"	—	—
1/2 Horizontal	7" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Vertical	4.625" x 7.187"	—	—
1/3 Square	4.625" x 4.75"	—	—
1/3 Vertical	2.25" x 9.625"	—	—
1/6 Horizontal	4.625" x 2.234"	—	—
1/6 Vertical	2.25" x 4.75"	—	—
1/12	2.25" x 2.234"	—	—

TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
4 Inch	2.25" x 4"	—	—

Travel Directory includes Reader Service, which runs in full circulation.

MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

MACINTOSH SUPPORTED SOFTWARE

- PDF files **must be** version 1.3 (PDF/X-1a)
- QuarkXpress 9
- Creative Suite 6

FONTS

- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline)
- Black type should be 100% black

FILE REQUIREMENTS

- High resolution of 300 dpi
- LPI is 150
- Maximum ink density is 280%
- Four color process, CMYK

E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

UPLOAD INSTRUCTIONS

- Must be compressed or zipped
- <http://ads.haMediaGroup.com>

DISCLAIMER

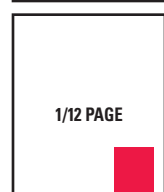
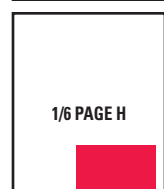
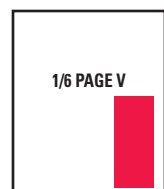
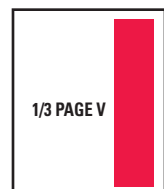
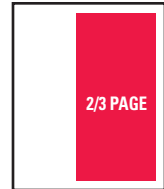
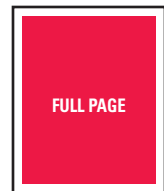
- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- White color is only available as a knock out.
- QR-Codes and Microsoft tags are accepted. QR Code should be 100% black and set to overprint. Background behind items must be white with minimum clear space of .125". Must be specially designated on the ad insertion order and in instructions when ad materials are submitted.

Complete advertising specifications

can also be found at

www.haMediaGroup.com/specs.

For additional information call (402) 592-5000 ext. 294 or ext. 456.



2013 MEDIA KIT: rate card



AAA Southern
Traveler

**AAA Southern Traveler is published bi-monthly on
January 1, March 1, April 15, July 1, September 1 and November 1.**

Closing dates are as follows:

JAN/FEB

Reserve space by Oct. 29, 2012
Materials due by Nov. 5, 2012

MAY/JUNE

Reserve space by Feb. 15, 2013
Materials due by Feb. 22, 2013

SEPT/OCT

Reserve space by July 2, 2013
Materials due by July 9, 2013

MAR/APR

Reserve space by Jan. 4, 2013
Materials due by Jan. 11, 2013

JULY/AUG

Reserve space by April 29, 2013
Materials due by May 6, 2013

NOV/DEC

Reserve space by Sept. 3, 2013
Materials due by Sept. 10, 2013

CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

COMMISSIONS/CREDIT

Agency Commission: 15%. Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

READER SERVICE

Available to all advertisers placing insertions in full circulation. Insertions received after Closing Date may not receive a listing.

INSERTS

Rates quoted on request.

ADVERTISING ACCEPTANCE

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof

made against the publisher. An advertisement which simulates editorial content will be prefaced by the word "Advertisement."

When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date.

Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

MAILING AND SHIPPING INSTRUCTIONS

Send contracts, insertion orders, proofs and artwork to:
Ann Taylor
H&A Media Group
P.O. Box 3535
Omaha, NE 68103

Use street address for overnight deliveries:

Ann Taylor
H&A Media Group
10703 J St., Suite 100
Omaha, NE 68127-1026



H&A Media Group / 10703 J Street, Suite 100 / Omaha, NE 68127
402.384.4702 / Fax 402.331.5194 / www.haMediaGroup.com

