



# Digital Options

Available with Print Advertising



## AAA.com/AAALiving

Enriched content from AAA Living can be accessed from this site. Also included are links to the Community, Auto Advice and Travel Ideas.

AAA Living advertisers can share Seasonal Sponsored Content, Video and Slide Shows, Destination Directory and Social Media Directory listings.

All digital advertising will appear in the Northern and Southern regions.

## Seasonal Sponsored Content - Spring : Summer : Fall : Winter

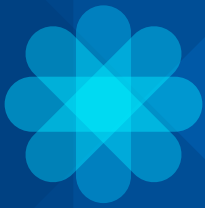
Give AAA members reasons to think of your destination or attraction as they plan their seasonal getaways.

Sponsored content messages will include a graphic, 100 words of text, a phone number and URL.



## Video : Slide Shows - 12 Month Posting

Engage AAA members with your video and/or slide shows. Includes a description of 30-50 words.



### Destination Directory - 12 Month Posting

Increase visits to your website with this annual directory showcasing a photo of your destination or attraction, 30-50 word description and a link to your website.



### Social Media Directory - 12 Month Posting

Increase your followers on social media – Direct AAA members to your sites. Annual directory with links to your social media sites including Facebook, Twitter, Pinterest and Instagram.

### Print Plus Program (Augmented Reality)

AAA Members have been accessing videos in the Editorial content of *AAA Living*, beginning with the March/April 2015 issue. Response to this opportunity has been enthusiastic. Incorporate this logo into your ad and members will be able to watch your video!





# Digital Rates (gross), Specs, and Deadlines

## SPONSORED CONTENT - SEASONAL IDEAS

Give AAA members reasons to visit your destination or attractions.

Winter Ideas – Nov./Dec., Jan./Feb.	\$589
Spring Ideas – March/April	\$295
Summer Ideas – May/June, July/Aug.	\$589
Fall Ideas – Sept./Oct.	\$295

Description: 75-100 words

Headline: 5-7 words

Photo: at least 400 pixels wide

URL Address



**Digital Options Available with a Print Buy. Digital Content Posted on AAA.com/AAALiving will be accessible in 11 states.**

## DESTINATION DIRECTORY

Increase visits to your website by showcasing your destination or attraction.

Description: 30-50 words

Headline: destination name

Photo: at least 400 pixels wide

URL Address

This is a 12 month directory. One change available at N/C. Each additional change \$10.

## SOCIAL MEDIA DIRECTORY

Increase your followers on social media.

Photo: at least 40 pixels wide

Headline: destination name

Up to 5 addresses.

Ex: Web, Facebook, Twitter, Pinterest, Instagram

This is a 12 month directory. Two changes available at N/C. Each additional change \$10.

### Print Buy

1x

2x

3x

4x

5x

6x

### Directory Rate

\$590

\$470

\$355

\$223

\$120

n/c Added Value

## VIDEOS - SLIDE SHOWS

Bring your destination, hotel or attraction to life with a video or slide show posted to our site for 1 year.

### Video:

YouTube link or video file: MP4 or MOV

Description: 30-50 words, Video: 30-60 seconds

### Slide Show

Size: 6-12 photos

Photo: horizontal/landscape orientation

Photo: 800 pixels wide

Photo credits

Description: Title/caption for each photo

30-50 word overall description for the slide show

Including URL

\$2940 for each video or slide show.

\$250 charge to make changes to the video or slide shows.

## PRINT PLUS PROGRAM (AUGMENTED REALITY)

\$295 - Your ad must include the following:

- Mobile Extra (1 x 2 inches)
- Layar app logo (will be provided)
- Under the Layar logo, include "SCAN THIS PAGE WITH LAYAR," then include a sentence or two describing what the member will see when they download the video, followed by, "scan this page using the Layar App on your mobile device." The font should be NeutraText-Bold, NeutraText-Demi, or NeutraText-Light. Video formats supported: MOV, 3GP, AVI, DivX, FLV, MPEG-2, MP4, MXF, OGG, VOB and WebM. Video: 30-60 seconds.

## DEADLINE SCHEDULE

### ISSUE

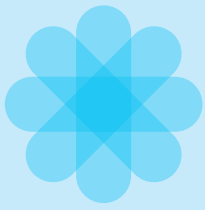
Jan./Feb.  
March/April  
May/June  
July/Aug.  
Sept./Oct.  
Nov./Dec.

### RESERVATION

Oct. 17, 2016  
Dec. 19, 2016  
Feb. 20, 2017  
April 17, 2017  
June 19, 2017  
Aug. 21, 2017

### MATERIALS

Nov. 2, 2016  
Jan. 5, 2017  
March 8, 2017  
May 3, 2017  
July 5, 2017  
Sept. 6, 2017



## DEADLINE SCHEDULE

ISSUE	RESERVATION	MATERIALS	IN HOME
Jan./Feb.	Oct. 17, 2016	Nov. 2, 2016	Jan. 6, 2017
March/April	Dec. 19, 2016	Jan. 5, 2017	March 3, 2017
May/June	Feb. 20, 2017	March 8, 2017	May 5, 2017
July/Aug.	April 17, 2017	May 3, 2017	June 30, 2017
Sept./Oct.	June 19, 2017	July 5, 2017	Sept. 2, 2017
Nov./Dec.	Aug. 21, 2017	Sept. 6, 2017	Nov. 3, 2017

## AD POLICIES

### 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 as depicted whether in print or digital medium) and also assumes responsibility for any claims arising thereof made against the publisher. An advertisement that simulates editorial content will be labeled with 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.

### READER SERVICE

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

### COMMISSIONS/CREDIT

Agency Commission: 15% for gross rates. 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.

### ADVERTISER PROOFS

Press proof required with each ad. *AAA Living* shall not be held responsible for reproduction if no proof is provided.

### CANCELLATION

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

### MAILING AND SHIPPING INSTRUCTIONS

Advertising submissions via email are preferred for files less than 10 MB. The file should include the advertiser's name, the region(s) the ad is to run in, the issue date and advertiser contact information.

Email files to:

[AAALiving@hour-media.com](mailto:AAALiving@hour-media.com). For electronic submissions larger than 10 MB, we require advertisers to submit their ads through our secure FTP site. For login and password information, please contact the ad coordinator at 248-691-1800, ext. 128.

Advertising submissions via CD-ROMs and DVDs are also permissible. If art is mailed, a hard-copy color proof is required. Ship to *AAA Living*, Attn: Ad Coordinator, 5750 New King Drive, Suite 100, Troy, MI 48098.