

BEYOND PRINT



WE'LL TAKE YOU PLACES.

These days, the Internet is commonplace. And with the everyday availability of online travel guides, mapping, and airline ticket and rental car bookings, travel has gone high-tech; AAA Southern Traveler has, too.

Our AAA.com/Traveler is brimming with the kind of bonus features every good Web site should have, such as our new online departments – Behind the Scenes and Reviews From the Road. More Web-only content comes in the form of our unique Enhanced Editorials, furnished by advertisers and polished by our Editorial staff. But we're more than what we print—we're a forerunner in the AAA group with expert technical and design associates who regularly create client micro sites and banner ads all integrated into comprehensive campaigns providing the opportunity for increased response and improved results.



THINK OUTSIDE THE MAILBOX



Web Banner Top

Communicate your branding or call-to-action message to AAA members and prospects on one or more AAA-related Web sites.



www.OurAAA.com/Traveler

Enhanced Editorial

Now customized stories about your destinations can be a part of AAA magazine Web sites — the largest membership magazine Web sites featuring travel in the country. Whether you want just a basic story written or you want to arrange for a AAA writer to experience your destination firsthand, you now have even more access to AAA readers. Additionally, Enhanced Editorial will be included in the complete AAA magazine Web site content portfolio and included in appropriate site search results.





We've got two new products you might find interesting. And they're FREE to AAA magazine clients.

Hint: You should contact your advertising rep now for details!

Online Events Center

After AAA magazines, the Internet is the place where most people find out more about events—both to help decide where to vacation and how to enhance an already-planned trip.

The Online Events Center allows your destination to list one or more specific events—and the details about these events—in a searchable database. This allows AAA members to choose all events or filter their selections based on specific criteria, and find out more about options for their upcoming travels.

www.OnlineEventsCenter.com



www.TravelSift.com

TravelSift.com

In the “good ol’ days,” people would read magazines, learn about new destinations, products and/or services, then circle their choices on a postcard and mail it. Six to eight weeks later, information would arrive and, hopefully, they would act on it. Today, it’s much different.

TravelSift.com is a more efficient and effective way for people to request their travel information in the formats they want. Whether it’s immediate (via electronic delivery) or within three to five business days (through postal delivery), TravelSift.com provides easy access to your information to help influence travelers as they make their plans.

