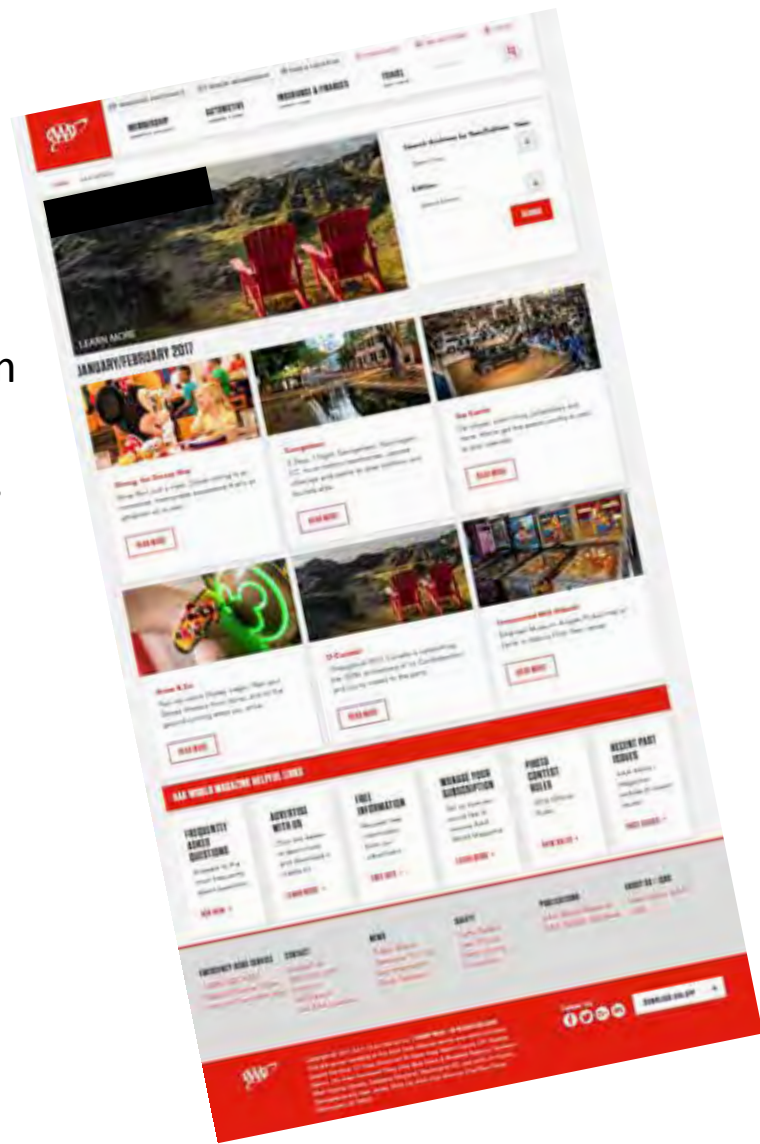
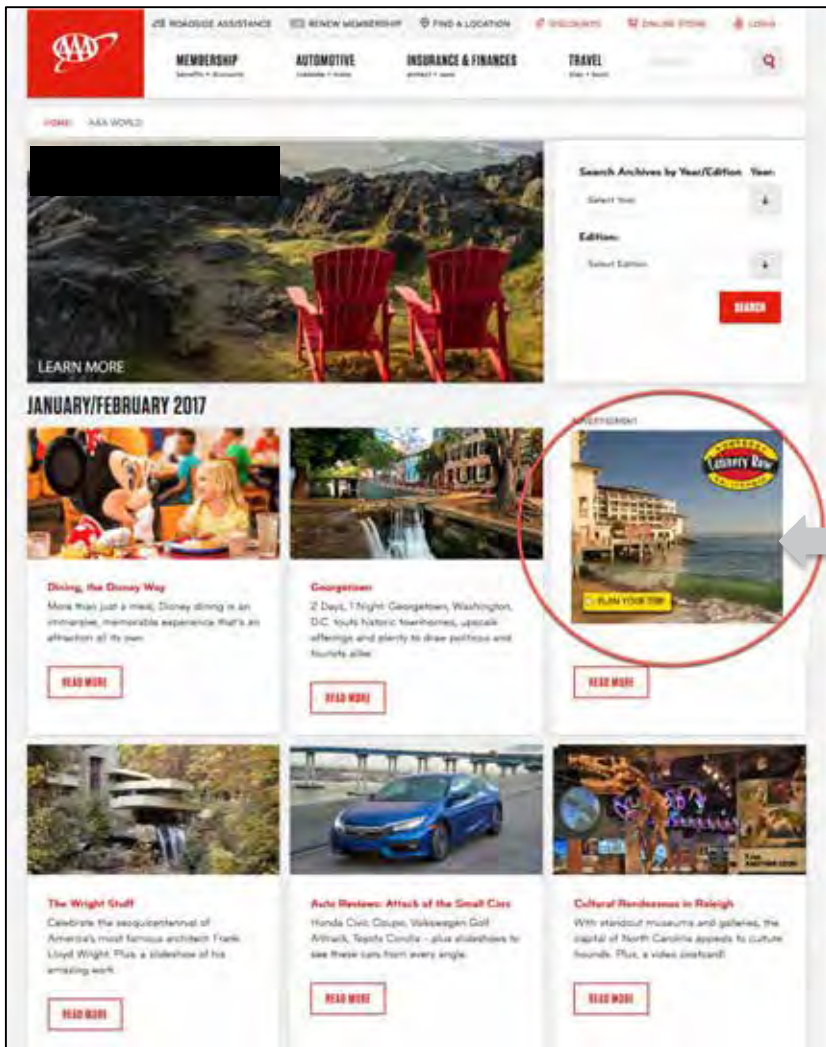


AAA WORLD DIGITAL is integrated within AAA.com and features slideshows, unique editorial, videos and other interactive elements to engage readers.

- **Average Monthly Visits to the AAA.com:** 1,243,550 (across all regions)
- **Average Unique Monthly visitors:** 555,000
- **Average Time-on-Site:** 6.5 minutes





AAA World Web Page Sponsorship

- One advertorial sponsorship a month, per regionalized version
- 676 x 350 pixels image needed (please include logo)
- Small paragraph of text needed (*text may be edited by editorial team*)

Regionalized Versions:

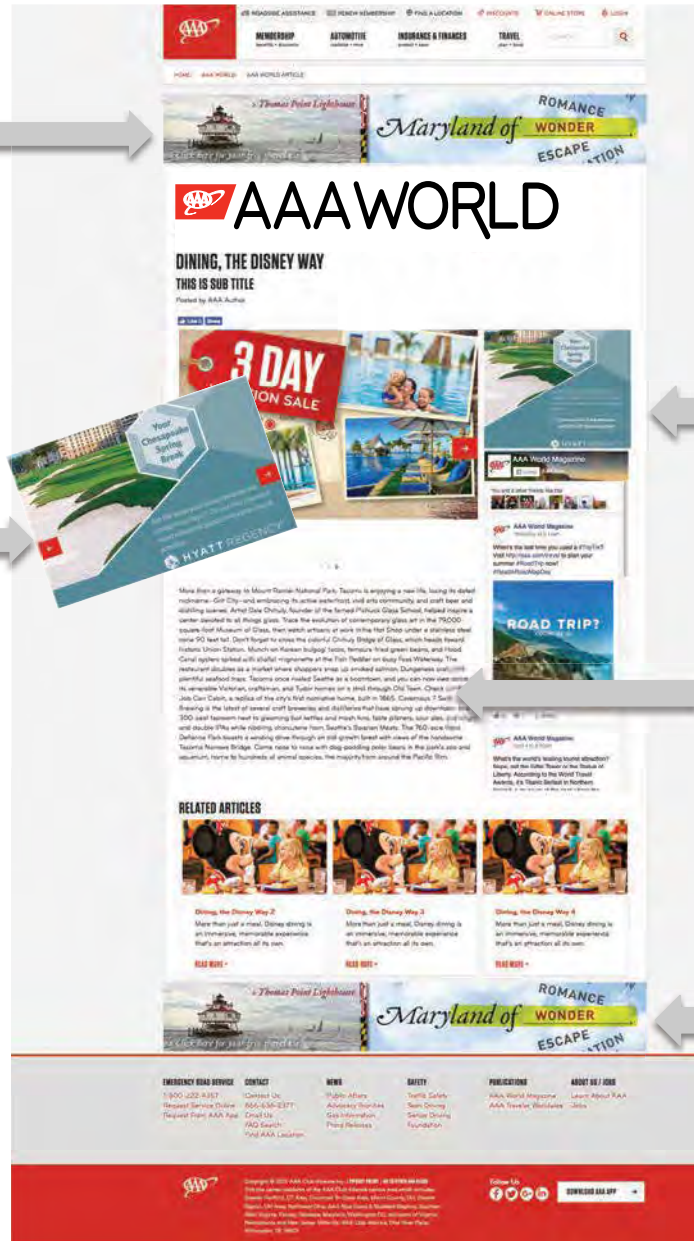
1. Connecticut
2. Kansas
3. Mid-Atlantic Region
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
4. Allied Region
 - Ohio
 - West Virginia
 - Indiana
 - Kentucky

Top Leaderboard:

- 958 x 136
- Max Size = 250KB
- JPEG or GIF

Slideshow Insert:

- 676 x 350
- Max Size = 250KB
- JPEG or GIF



Square:

- 676 x 550 or Video
- Max Size = 250KB
- JPEG or GIF

In Copy Banner Ads/Videos:

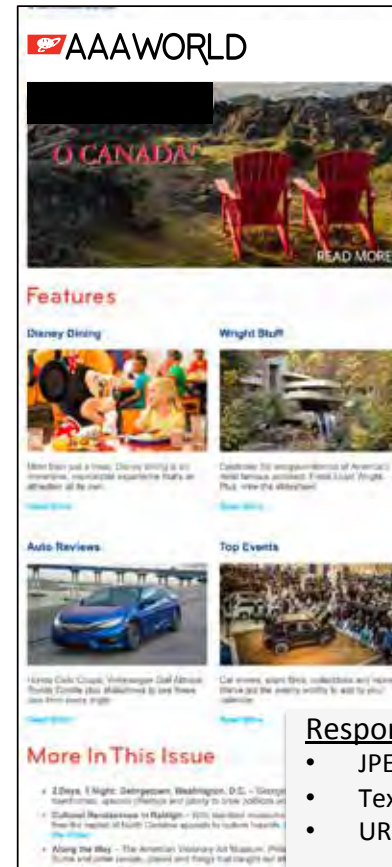
- Incorporated into edit
- 676 x 350
- Max Size = 250KB
- JPEG or GIF

Bottom Leaderboard:

- 958 x 136
- Max Size = 250KB
- JPEG or GIF

AAA World Carrier Email

- 819,000 email recipients
- 33.64% Open Rate (industry average = 22%)
- Regionalized Versions:
 1. Connecticut (64k)
 2. Kansas (26k)
 3. Mid-Atlantic Region (350k)
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
 4. Allied Region (210k)
 - Ohio
 - West Virginia
 - Indiana
 - Kentucky
 5. South Dakota (30k)
 6. Oklahoma (139k)
- Demographics:
 1. Female
 2. Average Age 53
 3. \$75,000 - \$99,999 average HHI
 4. 51.83% of AAA World members receive email
- Deploys 6 times a year:
 1. December 29
 2. March 1
 3. April 26
 4. June 28
 5. August 30
 6. November 2
- Four spots available per email



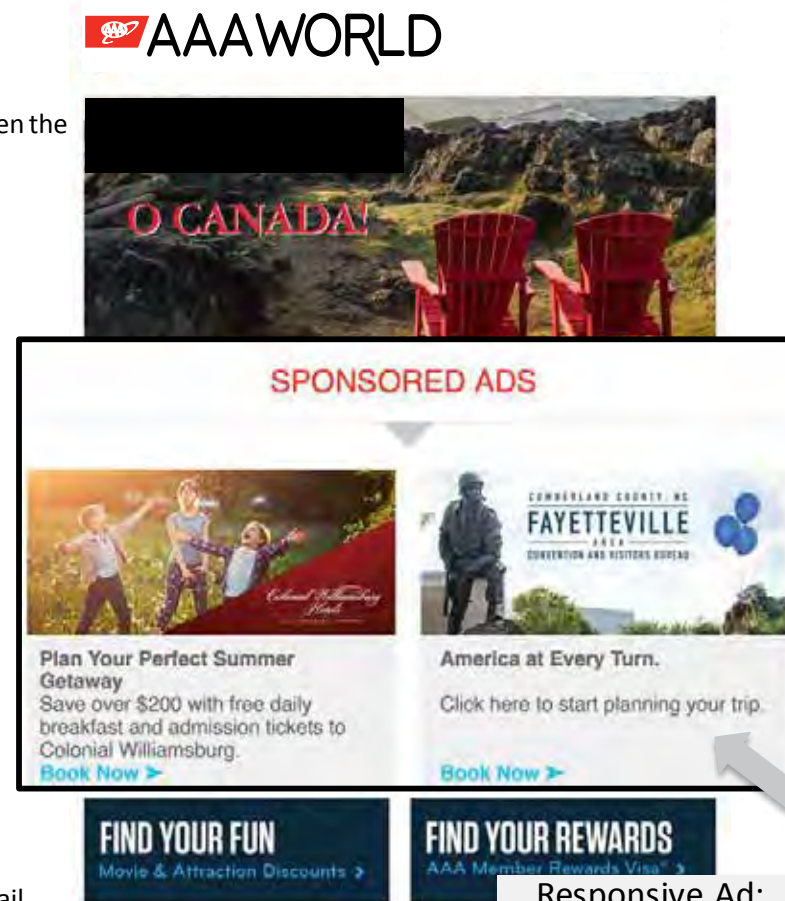
Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link



AAA World Follow-Up Email

- 180,000 email recipients
- New MOBILE format launching May 5, 2017
- Sent to known AAA World readers who did not click/open the AAA World Carrier Email (sent 1 wk after carrier email)
- 29% Open Rate (industry average = 22%)
- Regionalized Versions:
 1. Connecticut (17.5k)
 2. Kansas (5.5k)
 3. Mid-Atlantic Region (105k)
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
 4. Allied Region (47k)
 - Ohio
 - West Virginia
 - Indiana
 5. South Dakota (2k)
 6. Oklahoma (3k)
- Demographics:
 1. Female
 2. Average Age 53
 3. \$75,000 - \$99,999 average HHI
 4. 51.83% of AAA World members receive email
- Deploys 6 times a year:
 1. January 7
 2. March 9
 3. May 3
 4. July 4
 5. September 5
 6. November 11
- Four spots available per email

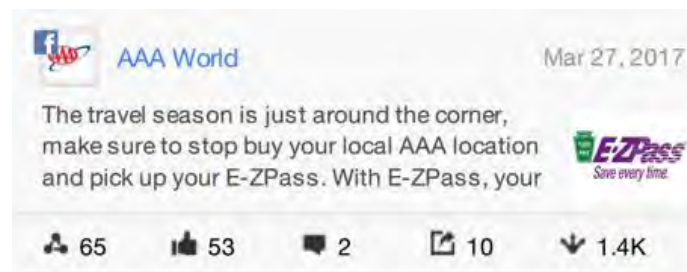
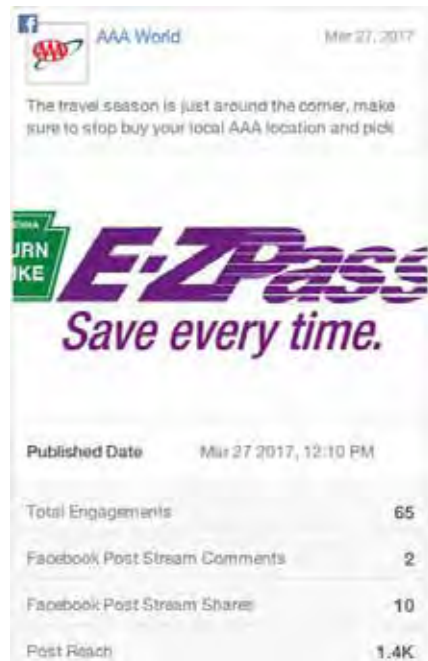


Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link

AAA World Facebook Sponsorship

- AAA World Facebook Page launched on January 10.
- 8.9K Followers in the entire AAA ClubAlliance territory (*no regionalization*)
- Two sponsorships a month. Advertiser picks week.
- 1200 x 628 image needed. Only 20% of image can be text (per Facebook)
- Small paragraph of text needed (*text may be edited by editorial team*)



Published Date	Mar 27 2017, 12:10 PM
Total Engagements	65
Facebook Post Stream Comments	2
Facebook Post Stream Shares	10
Post Reach	1.4K



FEATURES



NEW ISSUE OF AAA WORLD

Click through to "Sweet Street, Top 50 Inns, Auto Rentals, and More, All Online"

[READ MORE](#)



AAA MEMBER DAYS AT SESAME PLACE®

Don't miss this special offer! Visit Sesame Place® May 19 - 21 and save 50% off your admission!

[SEE TICKETS NOW](#)

EVENTS

Looking for your next vacation? Stop in your local store and speak with our travel professionals about your next destination.

SPONSORED ADS



Plan Your Perfect Summer Gateway
Save more \$100 with free daily breakfast and admission to Colonial Williamsburg.

[Book Now >](#)



America at Every Turn.
Click here to start planning your trip.

[Book Now >](#)



Marriott
Rock up and save up to 13% off weekends with Marriott.

[Book Now >](#)



Eliminate Sun Glare on the Road Today!
Earn 12% off Glass Reducing Polarized Car Vents Now!

[Save Now >](#)



MEMBERS ONLY!
SAVE \$120 A YEAR ON A QUALIFYING VERIZON TRIPLE PLAY!

[Learn More >](#)



GREAT SAVINGS
ON HOME SERVICES FOR NEW PETRO CUSTOMERS!

[Learn More >](#)



SPONSORED ADS



Plan Your Perfect Summer Gateway
Save over \$100 with free daily breakfast and admission to Colonial Williamsburg.

[Book Now >](#)



America at Every Turn.
Click here to start planning your trip.

[Book Now >](#)

Responsive Ad:

- JPEG Image with Logo (600 x 270)
- Text (95 character limit)
- URL Link

AAA.com Digital Banners

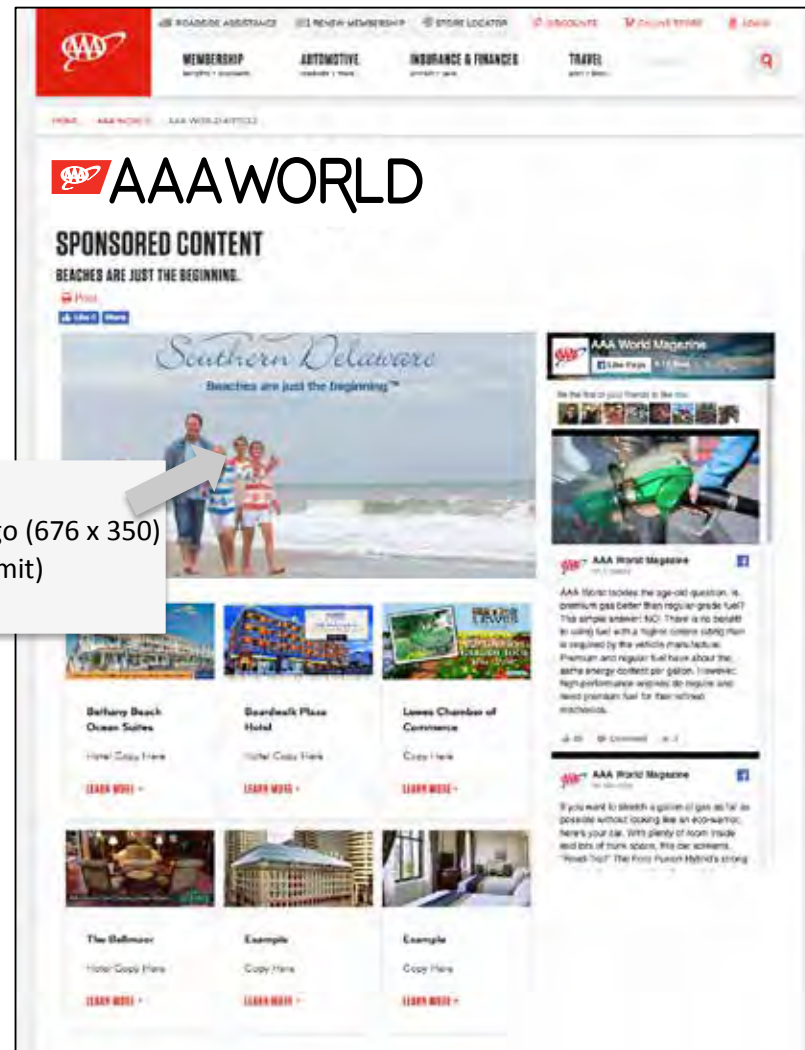
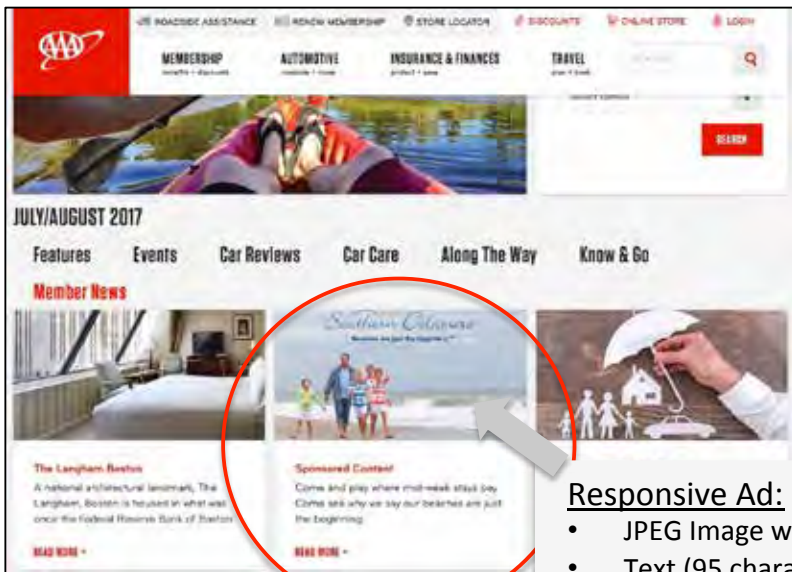
- Rotating ad on various pages throughout AAA.com
- 958 x 136 pixels banner ad needed

Regionalized Versions:

1. Connecticut
2. Kansas
3. Mid-Atlantic Region
 - Delaware
 - Maryland
 - New Jersey
 - Pennsylvania
 - Virginia
4. Allied Region
 - Ohio
 - West Virginia
 - Indiana
 - Kentucky

- **Average Monthly Visits to the AAA.com:**
1,243,550 (across all regions)
- **Average Unique Monthly visitors:** 555,000
- **Average Time-on-Site:** 6.5 minutes





Responsive Ad:

- JPEG Image with Logo (676 x 350)
- Text (95 character limit)
- URL Link

AAA World Digital Co-Op

- Can be regionalized
- Front Page
 - 676 x 350 pixels image needed (please include logo)
 - Small paragraph of text needed (*text may be edited by editorial team*)
- Second Page
 - Items needed per partner:
 - 676 x 350 pixels image needed (please include logo)
 - Small paragraph of text needed (*text may be edited by editorial team*)
 - Linking URL

2018 Digital Rates

Emails

Carrier Email							
Banner Ad (600w x 270h)	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	429k	64k	26k	200k	70k	30k	819k
Net Rate per Insertion	\$2,900	\$1,250	\$580	\$2,150	\$1,300	\$580	\$7,400
Follow-up email							
Banner Ad (600w x 270h)	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	105k	17.5k	5.5k	47k	3k	2k	180k
Net Rate per Insertion	\$900	\$260	\$260	\$650	\$530	\$260	\$2,300

Connections eNewsletter							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Quantity	785k	73k	27k	130k	71k	14k	1,100,000
Net Rate per Insertion	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400

eSaver eNewsletter							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic/Connecticut		Kansas/All Other Allied		Oklahoma/South Dakota		Full Audience
Quantity							700k
Net Rate per Insertion							\$5,500

Lodging eNewsletter							
600x270 image with logo only Text (95 character limit) and a url link	Mid-Atlantic	Connecticut/Kansas/All Other Allied			Oklahoma	South Dakota	Full Audience
Quantity							350k
Net Rate per Insertion							\$3,900

AAA.com

Digital Magazine Content / Bi-Monthly	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Page Sponsorship (675w x 350h)	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Top Leaderboard (958w x 136h)	\$900	\$260	\$260	\$650	\$530	\$260	\$2,300
Side Banner (676w x 550h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900
In-Copy Slideshow/Videos (676w x 350h)	\$2,900	\$1,250	\$580	\$2,150	\$1,750	\$580	\$7,400
Bottom Leaderboard (958w x 136h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900

AAA.com / Monthly	Mid-Atlantic	Connecticut	Kansas	All Other Allied	Oklahoma	South Dakota	Full Audience
Banner Ad (958w x 136h)	\$700	\$200	\$200	\$600	\$490	\$200	\$1,900

Facebook Sponsored Posts	Full Audience
1200x628 image, Text, URL link	\$895