

## Readership

Three in five AAA members (63 percent) have read or looked into each of the last four issues of their AAA club publication. Club publications have an average of two readers per copy for a total AAA World readership of 4.5 million plus.

## Mechanical Specifications

### ADVERTISING MATERIAL

Digital materials (preferred): PDF files (please contact your sales representative for specifications); EPS files, CMYK (no spot colors unless by special arrangement with sales representative), all type converted to outlines; CMYK TIFF files, 300 dpi minimum; InDesign, QuarkXPress native files with all postscript fonts and art included (True Type and Bitstream fonts will not be accepted).

### INSERTS

Consult your AAA World sales representative for specification sheet. Publisher reserves the right to omit inserts not complying with specifications.

### DIGITAL FILE DELIVERY

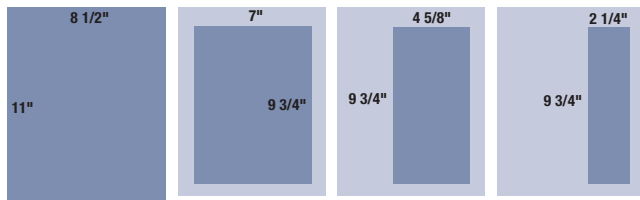
AAA World accepts digital files through many portals, including e-mail and FTP. Please contact your AAA World sales representative for details on digital file transfer.

### ADVERTISER PROOFS

Two press proofs required with each ad. AAA World shall not be held responsible for color accuracy if no color proof is provided.

## Ad Sizes (in inches)

	Width	Height
Magazine Trim Size	8	10 1/2
Two-Page Spread	14 5/8	9 3/4
Full-Page	7	9 3/4
Full-Page Bleed	8 1/2	11
2/3 Vertical only	4 5/8	9 3/4
1/2 Horizontal only	7	4 3/4
1/3 Vertical	2 1/4	9 3/4
1/3 Square	4 5/8	4 3/4
1/6 Vertical only	2 1/4	4 3/4
1/12 Square	2 1/4	2 1/4
Travel Planner Ads	2 1/4 wide	

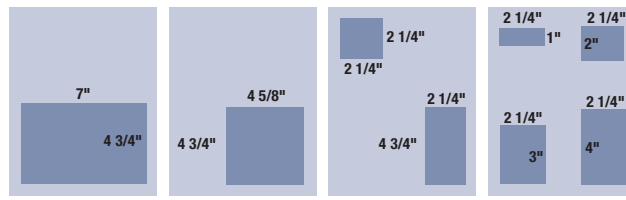


Full-Page with 1/4" Bleed

Full-Page

2/3 Page

1/3 Vertical



1/2 Page

1/3 Page

1/12 and 1/6 Page

Travel Planner

## Demographics

Median Age of Primary Member	58.2
Female	56%
Male	44%
Average Annual Household Income	\$112,900
Executive/Professional/Managerial	67%
Home Ownership	91%
Reads Magazine Regularly	76%
Took a Domestic Trip	97%
Took Action as a Result From Magazine	67%
Traveled more than 100 miles*	86%
Travel with Children	38%
Took Weekend Trip*	77% (3.6 trips)
Access to Internet	74%
Visited a Museum*	49%

\*In last 12 months

## Multiple Publication Discounts

Two Publications	5%
Three Publications	10%

## Advertising Rates

Three or More Issues	5%
Six Issues	10%

## Premium Placement (Covers)

Inside Front Cover	+10%
Inside Back Cover	+5%
Outside Back Cover	+15%

## 2009 Publishing Calendar

Issue	Space	Ad Material	In Home
Jan./Feb.	Nov.14	Nov.28	Dec.31-Jan.5
Mar./Apr.	Jan.9	Jan.23	Feb.27-Mar.2
May/June	Mar.6	Mar.20	Apr.28-May1
July/Aug.	May8	May22	Jun.25-29
Sept./Oct.	July10	July24	Aug.27-31
Nov./Dec.	Sept.11	Sept.25	Oct.27-30
Jan./Feb. ('10)	Nov.13	Nov.27	Dec.29-Jan.2

*No cancellations accepted after the closing date.*

**To advertise, please call 1.888.AAA.4252**