

AAA Midwest Traveler Full Circulation Rates

Rate Card 67

Rates effective with the January/February 2017 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

Circulation (Each Issue) **602,740**

Full Page \$16,545

2/3 Page \$11,582

1/2 Page \$ 9,927

1/3 Page \$ 6,618

1/6 Page \$ 3,309

Covers (Four Color)

2nd & 3rd Cover \$17,985

Travel Directory

4 Inch \$ 2,417

3 Inch \$ 1,699

2 Inch \$ 1,330

1 Inch \$ 595

Regional Rates

Circulation

(Each Issue)

Full Page

1/2 Page

Western Zone

243,281

\$7,850

\$4,320

Eastern Zone

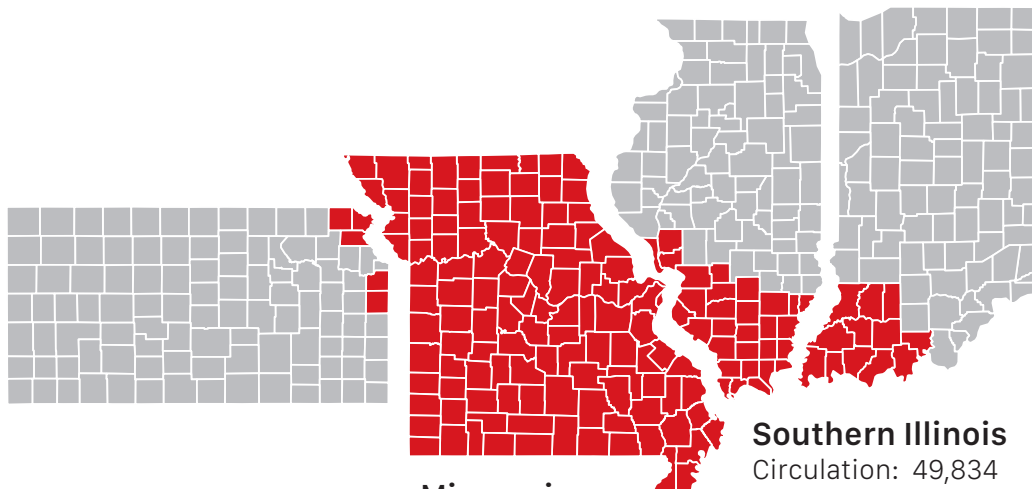
349,247

\$11,290

\$ 6,210

Eastern Kansas

Circulation: 63,783



Missouri

Circulation: 450,079

Southern Illinois

Circulation: 49,834

Southwestern Indiana

Circulation: 33,489

Mailed to AAA households, September/October 2016 mailing

*Balance goes to other states.



AAA Midwest Traveler Specs and Material Closings

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"
1/3 SQUARE	4.625" X 4.75"		
1/3 VERTICAL	2.25" X 9.625"		
1/6 VERTICAL	2.25" X 4.75"		

REGIONAL 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"



January/February

Reserve Space By Oct 28, 2016
Materials Due By Nov 4, 2016
In home Dec 29, 2016

March/April

Reserve Space By Jan 6, 2017
Materials Due By Jan 13, 2017
In home Mar 2, 2017

May/June*

Reserve Space By Feb 17, 2017
Materials Due By Feb 24, 2017
In home April 15, 2017

*Mails early each year

July/August

Reserve Space By May 5, 2017
Materials Due By May 12, 2017
In home June 30, 2017

September/October

Reserve Space By July 7, 2017
Materials Due By July 14, 2017
In home Sep 1, 2017

November/December

Reserve Space By Sep 8, 2017
Materials Due By Sep 15, 2017
In home Nov 3, 2017

AD POLICIES

Cancellation

Cancellations will not be accepted by the publisher after the 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. Any advertisement that simulates editorial content will be labeled as advertisements. When a date 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.

AD SPECIFICATIONS

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
- Adobe Creative Cloud

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

DELIVERY OPTIONS

Email Delivery

Email to: ads@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 are accepted, but should be 100% black and set to overprint.

Complete advertising specifications can also be found at www.haMediaGroup.com/ratecards
For additional information, call 402.592.5000 ext. 294 or ext. 456

