

HOME & AWAY

*Rental cars are used by our readers more than **DOUBLE** the national average.*



Nearly 94 PERCENT of AAA Members take trips—either for business or for pleasure.

Our magazine takes you places.

2013 Home & Away advertising rates

RATE CARD 38

Rates effective with the Sept/Oct 2013 issue

FULL CIRCULATION RATES*

(Circulation 949,000)

*Rates are gross

Four-color

Full Page	\$34,118
2/3 Page	23,883
1/2 Page	18,765
1/3 Page	13,647
1/6 Page	6,824

Black & White

Full Page	\$29,000
2/3 Page	20,300
1/2 Page	15,950
1/3 Page	11,600
1/6 Page	5,800

Covers (Four-color)

2nd & 3rd	\$35,028
4th (back)	36,373

TRAVEL GUIDE RATES

4 inches	\$4,265
3 inches	3,198
2 inches	2,132
1 inch	1,066

Travel Guide includes Reader Service and is only available in full circulation. (2.25" wide by size purchased)

**For more information,
call 402.384.4702
or fax 402.331.5194**

RATES BY REGION



OHIO/COLUMBUS (Circulation 462,000)

Four-color

Full Page	\$19,400
2/3 Page	13,500
1/2 Page	10,670
1/3 Page	7,760
1/6 Page	3,880

Regional Travel Guide

4"	\$2,425
3"	1,819
2"	1,213
1"	606



INDIANA (Circulation 219,000)

Four-color

Full Page	\$10,114
2/3 Page	7,080
1/2 Page	5,563
1/3 Page	4,046
1/6 Page	2,023

Regional Travel Guide

4"	\$1,264
3"	948
2"	632
1"	316



OKLAHOMA (Circulation 218,000)

Four-color

Full Page	\$9,271
2/3 Page	6,490
1/2 Page	5,099
1/3 Page	3,708
1/6 Page	1,854

Regional Travel Guide

4"	\$1,159
3"	869
2"	580
1"	290



SOUTH DAKOTA (Circulation 50,000)

Four-color

Full Page	\$2,968
2/3 Page	2,078
1/2 Page	1,632
1/3 Page	1,187
1/6 Page	594

Regional Travel Guide

4"	\$371
3"	278
2"	186
1"	93

Licking County CVB

"In 2012, we advertised in three separate issues of AAA publications in the spring, and our visitation numbers increased by 23%. Plus, our reader response for more information about our destinations has increased, which will relate to more visitors this summer"

Susan Fryer, Director of Licking County CVB

2013 Home & Away specs

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"	—	—

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"	—	—

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 9
- Creative Suite 6

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

E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

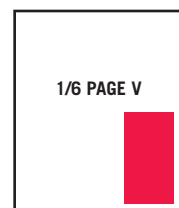
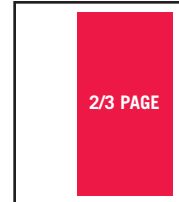
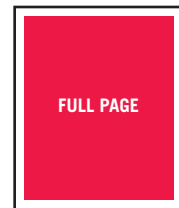
UPLOAD INSTRUCTIONS

- 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 and Microsoft tags are accepted. QR Code should be 100% black and set to overprint. Background behind items must be white with minimum clear space of .125". Notification must be on insertion order and print instructions.

Complete advertising specifications can also be found at www.haMediaGroup.com/specs. For additional information call (402) 592-5000 ext. 294 or ext. 456.



HOME & AWAY

**Home & Away is published bimonthly on
Jan. 1, March 1, May 1, July 1, Sept. 1 and Nov. 1.**

Closing dates are as follows:

JAN/FEB	MAY/JUNE	SEPT/OCT
Reserve space by Oct. 29, 2012 Materials due by Nov. 5, 2012	Reserve space by Feb. 25, 2013 Materials due by March 4, 2013	Reserve space by June 28, 2013 Materials due by July 8, 2013
MAR/APR	JULY/AUG	NOV/DEC
Reserve space by Jan. 4, 2013 Materials due by Jan. 11, 2013	Reserve space by April 26, 2013 Materials due by May 3, 2013	Reserve space by Aug. 27, 2013 Materials due by Sept. 4, 2013

CANCELLATION

Cancellation will not be accepted by the publisher after 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. An advertisement which simulates editorial content will be labeled as advertisements.

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.

MAILING AND SHIPPING INSTRUCTIONS

Send contracts, insertion orders, proofs and artwork to:
Ann Taylor
H&A Media Group
P.O. Box 3535
Omaha, NE 68103

Use street address for overnight deliveries:

Ann Taylor
H&A Media Group
10703 J St., Suite 100
Omaha, NE 68127-1026

