

# ADVERTORIAL PROGRAM

Advertorial ad examples that ran in 2022 (below)



**A New Adventure Everyday!**

Travel is a place that has Old World towns, grapevines, olive, traditional Cerman foodstuffs, vineyard and plans getting ever with Scandinavian goods.

See a natural beauty perched on the Chubbuckocher River in the Northeast Georgia Mountains. Alpine Helen White Covered is a historic 19th-century granite bridge, art studio and specifically the Statue of Liberty. Visit and Performing Arts, the Helen Arts and Heritage Center, the Folk House Museum of Northeast Georgia.

Sleep at more than 150 shops in Helen and Staton Snowshoe with the average Old Stone Inns and the surrounding boutique of the Helen Inns.

Taste Helen offers over 25 restaurants. Café, Bakery's and only shops to enjoy your time here.

Experience the world's largest model railroad museum at Cherokee Kingdoms, and Railroad General Hospital home of the Callaghan Kids. Simply simply model railroad shops.

Get nesting for gemstones in three different locations. Take down the Chubbuckocher River into Helen in the Mountains. Try one of three beautiful locations. Fly fishing on North Creek, Helen Creek or the Chubbuckocher River.

Take the Cassin White trail and enjoy night around visiting White Country Winery/Tasting room. A ride down the mountain on the Alpine Coaster. Plan your trip to Helen, Georgia. Old world, historical, building and nature at its best.

Explore the many wonderful and hiking trails in the region including the Helen New Park hike trail, connecting, connecting daily activities and the country's most difficult mountain trail. Near the Helen Hikes, Helen Park and beautiful views.

Conservation area and Alpine shops.

Stay at Helen Mountain Lodge, Staton Snowshoe or in the world's largest or luxury Cabins and B&Bs.

For the best and more options visit us at [www.helenga.org](http://www.helenga.org) or call 1-800-858-8027

**Alpine Helen**  
800-858-8027  
[www.helenga.org](http://www.helenga.org)

**stay in Mackinaw City**

**HISTORY | ATTRACTIONS | DAY TRIPS | DINING | ACCOMMODATIONS**

It's time to **LAND IN MACKINAW**

Find the perfect place to stay during your Mackinaw Adventure is easy. This small harbor village takes pride in providing vacation accommodations that are comfortable and convenient. There are over 2700 hotel/motel rooms and numerous Bed & Breakfasts.

The Mackinac Straits Area is proud to be the home of three National Historic sites, a unique shopping village with free night view light shows at dusk, and a free evening lumberjack show.

The Mackinaw Area Visitors Bureau is your resource for everything that's going on in the Straits area from summer fun and festivals to family adventures and more. Call a team of Mackinaw City about one of our ferry trips and visit Mackinaw City for the day.

[mackinawcity.com](http://mackinawcity.com) • 800-666-0160

**FLORIDA**

**DISCOVER THOUSANDS OF HOTELS BY WYNDHAM**

22 brands. 80 countries. 6,000 hotels.

Save 10% or more on hotel stays. Find your Wyndham - call 800-795-4433 and mention you are a AAA member or go to [www.yourtraveltips.com](http://www.yourtraveltips.com)

With a portfolio of 22 iconic brands, Wyndham Hotels & Resorts welcomes travelers with good taste, offering 80+ countries across the globe. You'll find a diverse mix of hotels for road trips, airport layovers, beachfront getaways, and everything in between. Whatever you go, Wyndham will have the room you want.

**Hotel Gems in Florida**

**Wyndham Grand Clearwater Beach**  
An Elegant Stay at One of the World's Best Beaches

Spectacular accommodations, an extraordinary oceanfront setting, beautiful garden surrounds, an award-winning resort chef from famous Clearwater Beach, recently named America's Best Beach by TripAdvisor. It's also across the street from Clearwater Beach Marina, offering access to boating activities, and steps to Pier 60, known for its sunset celebrations.

Located on the Intracoastal Waterway, the Wyndham Grand Jubilee at Hothouse Plantation is the very best of Jubilee in your fingertips. Enjoy the upscale shopping, nightlife, and fabulous dining at Hothouse Plantation or visit breathtaking beaches and world-class golf courses.

For more information and to receive 10% off or more on hotel stays, please visit [www.wyndhamhotels.com](http://www.wyndhamhotels.com) or call 800-795-4433 and mention you are a AAA member.

**AAA Members, make more memories. Save 10% or more\* on hotel stays.**

Scan here to book or call 800-879-4103

**FLORIDA**

**DISCOVER WHY PENNSACOLA IS THE WAY TO BEACH**

Needed in the northwest corner of Florida, Pensacola is unique among beach destinations because it is a city with an old soul. The city's vibrant, multicultural past dates back to 1565, influenced from Britain, France and Spain are reflected in the city's architecture, local cuisine and festivals. On Downtown Peninsula, every step you take is a walk through history. It's a vibrant and progressive destination with trendy shopping, dining and nightlife.

You'll need to fuel up for your Pensacola adventures and there are dining options to suit every taste. Pensacola's unique blend of coastal cuisine draws on the city's cosmopolitan and proximity to the booming fisheries of the Gulf. Whether your preferred dining style is fine in the sand, prepare yourself on land, an elegant waterfront restaurant with chef's outdoor cuisine, trendy downtown dining, or something in between. Pensacola is the place to satisfy your seafood craving.

But you haven't truly experienced Pensacola until you try your best into the water while sand and positive vibes of the world's famous beaches of Pensacola and Perdido Key. Come in you and hang out with the locals at beach bars and restaurants and be sure to try Pensacola's signature drink, the Bushwacker. A delicious, mouth-watering, non-alcoholic, your beach day essential. See how and how, it is.

Plan your trip at [VisitPensacola.com](http://VisitPensacola.com) and discover more reasons why Pensacola is the way to beach and should be your next beach destination.

**THE WAY TO BEACH**

In Pensacola you can have the world's best. Sunbath, coffee and a sandy beach are good for the soul.

**Pensacola**  
FLORIDA  
FIND YOUR WAY TO VISITPENSACOLA.COM

**Pure Ludington**

**MICHIGAN**

If your idea of the perfect vacation is sugar sand beaches, clear blue waters along 28 miles of Lake Michigan shoreline, outdoor adventures fishing or biking, climbing to the top of historic lighthouses, or exploring a charming downtown, Ludington is your destination for Pure Michigan Fun.

Ludington may be a great place to relax and unwind, but it is anything but sleepy. Summer brings a diverse itinerary of fun and exciting events. Worth popular events such as live music at our parks, beach bonfires at sunset, and craft beer festivals, there is always something to keep you and your family entertained during your stay.

A part of every vacation is great food and drink, and in Ludington you can find a unique variety of restaurants. From sidewalk cafes, diners with waterfront views, and great options to take a bite by park, something to savor to capture your attention and tantalize your taste buds.

No matter what you're seeking - fun for the whole family, a beach or outdoor adventure, a peaceful get away, or just a community of friends. Here you can find it here in Ludington, Michigan. Start planning your getaway to Pure Ludington.com

**YOUR SUMMER STARTS HERE.**

**PURELUDINGTON.COM**

**South Haven on Lake Michigan**

Find your **ESCAPE**

Enjoy our amazing views, beautiful beaches, and more than 100 unique restaurants and quaint shopping all within walking distance from our more lodging options. If you are looking to unwind, South Haven has it all and only a 3 hour drive from the east side of Michigan.

For breakfast fare, appreciate small plates, classic onion rings, or even gourmet hot dogs. At the end of the day, find yourself wandering back to the beach to catch a stunning South Haven sunset, and cozy up at one of our many lodging properties. Your perfect South Haven escape awaits. ☺☺☺

**SOUTHHAVEN.ORG**

# AAA Living Magazine | State Tourism – Destinations – Attractions

## Combine the Power of Advertising and Advertorial To Reach Your Best Prospects

Buy a full page ad, receive a full page ADVERTORIAL at no charge.  
Buy a 1/2 page ad, receive a 1/2 page ADVERTORIAL at no charge.

### Advertorial Components:

- Headline
- "ADVERTISEMENT" in capital letters on top of page
- Word Count: Full Page 350 words, Half Page 200 words
- Graphics: Full Page 1-2 graphics, Half Page 1 graphic

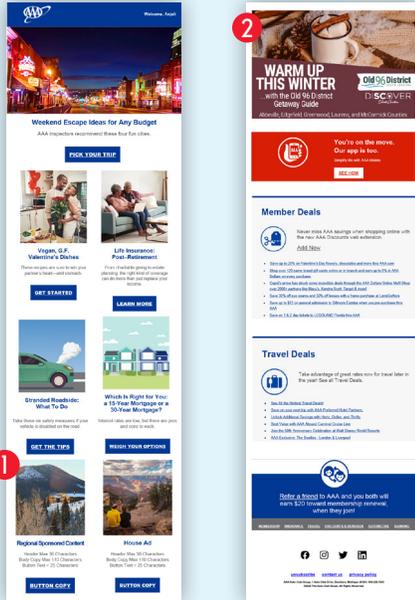
We will design your advertorial message with the copy you send or you can send a camera ready ad.

# AAA Members Travel More Stay Longer Spend More\*



# DIGITAL OPTIONS

AAA.com/AAALiving



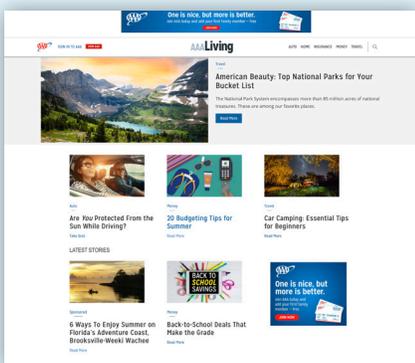
## Member eNewsletter

- 1 Regional Sponsored Content on AAA.com
- 2 Banner Ad – link to your website



## Sponsored Stories

Sponsored stories link to advertorial content on your website



Leaderboard : Sidebar

**CONTACT:** Jenny Kollander  
jenny@kollandermedia.com  
952-405-9640

# AAA Living Magazine

## State Tourism - Destinations - Attractions

### NET PRICING:

States	Circulation**	Full Page	Half Page
Full Circulation	6,290,997	\$113,238	\$63,413
COLORADO	425,375	\$16,079	\$9,004
FLORIDA (includes Puerto Rico)	1,660,017	\$49,645	\$27,801
FLORIDA - ZONE 1	217,180	\$9,122	\$5,108
FLORIDA - ZONE 2	862,262	\$28,455	\$15,935
FLORIDA - ZONE 3	580,575	\$19,856	\$11,119
GEORGIA	423,331	\$16,002	\$8,961
ILLINOIS/INDIANA	534,586	\$18,283	\$10,238
IOWA	132,646	\$8,158	\$4,568
MICHIGAN	735,897	\$25,168	\$14,094
MICHIGAN - ZONE 1	513,220	\$17,552	\$9,906
MICHIGAN - ZONE 2	222,677	\$9,219	\$5,163
MINNESOTA	267,561	\$10,274	\$5,754
NEBRASKA	94,811	\$6,115	\$3,425
NORTH CAROLINA	984,563	\$32,491	\$18,195
NORTH DAKOTA	32,301	\$2,083	\$1,167
SOUTH CAROLINA	356,414	\$13,472	\$7,545
TENNESSEE	312,191	\$11,801	\$6,608
WISCONSIN	331,304	\$12,523	\$7,013

### ADDED VALUE:

Reader's Service listing

### DEADLINES:

Issue	Reservation	Materials	In Home
Jan./Feb.	Oct. 10, 2022	Nov. 4, 2022	Jan. 7, 2023
March/April/May	Dec. 12, 2022	Jan. 6, 2023	March 4, 2023
June/July/Aug.	March 13, 2023	April 6, 2023	June 6, 2023
Sept./Oct.	June 5, 2023	June 30, 2023	Aug. 29, 2023
Nov./Dec.	Aug. 14, 2023	Sept. 8, 2023	Nov. 4, 2023

Source: \*GfK MRI Doublebase 2022. \*\*USPS Postal Report Sept/Oct. 2022. \*\*\*Internal count by DMA August 21, 2021, 2019. FL Z1: Panama City, Tallahassee-Thomasville, Jacksonville, Gainesville, Mobile-Pensacola FL Z2: Orlando, Daytona Beach, Melbourne, Tampa, St. Petersburg, Sarasota FL Z3: Ft. Myers, Naples, West Palm Beach, Ft. Pierce, Miami, Ft. Lauderdale  
\*\*\*\*Internal count by DMA August 21, 2022 MI Z1 Detroit DMA (counties of Lapeer, Livingston, Macomb, Monroe, Oakland, St Clair, Sanilac, Washtenaw, Wayne), MIZ2 outstate.

