

Journeys thinks outside the box

DESTINATION SPOTLIGHT

Now, customized stories about your destination can be a part of AAA publication's websites—some of the largest membership publication websites featuring travel in the country. You can choose to have a basic story written or arrange for a AAA writer to personally visit and experience your destination first hand. With a Destination Spotlight, you have even more access to AAA Members.



Rates:

Basic—\$1,765 (Gross):

Premium—\$3,500 (Gross):



WEB BANNER ADS

Communicate your branding or call-to-action message to AAA Members and prospects on the Journeys Magazine website.

Rates: (Gross)	Top 468x60 or 728x90 pixels	Side Skyscraper 125x350 pixels	Side Square 125x125 pixels
AAAJourneys.com One Month:	\$500	\$400	\$350

Custom-Created Integrated Promotions



E-MAIL BROADCASTS

Information that includes a clear, desirable offer, has an attractive design and is communicated to the right audience should provide a favorable response. Take that same information, utilize e-mail as the communication medium and the response becomes more powerful.

Using our e-mail marketing technology, which focuses on deliverability straight to the inboxes of our AAA Members and prospects, your message is not only delivered more reliably more often, but reporting is more robust. Within 72 business hours, you can know how many people opened your message and how many people clicked through.

\$66/M

PROMOTIONAL WEBSITES

Custom-created micro websites are perfect for customer data collection using contests, surveys and general information delivery as the draw. They can be multipage and feature video streaming audio/video, banners and online fulfillment.

Quote upon request



eJOURNEYS BANNER

While AAA publication readers are known to be loyal, dedicated followers of the printed Member magazine, it isn't the only method for creating and strengthening relationships with them.

eJourneys newsletter is sent by e-mail to 329,000 AAA Members. Each eJourneys is designed to be simple to read and easy-to-use—providing links to stories, contests and other special opportunities found at the Journeys magazine website.

In the eJourneys, there are banner positions that maximize visibility for those organizations that choose to stand out to the people receiving this unique mail message.

Rates: (Gross)	Top Banner 468x60 pixels	Side Banner 125x125 pixels
Full Circulation of 329,000	\$2,500	\$2,000
Cincinnati*: 176,000	\$1,450	\$1,175
Hartford: 111,000	\$950	\$750
Kansas: 42,000	\$350	\$275

*Includes Miami Valley (Dayton), Lexington, Souther W. Va.