

# AAA Midwest Traveler Full Circulation Rates

## Rate Card 67

Rates effective with the January/February 2017 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

**Circulation** (Each Issue) **602,740**

Full Page \$16,545

2/3 Page \$11,582

1/2 Page \$ 9,927

1/3 Page \$ 6,618

1/6 Page \$ 3,309

**Covers (Four Color)**

2nd & 3rd Cover \$17,985

**Travel Directory**

4 Inch \$ 2,417

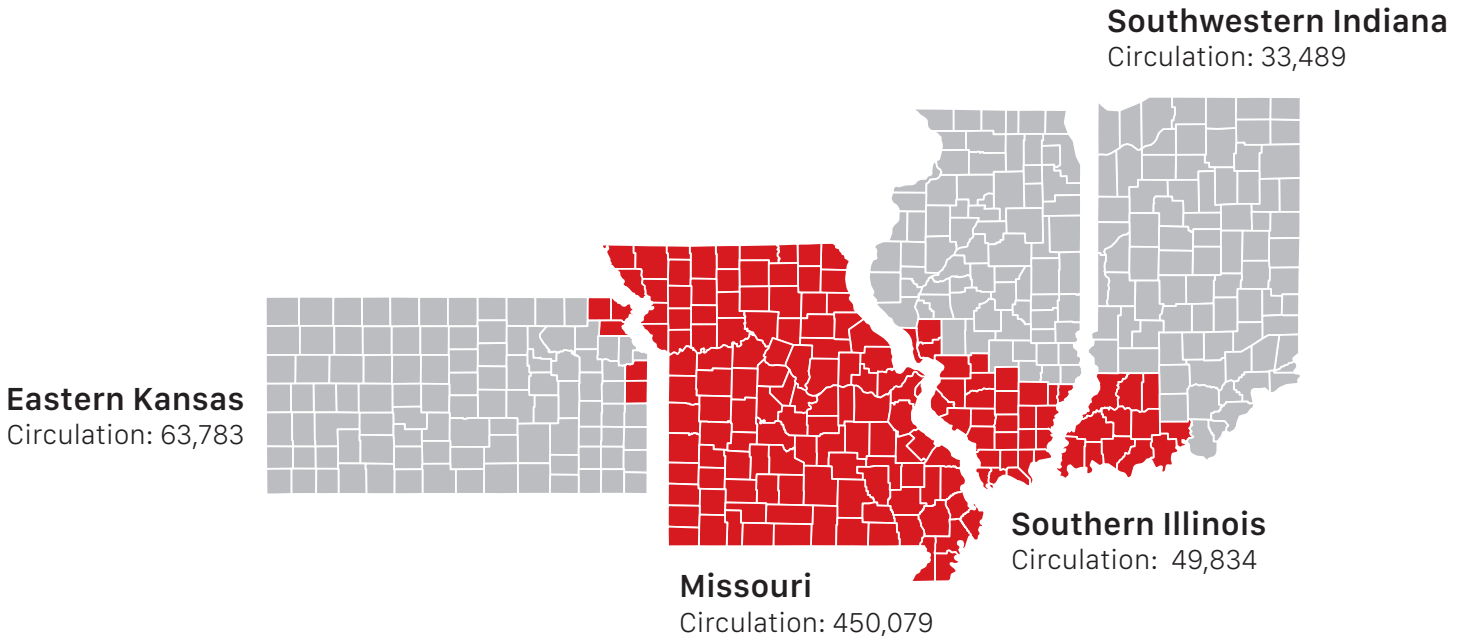
3 Inch \$ 1,699

2 Inch \$ 1,330

1 Inch \$ 595

## Regional Rates

<b>Circulation</b> (Each Issue)	Western Zone	Eastern Zone
Full Page	243,281	349,247
1/2 Page	\$7,850	\$11,290
	\$4,320	\$ 6,210



Mailed to AAA households, September/October 2016 mailing  
\*Balance goes to other states.

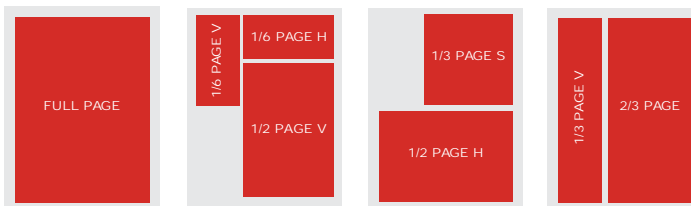


# AAA Midwest Traveler Specs and Material Closings

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"
1/2 VERTICAL	4.625" X 7.187"		
1/3 SQUARE	4.625" X 4.75"		
1/3 VERTICAL	2.25" X 9.625"		
1/6 HORIZONTAL	4.625" X 2.234"		
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 28, 2016  
Materials Due By Nov 4, 2016  
In home Dec 29, 2016

## March/April

Reserve Space By Jan 6, 2017  
Materials Due By Jan 13, 2017  
In home Mar 2, 2017

## May/June\*

Reserve Space By Feb 17, 2017  
Materials Due By Feb 24, 2017  
In home April 15, 2017

\*Mails early each year

## July/August

Reserve Space By May 5, 2017  
Materials Due By May 12, 2017  
In home June 30, 2017

## September/October

Reserve Space By July 7, 2017  
Materials Due By July 14, 2017  
In home Sep 1, 2017

## November/December

Reserve Space By Sep 8, 2017  
Materials Due By Sep 15, 2017  
In home Nov 3, 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 version 1.3 (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](mailto:ads@haMediaGroup.com)

### 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](http://www.haMediaGroup.com/ratecards)  
For additional information, call 402.592.5000 ext. 294 or ext. 456

