

2011 RATE CARD & SPECIFICATIONS



WE'LL TAKE YOU PLACES.

In the travel business, good news travels fast—and it makes a widespread difference. In 2009, 70 percent of AAA magazine readers took action after reading a AAA magazine. Readers called AAA Travel agents, planned vacations, modified existing travel plans and visited advertisers' Web sites—all driven just by what they saw in our pages. In fact, when planning foreign vacations, more AAA Members got their travel information from a club magazine than from television and newspapers combined.

With AAA Southern Traveler, advertisers can be confident their accounts and special offers will reach 222,922 households interested in all the benefits travel has to offer.



2011 AD RATES

RATE CARD 14

Rates effective with the Jan/Feb 2011 issue.

2011 FULL CIRCULATION RATES

Four-color

Full Page	\$7,342
2/3 Page	5,139
1/2 Page	4,038
1/3 Page	2,937
1/6 Page	1,468
1/12 Page	734

Black & White

Full Page	\$6,652
2/3 Page	4,656
1/2 Page	3,658
1/3 Page	2,661
1/6 Page	1,330
1/12 Page	665

Covers (Four-color)

2nd & 3rd	\$8,482
4th (back)	8,867

2011 TRAVEL DIRECTORY

	B&W	4C
4 inches	\$1,026	\$1,181
2 inches	751	827
1 inch	408	469

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

For more information,
call (402) 592-5000 ext. 452
or fax (402) 331-5194

TOTAL CIRCULATION:
225,559



Remainder of circulation goes to Texas.



AAA SOUTHERN TRAVELER 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"	—	—
1/12	2.25" x 2.234"	—	—

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"	—	—

Travel Directory includes Reader Service, which runs in full circulation.

MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

MACINTOSH SUPPORTED SOFTWARE

- QuarkXpress 8
- Adobe Photoshop CS4 (photos only)
- Adobe Illustrator CS4
- InDesign CS4

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, between 266 and 300 dpi.
- LPI is 133.
- Maximum ink density is 280%.
- High resolution PDF files are accepted.

PROOF (Required for all ads)

- Kodak or Epsoms proofs
- Color laser (will work as a minimum)

E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

UPLOAD INSTRUCTIONS

- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

DISCLAIMER

- H&A Media Group shall not be held responsible for reproduction if no proof is provided.
- 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 are accepted. Code should be 100% black and set to overprint. Background behind code should be white. Must be specially designated on the ad insertion order and in instructions when ad materials are submitted.

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

FULL PAGE

2/3 PAGE

1/2 PAGE H

1/2 PAGE V

1/3 PAGE S

1/3 PAGE V

1/6 PAGE V

1/6 PAGE H

1/12 PAGE



AAA Southern
Traveler

**AAA Southern Traveler is published bi-monthly on
January 1, March 1, April 15, July 1, September 1 and November 1.**

Closing dates are as follows:

JAN/FEB

Reserve space by Oct. 29, 2010
Materials due by Nov. 3, 2010

MAY/JUNE

Reserve space by Feb. 16, 2011
Materials due by Feb. 22, 2011

SEPT/OCT

Reserve space by July 1, 2011
Materials due by July 7, 2011

MAR/APR

Reserve space by Jan. 5, 2011
Materials due by Jan. 10, 2011

JULY/AUG

Reserve space by April 29, 2011
Materials due by May 6, 2011

NOV/DEC

Reserve space by Sept. 2, 2011
Materials due by Sept. 7, 2011

CANCELLATION

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

COMMISSIONS/CREDIT

Agency Commission: 15%. 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 placing insertions in full circulation. 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 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.

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

