

## AAA – LIVING MAGAZINE AD

AAA LIVING “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.

**Circulation:** 300,000 AAA households in Florida, Georgia (South)

**Issue Date:** May/June 2017 - VISIT FLORIDA section

**Max # of partners:** 6

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

**Value:** \$5,950

**Partner benefits:**

- AAA members accounted for 37% of Florida room nights. Partners enjoy a 42% discount.
- In-book reader service listing in May/June 2016
- Direct link from AAA Living 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 10,000

**2015/2016 results:** 2,636 leads to date

**Space & Material deadline:** February 13, 2017

**Reserve Space:** Mike Eisman, AAA Living, 813-289-5931, [meisman@aaasouth.com](mailto:meisman@aaasouth.com)

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**Specifications:** GFLCVB recommends a retail or value offer be included. All advertisers to provide images in 300 DPI, Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. Agency CMYK, TIF, EPS, or JPG files.

**AAA WILL HANDLE THE BILLING**