

SUPERIOR SMALL LODGING AAA World - MidAtlantic Region

AAA World is published six times a year. Greater Fort Lauderdale Convention & Visitors Bureau will run a page, 4c co-op ad in the May/June issue, which will encourage readers to take advantage of special offers and discounts available to promote summer business. Superior Small Lodging partners enjoy a 95% discount.

Partner benefits:

- 95% discount off the rate card
- Reader Service Listing
- Hyperlink to AAAworld.com for 90 days

Reader Profile:

- 75% have taken a weekend trip within the last 12 months
- 40% have traveled to a destination advertised or written about
- 26% called a toll-free number from a destination ad

Key Facts:

- 44% of AAA members in Northern NJ/metro NY vacation in Florida (214 index)
- 59% said their activities include visits to Historical or Cultural (museums, festivals) places of interest.

Issue Date:

May/June 2010 AAA households in Mid-Atlantic US

Circulation:

1,597,000

Unit Size:

Formatted 4C

Net Rate:

\$500 (SSL only)

Value:

\$10,135

Deadline:

March 10, 2010

Send materials to:

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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. Checks payable to Starmark.