

6 printed issues: Jan. | Feb., March | April, May | June, July | Aug., Sept. | Oct., Nov. | Dec.

Full Circulation Rates

Full Coverage Circ: 2,314,047*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	69,644	66,249	62,854
2/3 Page	47,358	45,049	42,740
1/2 Page	38,305	36,438	34,570
1/3 Page	26,463	25,173	23,884

Regional Rates: Iowa

Circ: 148,132*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	9,922	9,438	8,945
2/3 Page	6,945	6,606	6,268
1/2 Page	5,459	5,193	4,927
1/3 Page	3,968	3,775	3,581

Regional Rates: Minnesota

Circ: 287,608*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	11,891	11,311	10,732
2/3 Page	8,349	7,942	7,535
1/2 Page	6,562	6,242	5,922
1/3 Page	4,774	4,541	4,308

Regional Rates: North Dakota

Circ: 36,787*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	2,600	2,473	2,347
2/3 Page	1,816	1,727	1,639
1/2 Page	1,429	1,359	1,290
1/3 Page	1,041	990	939

Regional Rates: Illinois/N. Indiana

Circ: 555,152*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	21,862	20,796	19,730
2/3 Page	15,300	14,554	13,808
1/2 Page	12,023	11,437	10,851
1/3 Page	8,744	8,318	7,892

Regional Rates: Michigan

Circ: 815,962*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	31,591	30,051	28,510
2/3 Page	21,481	20,434	19,387
1/2 Page	17,862	16,991	16,121
1/3 Page	12,005	11,420	10,835

Regional Rates: Nebraska

Circ: 109,710*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	5,270	5,013	4,757
2/3 Page	3,689	3,509	3,329
1/2 Page	2,897	2,756	2,614
1/3 Page	2,114	2,011	1,908

Regional Rates: Wisconsin

Circ: 360,696*

FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	15,344	14,596	13,848
2/3 Page	10,747	10,223	9,700
1/2 Page	8,440	8,029	7,616
1/3 Page	6,143	5,844	5,544

Rates are gross reflecting 15% agency commission.

See your sales rep regarding special programs such as our state tourism package and advertorial opportunities.

*SOURCE: AAA Living AAM Publisher's Statement dated December 31, 2016

Travel Directory Rates

Full Circulation Rates

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	13,929	13,250	12,571
1/12	7,661	7,278	6,913

Regional Rates: Iowa

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	1,986	1,889	1,792
1/12	1,092	1,037	986

Regional Rates: Illinois/N. Indiana

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	4,380	4,166	3,954
1/12	2,408	2,288	2,174

Regional Rates: Michigan

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	6,319	6,011	5,702
1/12	3,474	3,300	3,136

Regional Rates: Minnesota

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	2,386	2,270	2,154
1/12	1,311	1,245	1,185

Regional Rates: Nebraska

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	1,058	1,006	955
1/12	581	552	525

Regional Rates: North Dakota

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	527	501	475
1/12	290	276	262

Regional Rates: Wisconsin

FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	3,068	2,918	2,769
1/12	1,688	1,604	1,523

Michigan Zones by County

Advertise to Targeted Zones — Available all issues

● ZONE ONE: METRO DETROIT

Macomb, Oakland, Wayne Counties

RATES (GROSS)

Full page	\$17,909
2/3 page	\$12,168
1/2 page	\$10,126
1/3 page	\$6,806

TOTAL CIRCULATION* 470,494

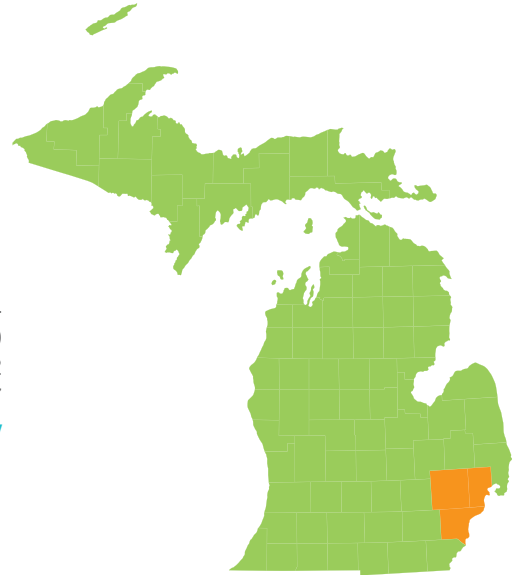
● ZONE TWO: OUT STATE

RATES (GROSS)

Full page	\$13,674
2/3 page	\$9,299
1/2 page	\$7,732
1/3 page	\$5,197

TOTAL CIRCULATION* 380,207

SOURCE: *Internal Count by DMA report 6-21-17



Florida Zones by DMA

Advertise to Targeted Zones — Available March/April and Sept./Oct.

● ZONE ONE

Panama City
Tallahassee-Thomasville
Jacksonville
Gainesville
Mobile-Pensacola

RATES (GROSS)

Full page	\$7,874
1/2 page	\$4,542
1/3 page	\$3,330

TOTAL CIRCULATION** 237,291



● ZONE TWO

Orlando
Daytona Beach
Melbourne

RATES (GROSS)

Full page	\$13,301
1/2 page	\$7,672
1/3 page	\$5,624

TOTAL CIRCULATION** 418,886

● ZONE THREE

Tampa
St. Petersburg
Sarasota

RATES (GROSS)

Full page	\$19,880
1/2 page	\$11,468
1/3 page	\$8,406

TOTAL CIRCULATION** 595,214



● ZONE FOUR

Ft. Myers
Naples
West Palm Beach
Ft. Pierce

RATES (GROSS)

Full page	\$11,159
1/2 page	\$6,437
1/3 page	\$4,718

TOTAL CIRCULATION** 369,905

● ZONE FIVE

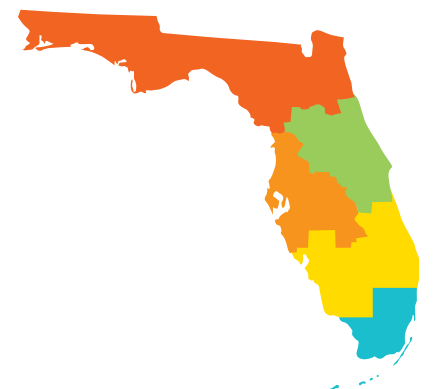
Miami
Ft. Lauderdale

RATES (GROSS)

Full page	\$11,820
1/2 page	\$6,818
1/3 page	\$4,998

TOTAL CIRCULATION** 333,372

SOURCE: *Internal Count by DMA report 6-21-17

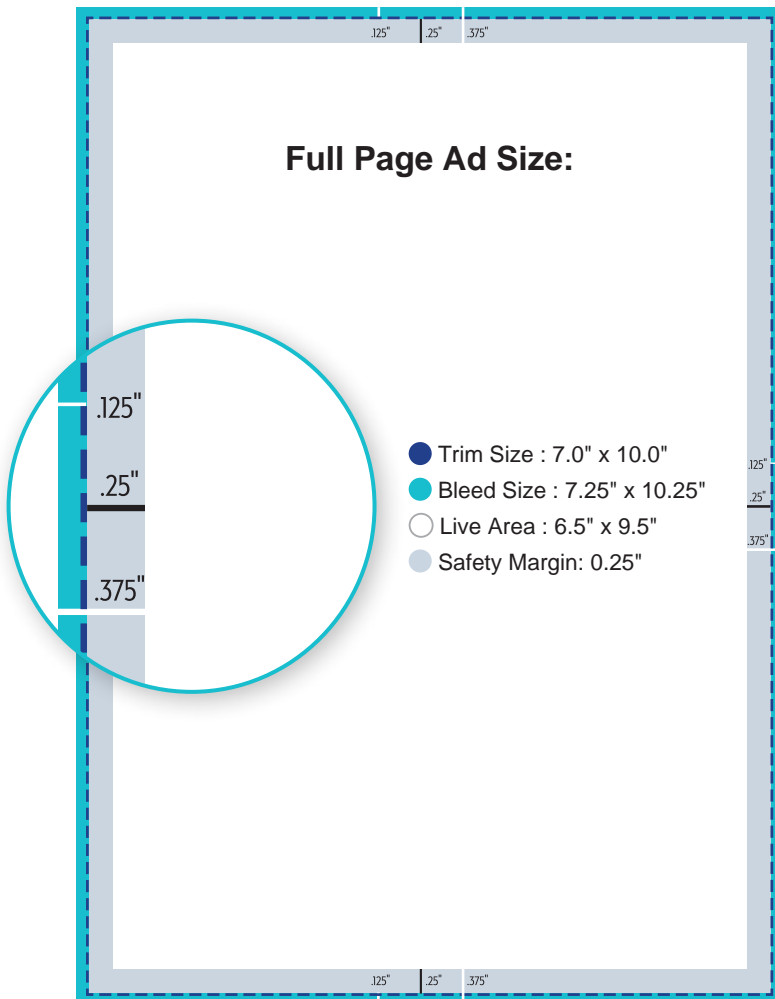


FOUR-COLOR DISPLAY

AD UNIT	BLEED AD SIZE*	TRIM SIZE	NON-BLEED AD SIZE
Spread**	14.25" x 10.25"	14.0" x 10.0"	13.5" x 9.5"
Full Page	7.25" x 10.25"	7.0" x 10.0"	6.5" x 9.5"
Back Cover	7.25" x 7.875"	7.0" x 7.625"	6.5" x 7.125"
2/3 Page Vertical	---	---	4.25" x 9.5"
1/2 Page Horizontal	---	---	6.5" x 4.6875"
1/3 Page Square	---	---	4.25" x 4.6875"
1/3 Page Vertical	---	---	2.125" x 9.5"
1/6 Page Vertical	---	---	2.125" x 4.6875"

FOUR-COLOR TRAVEL DIRECTORY

1/6 Page Vertical	---	---	2.0625" x 4.375"
1/12 Page Vertical	---	---	2.0625" x 2.0625"



MECHANICALS

Printing Process: Web Offset (Heatset)
 Binding: Saddle-stitched (jogged to the foot)

* For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides.

It is highly recommended that all critical design, type and copy elements stay within the Live Area dimensions (.25" in from trim size on all sides, or .375" in from bleed on all sides) to ensure all pertinent information is within trim safe zone.

** For spread ads, create page layout document as two facing pages each sized at 7.0" x 10.0". Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. **Allow at least .25" safety at gutter of each page for design and type running across gutter.**

ADVERTISING MATERIALS

Preferred File:

PDF created using the PDF/x-1a:2001 standard setting.

Other File Types Accepted: Macintosh InDesign, QuarkXpress, Photoshop and Illustrator. Please supply all links and fonts used in the document.

- 1) Convert all spot colors to 4 color process (CMYK)
- 2) Our maximum Total Area Coverage (TAC) or ink density is 300.
- 3) Make sure that all images are high resolution (300 ppi) and are in CMYK color mode. Note that enlarging an image with a resolution of 300 ppi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

SPONSORED CONTENT - SEASONAL IDEAS

Give AAA members reasons to visit your destination or attractions.

Winter Ideas – Jan./Feb.	\$295
Spring Ideas – March/April	\$295
Summer Ideas – May/June, July/Aug.	\$589
Fall Ideas – Sept./Oct.	\$295

Description: 75-100 words

Headline: 5-7 words

Photo: at least 400 pixels wide

URL Address



Digital Options Available with a Print Buy. Digital Content Posted on AAA.com/AAALiving will be accessible in 11 states.

DESTINATION DIRECTORY

Increase visits to your website by showcasing your destination or attraction.

Description: 30-50 words

Headline: destination name

Photo: at least 400 pixels wide

URL Address

This is a 2018 Directory.

One change available at N/C.

Each additional change \$10.

SOCIAL MEDIA DIRECTORY

Increase your followers on social media.

Photo: at least 40 pixels wide

Headline: destination name

Up to 5 addresses.

Ex: Web, Facebook, Twitter, Pinterest, Instagram

This is a 2018 Directory.

Two changes available at N/C.

Each additional change \$10.

Pricing Of The Destination/Social Media Directories - 2018 Combination Rate*

Print Buy

1-2x advertiser

3-5x advertiser

6x advertiser

Directory Rate

\$590

\$295

N/C

* Pricing will be prorated if advertising begins mid-year.

VIDEOS - SLIDE SHOWS

Bring your destination, hotel or attraction to life with a video or slide show posted to our site in 2018.

Video:

YouTube link or video file: MP4 or MOV

Description: 30-50 words, Video: 30-60 seconds

Slide Show

Size: 6-12 photos

Photo: horizontal/landscape orientation

Photo: 800 pixels wide

Photo credits

Description: Title/caption for each photo

30-50 word overall description for the slide show

Including URL

\$2940 for each video or slide show.*

\$250 charge to make changes to the video or slide shows.

DEADLINE SCHEDULE

ISSUE

Jan./Feb.
March/April
May/June
July/Aug.
Sept./Oct.
Nov./Dec.

RESERVATION

Oct. 17, 2017
Dec. 19, 2017
Feb. 20, 2018
April 17, 2018
June 19, 2018
Aug. 21, 2018

MATERIALS

Nov. 2, 2017
Jan. 5, 2018
March 8, 2018
May 3, 2018
July 5, 2018
Sept. 6, 2018

* Pricing will be prorated if advertising begins mid-year.

FOUR COLOR CO-OP : NON-BLEED

4 COLUMN AD UNIT

- 1/2 Page
- 1/4 Page
- 1/8 Page Vertical
- 1/8 Page Horizontal
- 1/16 Page
- Listing with Logo
(+ 25 words of copy)

4 COLUMN AD SIZE

- 7" x 4.1875"
- 3.4375" x 4.1875"
- 1.625" x 4.1875"
- 3.4375" x 2.0"
- 1.625" x 2.0"
- 1.625" x 1.0"

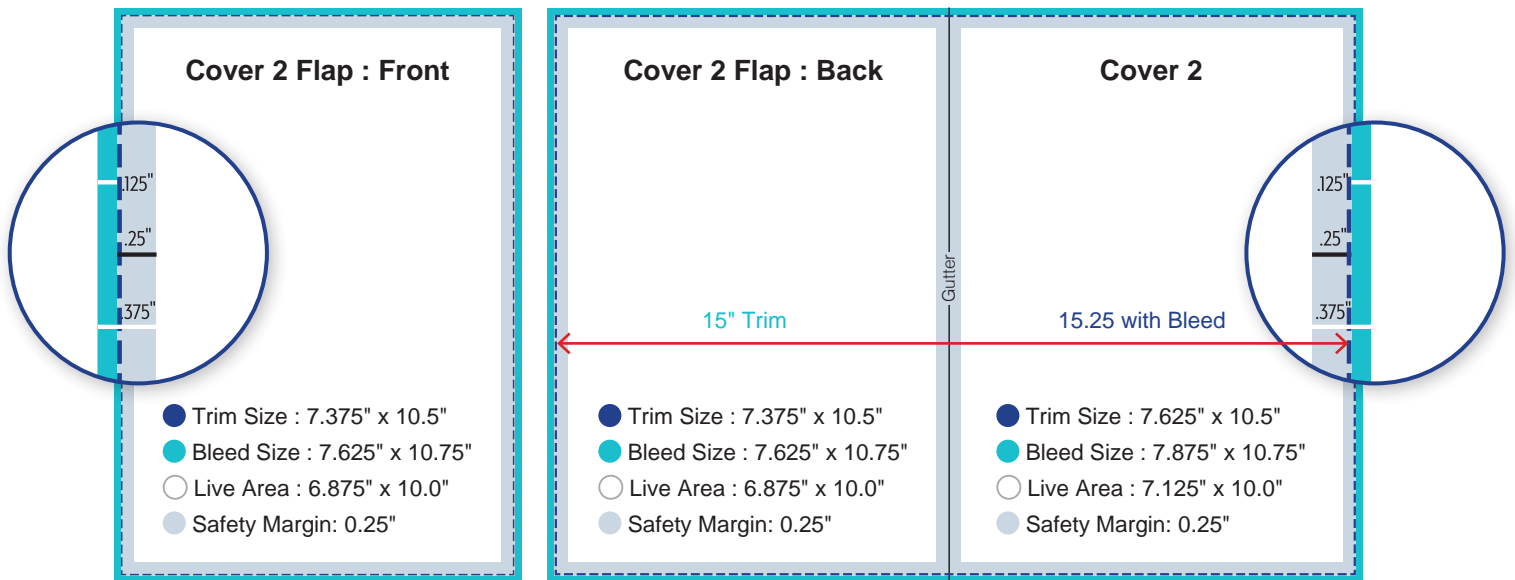
3 COLUMN AD UNIT

- 1/3 Page
- 1/6 Page Vertical
- 1/12 Page
-
-
-

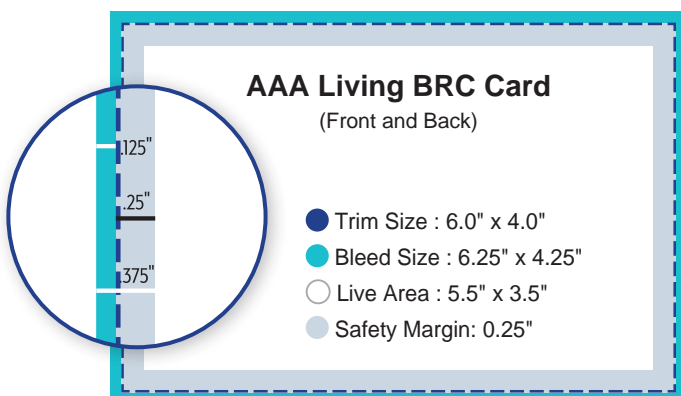
3 COLUMN AD SIZE

- 4.625" x 4.0"
- 2.25" x 4.0"
- 2.25" x 2.0"
-
-
-

GATEFOLD



BRC CARDS



DEADLINE SCHEDULE

ISSUE	RESERVATION	MATERIALS	IN HOME
Jan./Feb.	Oct. 17, 2017	Nov. 2, 2017	Jan. 6, 2018 (MI. Jan. 9, 2018)
March/April	Dec. 19, 2017	Jan. 5, 2018	March 3, 2018
May/June	Feb. 20, 2018	March 8, 2018	May 5, 2018
July/Aug.	April 17, 2018	May 3, 2018	June 26, 2018
Sept./Oct.	June 19, 2018	July 5, 2018	August 28, 2018
Nov./Dec.	Aug. 21, 2018	Sept. 6, 2018	Nov. 3, 2018

AD POLICIES

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 as depicted whether in print or digital medium) and also assumes responsibility for any claims arising thereof made against the publisher. An advertisement that simulates editorial content will be labeled with the word "Advertisement." 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.

READER SERVICE

Available to all advertisers placing insertions in print editions. Insertions received after Closing Date may not receive a listing.

COMMISSIONS/CREDIT

Agency Commission: 15% for gross rates. 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.

ADVERTISER PROOFS

Press proof required with each ad. *AAA Living* shall not be held responsible for reproduction if no proof is provided.

CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

MAILING AND SHIPPING INSTRUCTIONS

Advertising submissions via email are preferred for files less than 10 MB. The file should include the advertiser's name, the region(s) the ad is to run in, the issue date and advertiser contact information.

Email files to:

AAALiving@hour-media.com. For electronic submissions larger than 10 MB, we require advertisers to submit their ads through our secure FTP site. For login and password information, please contact the ad coordinator at 248-691-1800, ext. 128.

Advertising submissions via CD-ROMs and DVDs are also permissible. If art is mailed, a hard-copy color proof is required. Ship to *AAA Living*, Attn: Ad Coordinator, 5750 New King Drive, Suite 100, Troy, MI 48098.