

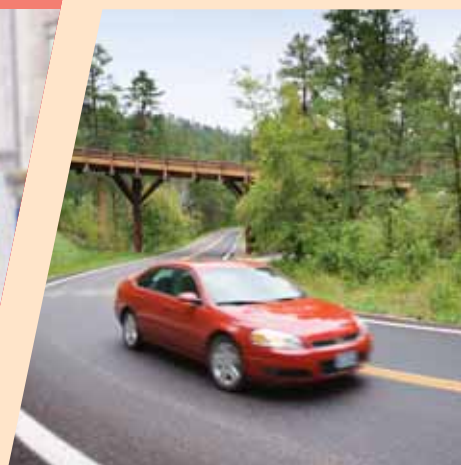
2010 RATE CARD & SPECIFICATIONS



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.



2010 AD RATES

RATE CARD 13

Rates effective with the Jan/Feb 2010 issue.

2010 FULL CIRCULATION RATES

Four-color

Full Page	\$6,992
2/3 Page	4,894
1/2 Page	3,846
1/3 Page	2,797
1/6 Page	1,398
1/12 Page	699

Black + 1 color (cyan, yellow or magenta)

Full Page	\$6,666
2/3 Page	4,667
1/2 Page	3,667
1/3 Page	2,667
1/6 Page	1,333
1/12 Page	667

Black & White

Full Page	\$6,335
2/3 Page	4,434
1/2 Page	3,484
1/3 Page	2,534
1/6 Page	1,267
1/12 Page	633

Covers (Four-color)

2nd & 3rd	\$8,078
4th (back)	8,445

2010 TRAVEL DIRECTORY

	B&W	2c	4c
4 inches	\$977	\$1,074	\$1,125
2 inches	715	788	821
1 inch	389	426	446

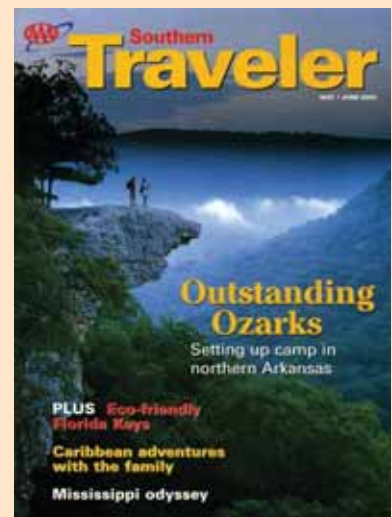
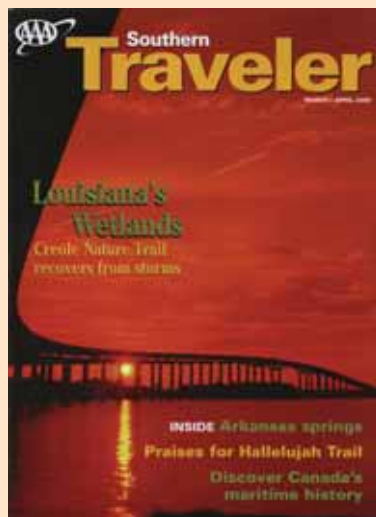
Travel Directory includes Reader Service and is only available in full circulation. (2.25" wide by size purchased)

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

TOTAL CIRCULATION:
222,922



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 10"	15.75" x 10.8125"	16" x 11.0625"
Full Page	7" x 10"	7.875" x 10.8125"	8.125" x 11.0625"
2/3 Page	4.625" x 10"		
2/3 Page Bleed	4.375" x 10"	5" x 10.8125"	5.25" x 11.0625"
1/2 Horizontal	7" x 4.75"	7.875" x 5.625"	8.125" x 5.875"
1/2 Vertical	4.625" x 7.125"	—	—
1/3 Square	4.625" x 4.625"	—	—
1/3 Vertical	2.25" x 10"	—	—
1/6 Horizontal	4.625" x 2.375"	—	—
1/6 Vertical	2.25" x 4.75"	—	—
1/12	2.25" x 2.25"	—	—

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 and is only available in full circulation.

MECHANICALS

Printing Process: Web Offset (Heatset)
Trim Size: 7.875" x 10.8125"
Binding: Saddle-stitched

MEDIA

- CD-ROM or DVD

MACINTOSH SUPPORTED SOFTWARE

- QuarkXpress 7
- Adobe Photoshop CS3 (photos only)
- Adobe Illustrator CS3
- InDesign CS3

FILES

- All elements in ad must be included with file.
- High resolution, between 266 and 300 dpi.
- Save as CMYK; eps, jpeg or tif.
- TIFF/IT files are not accepted.
- File compression with Stuffit or zip.

PDF FILES

- PDF files are accepted.

PROOF (Required for all ads)

- Kodak digital proofs
- Epsos
- Color laser (will work as a minimum)
- Press proof required with each ad. H&A Media Group shall not be held responsible for reproduction if no proof is provided.

FONTS

- Use Postscript Type 1 fonts.
- Adobe Multiple Master Fonts, TrueType and Open Type fonts are not accepted.
- Send screen fonts, printer fonts and those included in eps files.
- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).

E-MAIL DELIVERY

- E-mail to: ataylor@hamedia.com

UPLOAD INSTRUCTIONS

- Must be compressed.
- <http://ads.hamedia.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.
- Ads not conforming to correct sizes will not be used.
- Extra charges may apply if materials are received in IBM software. Call for pricing.

Complete advertising specifications can also be found at <http://www.hamedia.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, 2009
Materials due by Nov. 3, 2009

MAY/JUNE

Reserve space by Feb. 16, 2010
Materials due by Feb. 22, 2010

SEPT/OCT

Reserve space by July 2, 2010
Materials due by July 7, 2010

MAR/APR

Reserve space by Jan. 5, 2010
Materials due by Jan. 8, 2010

JULY/AUG

Reserve space by April 29, 2010
Materials due by May 6, 2010

NOV/DEC

Reserve space by Sept. 2, 2010
Materials due by Sept. 7, 2010

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 pre-faced 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

