

Digital Options

eUpdate Newsletter (email)

Sent out monthly to 50,000 AAA members and prospects in New York, Ohio, Indiana and Southern Pennsylvania

Medium rectangle banner \$750/per edition - 300 x 250 pixels (One available)

Small rectangle banner \$600/per edition - 180 x 150 pixels (Two available)

HomeAndAwayMagazine.com

Rotating banners on Home & Away's website

Top banner \$500/month - 728 x 900 pixels (.jpg or .gif format)

Medium rectangle* \$400/month - 300 x 250 pixels (.jpg or .gif format)

Small rectangle \$300/month - 180 x 150 pixels (.jpg or .gif format)

Website averages 40,000 page views per month

*Medium rectangle runs on homepage only

Video of the Week \$500/week

Runs for one week on the homepage, archived for 51 weeks

Results vary

Destination Spotlight (Sponsored Content)

Online article written by an H&A Media Group writer;

Basic \$1,765/month

(1,000 words of copy and up to three client-supplied photos.)

Homepage link on *HomeAndAwayMagazine.com* for one month

and archived for five months

Premium \$3,500/month

(2,000 words of copy and up to six client-supplied photos. This package includes transportation for H&A Media Group writer; lodging and meals to be provided by the client.)

Homepage link on *HomeAndAwayMagazine.com* for two months and

archived for 10 months

EventsAndDestinations.com

With *EventsAndDestinations.com*, a one-stop website 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.

eUpdate



Home & Away Homepage



Destination Spotlight



Home & Away

AAA members travel **more**, stay **longer** and spend **more**.

Online Reader Service Options

Be the **Featured** or Premier Advertiser on our Online Reader Service page.
 (<http://homeandaway.ai-dsg.com>)

Online Reader Service Featured Advertiser

**Featured position on the landing page -
 \$471/issue** *One available each issue*

This spot on the landing page includes:

- Image/logo – 229 x 172 pixels (.jpg or .gif format)
- Header
- Brief paragraph – 3 to 5 sentences
- URL to link to website*

*This URL can either link to your website, or link to a microsite where you can supply video.

Landing page



Microsite with video

**If you choose to have the URL link to a
 microsite page with a video, you will
 need to include the following
 (in addition to above):**

- Header
- Video – 450 x 300 pixels (.jpg or .gif format)
- Description – 3 to 4 paragraphs
- URL to link to website

If you have any questions, please contact
 Connie Colletta-Zoucha at ccolleta@aidsg.com



Online Reader Service Options

Be the Featured or **Premier** Advertiser on our Online Reader Service page.
(<http://homeandaway.ai-dsg.com>)

Online Reader Service Premier Advertiser

Premier Advertiser position on the landing page -
\$236/issue *Four available each issue*

This spot on the landing page includes:

- Image/logo – 230 x 130 pixels (.jpg or .gif format)
(Your image/logo will appear in one of the four places listed at the bottom of the landing page.)
- URL to link to website*

*This URL can either link to your website, or link to a microsite where you can supply video.

Landing page



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Home & Away

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