

Home & Away Advertising Rates

Regional Rates



Columbus, OH

Akron, OH

**Southern
Pennsylvania**

Indiana

Circulation (Each Issue)

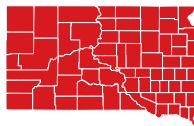
	Columbus, OH	Akron, OH	Southern Pennsylvania	Indiana
Circulation (Each Issue)	457,000	61,000	143,000	225,500
Full Page	\$ 20,938	\$ 2,720	\$ 7,025	\$ 9,925
2/3 Page	14,656	1,904	4,917	6,948
1/2 Page	12,563	1,632	4,215	5,955
1/3 Page	8,375	1,088	2,810	3,970
1/6 Page	4,188	544	1,405	1,985

Travel Directory

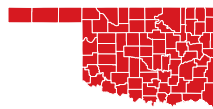
	Columbus, OH	Akron, OH	Southern Pennsylvania	Indiana
4 Inch	\$ 3,141	\$ 408	\$ 1,054	\$ 1,489
3 Inch	2,356	306	790	1,117
2 Inch	1,570	224	527	744
1 Inch	785	102	263	372



**Hudson Valley
(Albany, NY)**



South Dakota



Oklahoma

Circulation (Each Issue)

	Hudson Valley (Albany, NY)	South Dakota	Oklahoma
Circulation (Each Issue)	86,000	51,000	228,000
Full Page	\$ 4,034	\$ 2,266	\$ 9,880
2/3 Page	2,824	1,586	6,916
1/2 Page	2,421	1,360	5,928
1/3 Page	1,614	906	3,952
1/6 Page	807	453	1,976

Travel Directory

	Hudson Valley (Albany, NY)	South Dakota	Oklahoma
4 Inch	\$ 605	\$ 340	\$ 1,482
3 Inch	454	255	1,112
2 Inch	303	170	741
1 Inch	151	85	371

Full Circulation Rates

Rate Card 42

**Rates effective with the
January/February 2017 Issue**

issue dates:
four color

Full Circulation

(Each Issue) 1,253,500

Full Page	\$45,491
2/3 Page	31,844
1/2 Page	27,295
1/3 Page	18,196
1/6 Page	9,098

Covers (Four Color)

2nd & 3rd Cover \$47,766

4th Cover (Back) 50,154

Travel Directory

4 Inch	\$6,824
3 Inch	5,118
2 Inch	3,412
1 Inch	1,706

All rates are gross

Home & Away

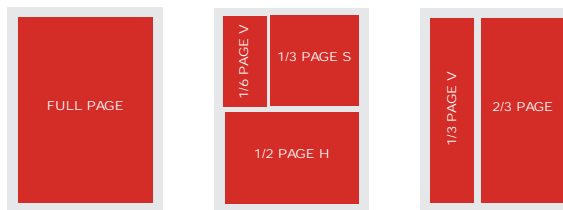
AAA members travel **more**, stay **longer** and spend **more**.

Home & Away Specifications and Material Closings

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"
1/3 Square	4.625" x 4.75"		
1/3 Vertical	2.25" x 9.625"		
1/6 Vertical	2.25" x 4.75"		

Regional Travel Directory

1 inch	2.25" x 1"
2 inch	2.25" x 2"
3 inch	2.25" x 3"
4 inch	2.25" x 4"



JANUARY/FEBRUARY

Reserve Space By Oct 27, 2016
Materials Due By Nov 3, 2016
In home Jan 4, 2017

MARCH/APRIL

Reserve Space By Dec 23, 2017
Materials Due By Jan 3, 2017
In home Mar 1, 2017

MAY/JUNE

Reserve Space By Feb 27, 2017
Materials Due By Mar 6, 2017
In home May 2, 2017

JULY/AUGUST

Reserve Space By Apr 27, 2017
Materials Due By May 4, 2017
In home Jul 1, 2017

SEPTEMBER/OCTOBER

Reserve Space By June 28, 2017
Materials Due By July 6, 2017
In home Sep 1, 2017

NOVEMBER/DECEMBER

Reserve Space By Aug 29, 2017
Materials Due By Sep 6, 2017
In home Nov 1, 2017

AD POLICIES

Cancellation

Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

Commissions/Credit

Agency Commission: 15 percent 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. 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. Any advertisement that simulates editorial content will be labeled as advertisements. When a date 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.

AD SPECIFICATIONS

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 PDF/X-1a
- QuarkXpress
- Adobe Creative Cloud

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

DELIVERY OPTIONS

Email Delivery

Email to: ads@haMediaGroup.com

-OR-

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 are accepted, but should be 100% black and set to overprint.

Complete advertising specifications can also be found at
www.haMediaGroup.com/ratecards
For additional information, call
402.592.5000 ext. 294 or ext. 456

Home & Away

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