

ADVERTISE IN THE...



The Newsletter for Members of AAA North Penn

Direct mailed to 132,000 households who are AAA members with these demographics...

Male/Female	46%/54%
Median Age	54
Median Household Income	\$51,600
Married	65%
Persons per household	2.7
Vehicles per household	2.14
Education (bachelor's or higher)	35%
Total Members	193,613



Now is your chance to advertise to a very targeted affluent, well-educated, middle-aged market with discretionary income who are looking for YOUR products and services. Our readers are perfect prospects for hotels, restaurants, automotive service centers, new car dealers, resorts & golf clubs, fitness centers, home improvement and more.

For as little as \$864, you can reach over 193,000 new customers... \$4.48 cost per thousand! Compare our cost and number of prospects reached with your local media coverage and see the difference! Contact us today to find out more.

	6x	3x	1x
4-Color Full Page	\$5,108	\$5,271	\$5,434
2/3 Page	\$3,729	\$3,848	\$3,967
1/2 Page	\$2,947	\$3,041	\$3,135
1/3 Page	\$2,161	\$2,230	\$2,301
1/4 Page	\$1,671	\$1,725	\$1,778
1/6 Page	\$1,180	\$1,218	\$1,255
1/8 Page	\$ 864	\$ 880	\$ 902

AAA North Penn News Northeast and AAA North Penn News North Central are the official publications for members of AAA North Penn. AAA North Penn News reaches approximately 193,000 AAA members in 132,000 households throughout north central and northeast Pennsylvania. AAA North Penn News is published bi-monthly six times a year. Each issue provides information about travel and vacation opportunities, automotive concerns, news about the AAA North Penn staff and members, and safety and legislative updates.