

AAA – GOING PLACES SOUTH

GOING PLACES “South” edition is issued bi-monthly and is edited to provide information on travel, featuring domestic and international destinations, AAA tour news, weekend driving tours, and numerous articles on where to stay, dine, shop, and sights to see.

Issue Date: May/June 2012 (VISIT FLORIDA section)

Circulation: 2,501,200 AAA households in Florida, Georgia and western Tennessee

Unit Size: Formatted ad (maximum 6 partners)

Net Rate: **\$3,500**

Value: \$5,950

Partner benefits:

- Partners enjoy a 42% discount
- In-book reader service listing in May/June 2011
- Direct link from AAA Going Places online reader service page to advertiser's website for 90 days
- Section replication online with logo buttons that link to advertiser's website
- Bonus distribution in Puerto Rico, approximately 20,000

Deadline: **February 10, 2012**

Reserve Space: Mike Eiseman, AAA Going Places, 813-289-5931, meisman@aaasouth.com

Send ad materials to:

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Fort Lauderdale, FL 33301
954.874.9000
vserrano@starmark.com

Specifications:

Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. All advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

AAA will handle the billing.