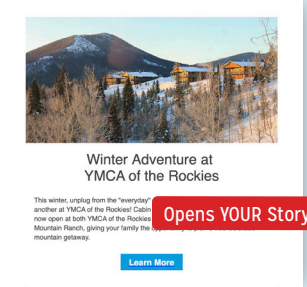
2023 Customized Regional Sponsored Content

Reach AAA members with this program that combines digital content and promotion.

SPONSORED CONTENT ARTICLE

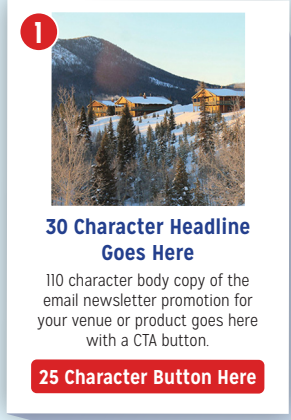
Up to 400 words with graphics. Our team will either write the story*, or you can submit the article, and we will email it and post it to AAA.com/AAALiving

Your Story



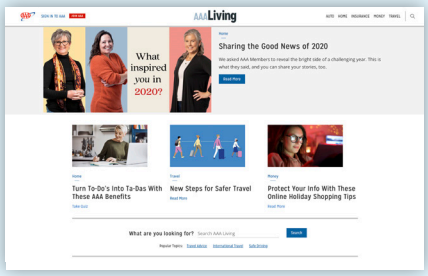
Opens YOUR Story

Your Regional Sponsored Content



Your Banner Ad

Opens YOUR URL

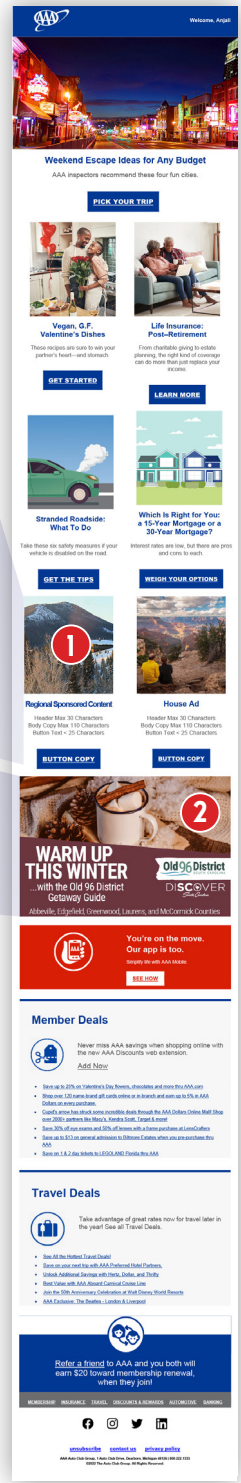


AAA.com/AAALiving

One Sponsored Story will rotate on articles throughout the site and link to the Sponsored Content article.

ARTICLE ENEWSLETTER PROMOTION

Member ENewsletter: A Content box will promote your article and link directly to it.



1 Regional Sponsored Content*

Assets Needed from Advertiser for email and story if you provide content:

Headline:
30 characters w/spaces

Body copy:
110 characters w/spaces

Button text:
< 25 characters

Email Image:
ACG / Carolinas: 250px W x 275px H
Colorado: 450px W x 300px H
Image format: .jpg or .png

Story:
400 words in a word doc, image & URL

Photo Size:
1,400px W x 788px H

If we write it, provide the image and URL, and we will contact you on the story.

**Additional investment for the story to be written.*

2 Banner Ads

Assets Needed from Advertiser for email:

Headline:
30 characters or less w/spaces

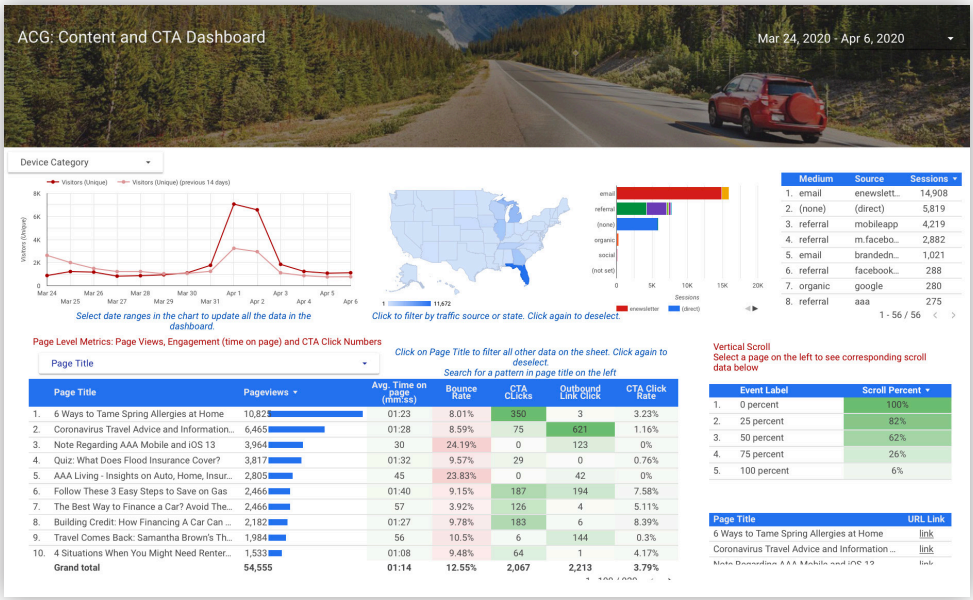
Body copy:
125 characters or less w/spaces

Banner ad size:
ACG: 660px W x 330px H
Colorado: 640px W x 320px H
Carolinas: 600px W x 300px H
Ad format: .jpg or .png
and provide your URL

Regional Sponsored Content States:

Colorado	Tennessee
Florida	Wisconsin
Georgia	Region:
Illinois	Iowa
Michigan	Nebraska
N. Carolina	Minnesota
S. Carolina	N. Dakota

METRICS



Google Data Studio Dashboard – link will be provided 14 days after launch of Sponsored Content

The Google Data Studio will provide: Users, Page Views, Time on Page, and Total Link Clicks.

PROGRAM DETAILS

Get 10% off your Digital Banner order when you run a print ad!

State	Sponsored Content*		Digital Banner
	Quantity*	Rate*	Rate*
Colorado	240,000	$2,880	$1,800
Florida	1,240,000	$14,880	$9,300
Georgia	340,000	$4,080	$2,550
Illinois/N. Indiana	315,000	$3,780	$2,363
IA-ND-NE-MN	273,000	$3,276	$2,048
Michigan	340,000	$4,080	$2,550
North Carolina	587,000	$7,044	$4,403
South Carolina	212,000	$2,544	$1,590
Tennessee	206,000	$2,472	$1,545
Wisconsin	194,500	$2,334	$1,459

2023 DEADLINES

Copy Deadline**	Deploy Email*
Dec. 15, 2022	Jan. 3
Jan. 13	Feb. 7
Feb. 17	March 7
March 17	April 4
April 14	May 2
May 19	June 6
June 16	July 11
July 14	Aug. 1
Aug. 11	Sept 5
Sept. 15	Oct. 3
Oct. 20	Nov. 7
Nov. 17	Dec. 5

* Subject to change.

** Please give us TWO additional weeks notice before the copy deadline, if we will be writing your story.

Advertiser Partner Campaign hosted and promotional elements delivered to AAA members in CO, FL, GA, IA, IL, MI, MN, NC, ND, NE, N. IN, SC, TN, WI

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