

FAMILY GETAWAYS 2013

A special Family Getaways section in the July/August issue of AAA's Westways magazine

The special Westways FAMILY GETAWAYS insert will reach select Southern California households. Only 500,000 targeted family households with incomes over \$100,000 will receive this July/August insert.

Special 1/6 co-op advertisements available.



Issue/Date	Circulation	1/6 Page ads Co-op Page
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July/Aug 2013	500,000	\$3,000 net each
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Circulation:

500,000 targeted households with children in Southern California that enjoy adventures and travel

Deadlines:


Space: April 24, 2013
Materials: May 1, 2013
First in-Home Date: June 20, 2013

Production Information:

Sample layout



- Title →
- 1/6 page co-op ad
- Name →
- 4 color image →
- Phone/website →
- 50-60 words of copy →

<div style="background-color: #4f81bd; color: white; padding: 5px;">Title</div>		
<div style="border: 1px solid black; padding: 5px;"> <p>California Malibu Center, Oceanside</p>  <p>1-800-330-7673 www.californiafamily.com</p> <p>Gateway to San Diego. Miles of white sandy beaches. Largest pier on the Pacific. Marine Village complete with water recreation. Top viewing, whale watching, sunbathing and more. Rich cultural heritage including Mission San Luis Rey. Central to major attractions LEGOLAND California, Disneyland and San Diego Zoo. Call for a FREE Malibu Center and Hotel Packages.</p> </div>		

PLEASE CONTACT YOUR **WESTWAYS** REPRESENTATIVE FOR MORE INFORMATION:

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an integrated media company

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Westways