

2017 Travel Ideas



Offered in the **JANUARY/FEBRUARY**
and **JULY/AUGUST** issue.

Get double the space.

ADVERTORIAL materials

FULL PAGE (PLUS 1 PAGE AD)

- Headline: 3-5 words
- Approx. 800 words of copy
- Full Page Ad: 7" x 8.5"
- No Bleeds

HALF PAGE (PLUS 1/2 PAGE AD)

- Headline: 3-5 words
- Approx. 290 words of copy
- 1/2 Page Ad: 7" x 4.75"
- No Bleeds

QUARTER PAGE (PLUS 1/4 PAGE AD)

- Headline: 2-3 words
- Approx. 130 words of copy
- 1/4 Page Ad: 3.25" x 4"
- No Bleeds

DEADLINES

	January/February	July/August
Space	October 21, 2016	April 14, 2017
Materials	October 28, 2016	April 22, 2017

PUBLICATION	CIRCULATION	1 PAGE AD PLUS 1 PAGE ADVERTORIAL	1/2 PAGE AD PLUS 1/2 PAGE ADVERTORIAL	1/4 PAGE AD PLUS 1/4 PAGE ADVERTORIAL
AAA Home & Away	1,253,500	\$45,491	\$27,295	\$16,377
Columbus, OH	457,000	\$20,938	\$12,563	\$7,538
Indiana	225,500	\$9,925	\$5,955	\$3,578
Oklahoma	228,000	\$9,880	\$5,928	\$3,557
So. Pennsylvania	143,000	\$7,025	\$4,215	\$2,529
Hudson Valley Albany, NY	86,000	\$4,034	\$2,420	\$1,452
Akron, OH	63,000	\$2,720	\$1,632	\$980
South Dakota	51,000	\$2,266	\$1,360	\$816
AAA Midwest Traveler	602,740	\$16,545	\$9,927	\$5,956
AAA Southern Traveler	314,283	\$8,094	\$4,856	\$2,914
Live Play AAA	122,000	\$4,961	\$2,977	\$1,786

All rates are gross per issue



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