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**The Newsletter for Members of AAA North Penn**

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**About AAA North Penn News**

AAA North Penn News is the official publication for members of AAA North Penn. AAA North Penn News reaches approximately 192,000 AAA members in 132,000 households throughout north central and northeast Pennsylvania, including these 11 counties: Lackawanna, Monroe, Wyoming, Pike, Wayne, Susquehanna, Bradford, Sullivan, Tioga, Lycoming and Potter counties.

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.

Advertising in AAA North Penn News is an inexpensive, yet effective way to reach travelers in the greater Scranton, Endless Mountains, Pocono Mountains, greater Williamsport and north ventral Pennsylvania regions.

**AAA Members Demographics**

Male/Female	46%/54%
Median Age	54
Median Household Income	\$51,600
Marital Status	65% married
Persons per household	2.7
Vehicles per household	2.14
Education (bachelor's or higher)	35%

Total Circulation	
Primary Members (households)	132,000
Total Members	192,000

**Ad Rates** Rate Card No. 17 (effective Jan. 1, 2007)

4-Color	6x	3x	1x
Full Page	\$5108	\$5271	\$5434
2/3 Page	\$3729	\$3848	\$3967
1/2 Page	\$2947	\$3041	\$3135
1/3 Page	\$2161	\$2230	\$2301
1/4 Page	\$1671	\$1725	\$1778
1/6 Page	\$1180	\$1218	\$1255
1/8 Page	\$864	\$880	\$902

**Trim Size: 10.5" x 13.25"**

**Live Area: 9.5" x 12"**

<b>Ad Sizes</b>	<b>Width</b>	<b>Height</b>
Full Page	9.5"	11.75"
2/3 Vertical	7"	9.5"
1/2 Horizontal	9.5"	5.75"
1/2 Vertical	4.5"	11.75"
1/3 Horizontal	7"	5.25"
1/3 Vertical	4.5"	7.75"
1/4 Vertical	4.5"	5.75"
1/6 Vertical	4.5"	3.75"
1/8 Horizontal	4.5"	2.75"

**Electronic File Specifications**

Preferred material is a live (editable) computer file in Macintosh InDesign format. Others include MAC Abode Photoshop or Illustrator. Quark files are not accepted. CD-ROM or Flash drive only. Include all high resolution (300 dpi) support files with colors converted to CMYK as well as printer and screen fonts.

Send to: H&A Media Group/Ann Taylor  
10703 J St Ste100  
Omaha, NE 68127

PDF files in Acrobat 6, 7, 8, or 9 must have all fonts and high resolution images embedded.

E-mail to: [ataylor@haMediaGroup.com](mailto:ataylor@haMediaGroup.com)

Or Upload to:

<http://ads.haMediaGroup.com>

**For more information, contact:**

H&A Media Group  
(800) 390-7466 email:  
[tausenbaugh@haMediaGroup.com](mailto:tausenbaugh@haMediaGroup.com)

**Note:** All ads are subject to publisher's approval.