

TRAVEL IDEAS

IN 2009 PUBLICATIONS OF AAA

Our publications are excited to announce a fantastic advertising feature in our January/February issues. We are presenting the opportunity to buy a full-page ad in our magazines for the price of a half-page ad.

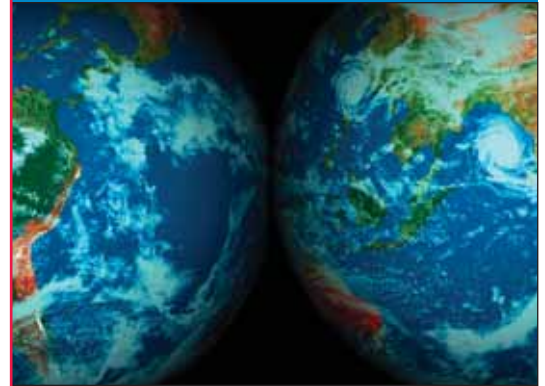
PUBLICATION	CIRCULATION	1 PAGE AD PLUS 1 PAGE ADVERTORIAL	1/2 PAGE AD PLUS 1/2 PAGE ADVERTORIAL	1/4 PAGE AD PLUS 1/4 PAGE ADVERTORIAL
AAA Home & Away	1,259,423	\$38,558	\$21,207	\$12,724
Indiana	227,310	\$11,002	\$6,051	\$3,631
Columbus	533,982	\$24,410	\$13,426	\$8,056
Miami Valley	118,946	\$6,199	\$3,410	\$2,046
Findlay	11,606	\$536	\$295	\$177
Oklahoma	201,425	\$8,829	\$4,856	\$2,914
Minneapolis	116,825	\$5,652	\$3,109	\$1,865
South Dakota	49,329	\$3,484	\$1,916	\$1,150
AAA Journeys	684,703	\$21,535	\$11,839	\$7,103
Hartford	267,951	\$10,893	\$5,991	\$3,595
Cincinnati	320,381	\$16,116	\$8,864	\$5,318
Kansas	96,371	\$4,112	\$2,261	\$1,357
AAA Car & Travel	940,000	\$37,899	\$20,844	\$12,506
AAA Traveler Kentucky	219,856	\$10,057	\$5,531	\$3,319
Midwest Traveler	510,275	\$14,293	\$7,861	\$4,717
Southern Traveler	217,111	\$6,992	\$3,846	\$2,308

All rates are gross



www.haMediaGroup.com

Quarter-Page and Full-Page Samples



SPACE DEADLINE: OCT. 24

MATERIALS DUE: NOV. 3

ADVERTORIAL MATERIALS

FULL PAGE (PLUS 1 PAGE AD)

- Photo (5x7, 300 DPI)
- Approx. 600 words of copy
- Full Page Ad: 7" x 10"
- No Bleeds

HALF PAGE (PLUS 1/2 PAGE AD)

- Photo (5x7, 300 DPI)
- Approx. 300 words of copy
- 1/2 Page Ad: 7" x 4.75"
- No Bleeds

QUARTER PAGE (PLUS 1/4 PAGE AD)

- No Photo
- Approx. 150 words of copy
- 1/4 Page Ad: 3.25" x 4.875"

