

AAA Southern Traveler Full Circulation Rates

Rate Card 20

Rates effective with the January/February 2017 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

Circulation (Each Issue) **314,283**

Full Page \$ 8,094

2/3 Page \$ 5,666

1/2 Page \$ 4,856

1/3 Page \$ 3,238

1/6 Page \$ 1,619

1/12 page \$ 810

Covers (Four Color)

2nd & 3rd Cover \$ 9,351

Travel Directory

4 Inch \$ 1,302

2 Inch \$ 911

1 Inch \$ 517

ARKANSAS

Circulation:

88,307

MISSISSIPPI

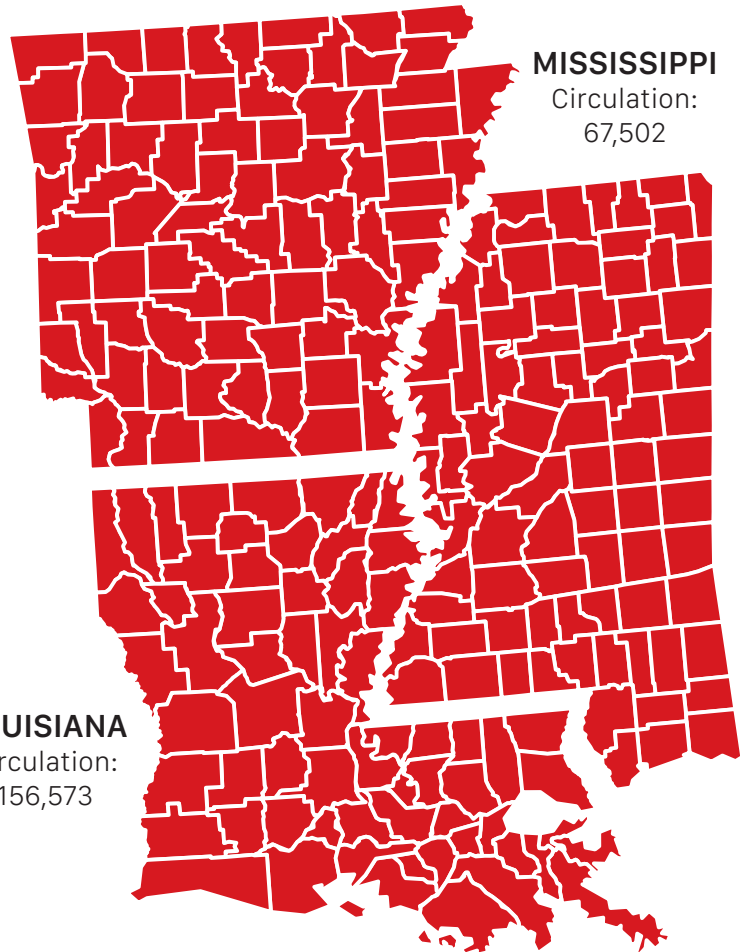
Circulation:

67,502

LOUISIANA

Circulation:

156,573



*9/2015 Mailing. Some circulation goes to Texarkana.