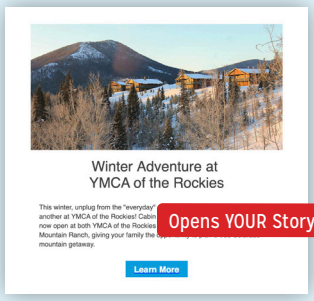
# 2023 Customized Regional Sponsored Content

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

## SPONSORED CONTENT ARTICLE

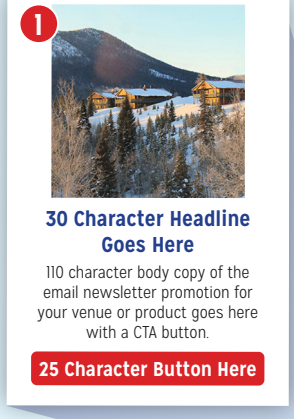
Up to 400 words with graphics. Our team will either write the story*, or you can submit the article, and we will email it and post it to AAA.com/AAALiving

Your Story



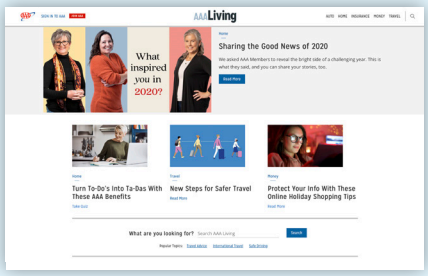

Opens YOUR Story

Your Regional Sponsored Content




Your Banner Ad

Opens YOUR URL

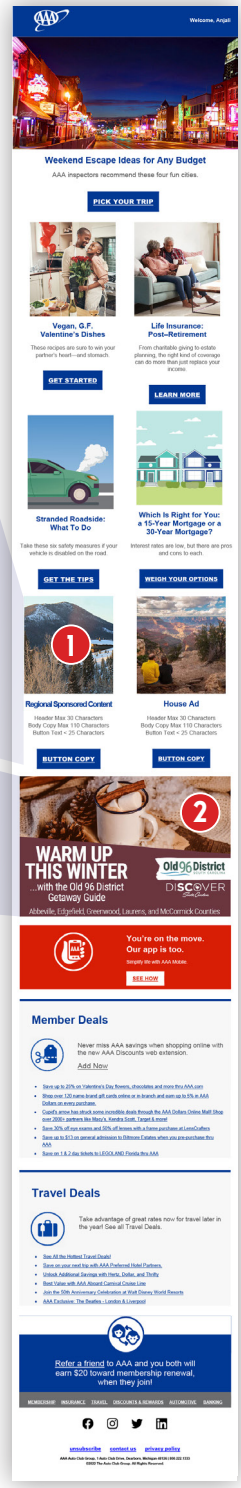



AAA.com/AAALiving

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

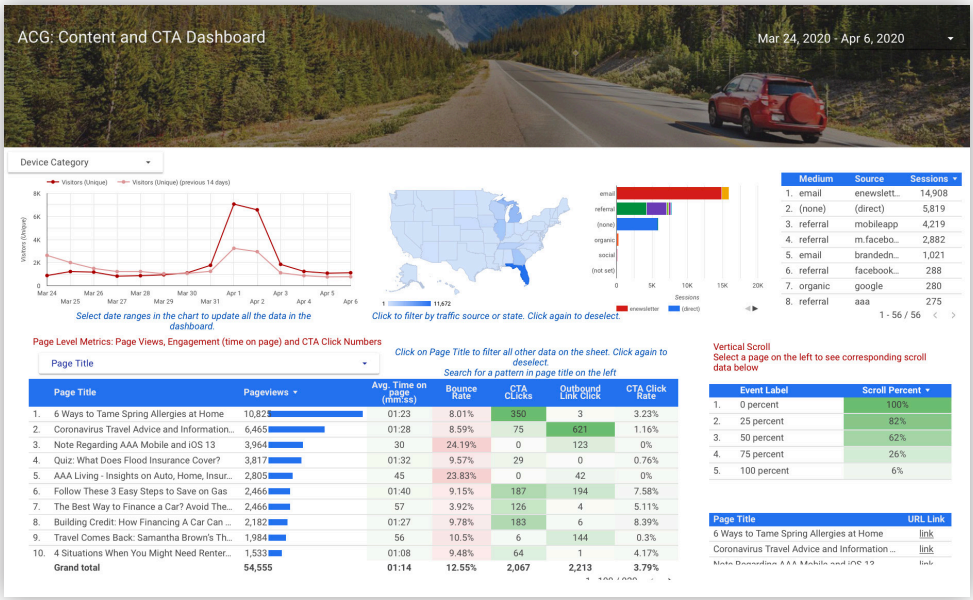
**Body copy:**
125 characters or less w/spaces

**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
Florida
Georgia
Illinois
Michigan
N. Carolina
S. Carolina
Tennessee
Wisconsin
Region:
Iowa
Nebraska
Minnesota
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. 5 |
| Jan. 19 | Feb. 3 |
| Feb. 21 | March 7 |
| March 23 | April 4 |
| April 18 | May 3 |
| May 23 | June 6 |
| June 20 | July 5 |
| July 18 | Aug. 3 |
| Aug. 22 | Sept 5 |
| Sept. 19 | Oct. 3 |
| Oct. 24 | Nov. 7 |
| Nov. 21 | 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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