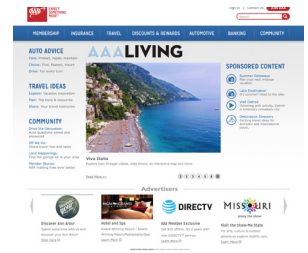


# AAA LIVING

Be sure to include *AAA Living* in your 2018 plans to reach AAA members who:

- Travel More • Stay Longer
- Spend More



[AAA.com/AAALiving](http://AAA.com/AAALiving)

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## North Dakota Circulation and Rates

North Dakota Circulation\*\*\*: **36,787**  
Net Rates\*\*:

Full Page.....	\$2,102
1/2 Page.....	\$1,155
1/3 Page.....	\$842

## Statistics\*

- AAA members accounted for 25% of North Dakota room nights
- 55% of AAA member overnight travelers to North Dakota stayed in paid accommodations
- Average annual HHI travelers to North Dakota

AAA Member \$130,816 | Non-Member \$98,020

## 2018 North Dakota Region Editorial

### Jan./Feb.

Sky's the Limit: How to See the Aurora Borealis; 2018 Fargodome Events preview: Best Reasons to Visit the Fargodome This Year; Casinos: Fun things to do besides gamble; Salt caves in ND Sidebar: Salt treatment at Cedar Canyon Spa (halotherapy); Get Up & Go

Reservation: **Oct. 19, 2017**

### March/April

Famous ND Homes You Can Visit : Teddy Roosevelt's Maltese Cross Cabin, Custer House, Chateau des Mores, Lawrence Welk Birthplace; Fargo Film Festival Sidebar: How to be a local extra on film or TV sets; Q&A with a vendor from the Spring Craft Fair in Minot; Bring Fido! Pet-Friendly Attractions (Fargo Air Museum, International Peace Garden, more. Tie to National Pet Day, April 11); Get Up & Go

Reservation: **Dec. 21, 2017**

### May/June

Opt Outside: Outdoor Adventures (Get Outdoors Day, June 8: rock climbing at Badlands, Bike the Border); Feed the giraffes at Roosevelt Park Zoo (World Giraffe Day, 6/21) ; Rhubarb Festival in Rugby, raising money for a new WWI exhibit; Weekend in Medora (incl. circa-1884 Rough Rider Hotel, 3 Diamonds); Get Up & Go

Reservation: **Feb. 22, 2018**

### July/Aug.

Scenic Campgrounds; Theodore Roosevelt National Park Star Party: Annual event hosted by Northern Sky Astronomical Society (Aug. 10-12, 2018 for the Perseid meteor shower); 3 Ways to Win at North Dakota State Fair (Diaper Derby, eating contests, milking a cow contest, etc.); Paddle Boarding (tours, lessons, etc) - Fargo, Bismarck, Mandan; Get Up & Go: Food festival roundup (Chokecherry Festival in Williston, Great Tomato Festival in Minot, Must-Try Foods at the North Dakota Ukrainian Festival), How to Explore North Dakota's Railroad History

Reservation: **April 18, 2018**

### Sept./Oct.

Themed section: State Bucket List; Get Up & Go: Scenic Byways (specifically Things to see on the Sheyenne River Valley Scenic Byway, the state's first)

Reservation: **June 20, 2018**

### Nov./Dec.

Diamond-rated hotels with cool indoor pools: Kelly Inn & Suites in Fargo, Ramokta Bismarck; Medora's Old Fashioned Cowboy Christmas; Made-in-North Dakota products; First Day Hike: Evening hike on January 1, cross-country ski, snowshoe, or hike, dotted with candle luminaries at Fort Stevenson State Park; Get Up & Go

Reservation: **Aug. 22, 2018**

Source: \*D.K. Shifflet & Assoc., Ltd. DIRECTIONS Performance/Monitor 2015 data. \*\*AAA Living Media Kit 2017, rates based on 3-5X \*\*\* AAA Living Publisher Statement dated December 31, 2016.



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