

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, cruise news and opportunities, AAA tour news, weekend driving tours, automobile reports, humorous travel stories, and numerous articles on where to stay, dine, shop, and sights to see. AAA Going Places Magazine is published in two editions (North & South) for a total of 20 AAA clubs.

Issue Date: May/June 2010 (VISIT FLORIDA section)

Circulation: 2,551,000 AAA households in Florida, Georgia and western Tennessee

Unit Size: 1/6 page 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 2010
- 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, 2010

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

Send ad materials to: Lisa Craig, Starmark
1815 Griffin Road #300, Dania Beach, FL 33004
lcraig@starmark.com, 954-874-9014, F: 954-874-9011
Property picture, logo, address, phone numbers, trackable URL and 25 words of copy (including a “From \$xxx” rate or value offer that will be featured for your property). 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 Word document.

AAA will handle the billing.