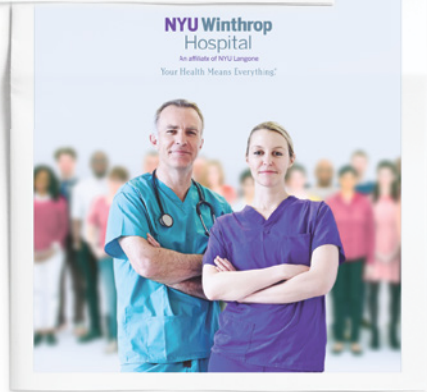
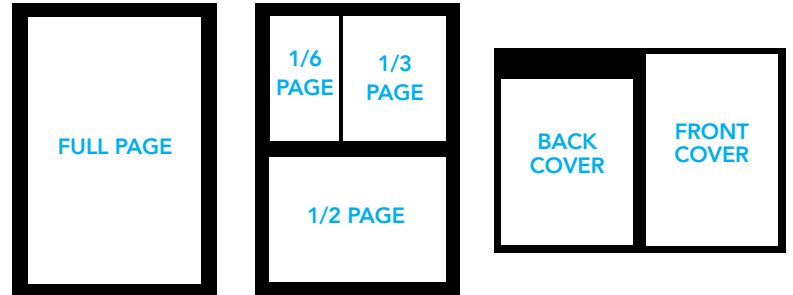


PRINT AD SPECIFICATIONS

AD SIZES : LIVE AREA [WXH]

| | |
|------------|----------------|
| Full Page | 9.75" X 11.75" |
| Half Page | 9.75" X 5.75" |
| Third Page | 5.75" X 5.75" |
| Sixth Page | 3.75" X 5.75" |
| Back Cover | 5.75" X 8.5" |



AD PREP AND SUBMISSION

Process color: CMYK

High-resolution: 300 DPI

File format: PDF, EPS, TIFF or JPG with embedded fonts

Bleeds are not available

TAC Color Density 240

Postscript or Type I Adobe fonts only

Any black text within the ad should be 100% K

Email creative to advertising@aaanortheast.com

FTP upload available for large files

READER SERVICE

Reader service is available in the May issue of Your AAA, upon request – and also in digital every month.

INSERTS



Inserts can be customized and segmented.



Advertising rates are non-commissionable. Invoice sent on issue date of publication. Payment terms net 30. AAA Northeast reserves the right to accept or decline any advertising or insert at its sole discretion. 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 AAA Northeast. Advertiser shall indemnify and hold harmless AAA Northeast, its affiliates, and its and their directors, officers, employees and agents from and against all losses, liabilities, judgments, awards, settlements, damages, fines, injuries, penalties and costs (including legal fees and expenses) to or in favor of others and all claims, causes of action and suits by others, including without limitation employees, subcontractors or agents of AAA Northeast and its affiliates arising out of the advertisement and/or insert including publication of the same and (ii) any claim that AAA Northeast or its affiliates' use or possession of advertisement infringes or misappropriates any intellectual property rights. An advertisement which simulates editorial content will be prefaced by 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. Actual mailing circulation is subject to change. Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.



PRINT AD RATES

| EDITION | FULL PAGE | HALF PAGE | THIRD PAGE | SIXTH PAGE | BACK COVER |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| CPM | \$23.10 | \$13.86 | \$8.79 | \$4.84 | \$14.67 |
| ALL EDITIONS* | \$63,557 | \$38,134 | \$24,185 | \$13,317 | \$40,363 |
| BRISTOL, MASS. EST. CIRC. 105,800 | \$2,444 | \$1,466 | \$930 | \$512 | \$1,552 |
| CENTRAL & WESTERN MASS. EST. CIRC. 164,500 | \$3,800 | \$2,280 | \$1,446 | \$796 | \$2,413 |
| ESSEX, MASS. EST. CIRC. 148,500 | \$3,430 | \$2,058 | \$1,305 | \$719 | \$2,178 |
| MIDDLESEX, MASS. EST. CIRC. 295,100 | \$6,817 | \$4,090 | \$2,594 | \$1,428 | \$4,329 |
| NORFOLK, MASS. EST. CIRC. 215,100 | \$4,969 | \$2,981 | \$1,891 | \$1,041 | \$3,156 |
| PLYMOUTH, MASS. EST. CIRC. 169,200 | \$3,909 | \$2,345 | \$1,487 | \$819 | \$2,482 |
| FAIRFIELD, CONN. EST. CIRC. 113,000 | \$2,610 | \$1,566 | \$993 | \$547 | \$1,658 |
| NEW HAVEN, CONN. EST. CIRC. 145,600 | \$3,363 | \$2,018 | \$1,280 | \$705 | \$2,136 |
| RHODE ISLAND EST. CIRC. 222,800 | \$5,147 | \$3,088 | \$1,958 | \$1,078 | \$3,268 |
| NEW JERSEY EST. CIRC. 382,000 | \$8,824 | \$5,295 | \$3,358 | \$1,849 | \$5,604 |
| NASSAU, N.Y. EST. CIRC. 129,000 | \$2,980 | \$1,788 | \$1,134 | \$624 | \$1,892 |
| NYC & UPSTATE EST. CIRC. 436,200 | \$10,076 | \$6,046 | \$3,834 | \$2,111 | \$6,399 |
| QUEENS, N.Y. EST. CIRC. 94,300 | \$2,178 | \$1,307 | \$829 | \$456 | \$1,383 |
| SUFFOLK, N.Y. EST. CIRC. 130,300 | \$3,010 | \$1,806 | \$1,145 | \$631 | \$1,912 |
| PIONEER VALLEY, MASS. EST. CIRC. 117,400 | \$2,712 | \$1,627 | \$1,032 | \$568 | \$1,722 |

State Circulation

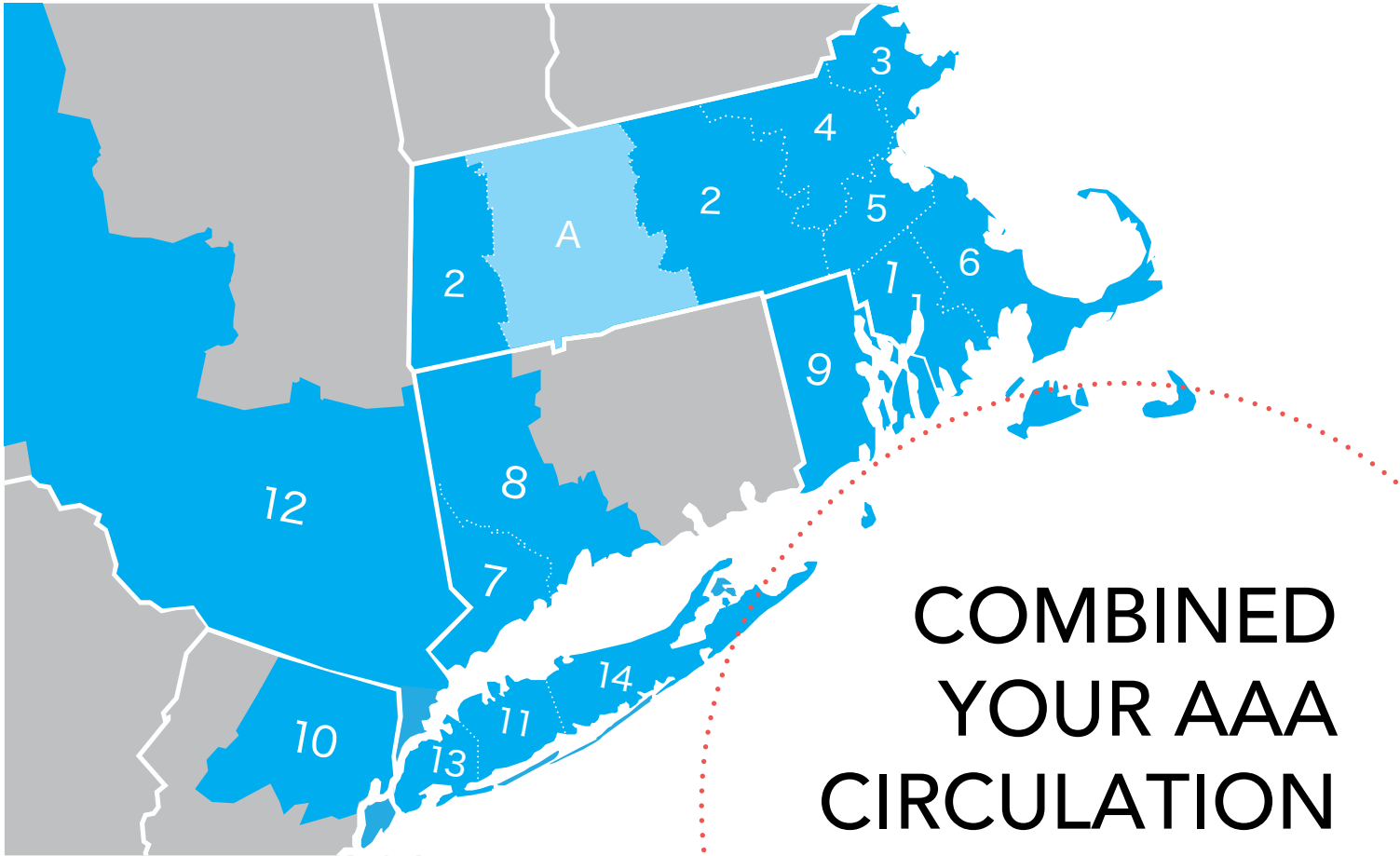
 Massachusetts: 1,098,200
 Connecticut: 258,600

 Rhode Island: 222,800
 New Jersey: 382,000

 New York: 789,800
 Pioneer Valley: 117,400

Segmentation fee \$1,000.
 *Excluding Pioneer Valley

REACH OF YOUR AAA



COMBINED
YOUR AAA
CIRCULATION

2,751,400

EDITIONS CIRCULATION

| | |
|--------------------------------|---------|
| 1. Bristol County, Mass..... | 105,800 |
| 2. Central & Western Mass..... | 164,500 |
| 3. Essex County, Mass..... | 148,500 |
| 4. Middlesex County, Mass..... | 295,100 |
| 5. Norfolk County, Mass..... | 215,100 |
| 6. Plymouth County, Mass..... | 169,200 |
| 7. Fairfield County, Conn..... | 113,000 |
| 8. New Haven County, Conn..... | 145,600 |
| 9. Rhode Island..... | 222,800 |
| 10. New Jersey..... | 382,000 |
| 11. Nassau County, N.Y..... | 129,000 |
| 12. NYC & Upstate..... | 436,200 |
| 13. Queens, N.Y..... | 94,300 |
| 14. Suffolk County, N.Y..... | 130,300 |

Additional publication available:

| | |
|--------------------------------|---------|
| A. Pioneer Valley, Mass.*..... | 117,400 |
|--------------------------------|---------|

*Pioneer Valley publishes 10 times a year (no publications in June and August)