

2024 MEDIA PLANNER

YourAAA

FIVE STATES. MILLIONS OF MEMBERS. ONE COMMUNITY.

NEW YORK | MASSACHUSETTS | RHODE ISLAND

NEW JERSEY | CONNECTICUT



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Since 1902, motorists across the U.S. have relied on AAA. Today, AAA is a federation of affiliated motor clubs with more than 62 million members in North America.



MEET YOUR REP

CHRISTINE SPINELLA
Business Development Coordinator

AAA Northeast
Garden City, NY

CSpinella@aaanortheast.com
516-873-2429



About our audience

YourAAA continues to drive new growth with high-quality, authentic content. We've earned our customers' loyalty, and can't wait to introduce you to them.



YourAAA readers travel more, stay longer and spend more.

87% Take action as a result of reading an article

55% Visit AAA.com or contact AAA

10% Visit an advertiser's website

2:44 Average time spent reading YourAAA

33% Are aware of/use AAA discounts

32% Have received YourAAA via email for over three years

demographics	audience
Average age	55
Female	54%
Male	43%
College degree	78%
Employed	61%
Retired	29%
Married	54%
Average household income	\$134,350
Own home	68%
Rent home	29%
Average value of home	\$491,100
Average length of AAA membership	11 years

\$3,900

The average amount spent on domestic vacations per year by YourAAA readers (vs. the national average of \$1,500)

71% Took a domestic trip in the past year

87% Plan to take a domestic trip in the next year

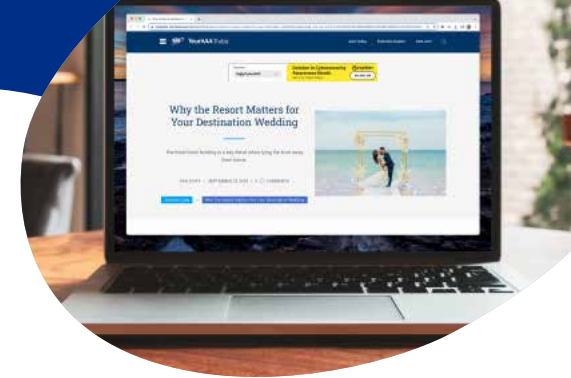
58% Plan to take a foreign trip in the next three years

Source: July 2022 Your AAA Reader Profile Study, MRI | SIMMONS



Placement opportunities | Digital

Reach the most engaged members of AAA Northeast through a variety of digital communications.



Digital display ads

Included with monthly digital bundles, and leverage AAA's brand legacy and social media reach.

728x90

Custom creative

300x250

Custom content generation story topic/theme

3-4 images to be used within story

Ad prep and submission

Allowed file types: JPG, PNG, GIF, HTML, 150K max file size. Ad unit content must be clearly distinguishable from publisher or unpaid content on the page (for example an ad unit may have clearly defined borders so it is not confused with normal page content). Ads should be developed to perform smoothly and not interfere with site performance.

Animation is supported. Length of animation must not exceed 15 seconds. JavaScript used for animation must be executed as asynchronous load and CSS used must be inline. Flashing, high contrast, fast moving and bright color animations are not allowed. All ads must be sent to advertising@aaanortheast.com.

Advertiser-provided

WEB CHANNEL SPONSORSHIP

Leaderboard 728 x 90 px	Medium Rectangle 300 x 250 px
URL	Tracking pixel Optional

EMAIL NEWSLETTER TEXT AD

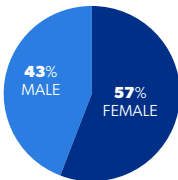
Image 123 x 123 px	Header 6 words	Copy 15 words
CTA 2 words	URL	

Digital metrics and audience

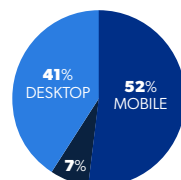
TOP CITIES

1. New York, NY
2. Boston, MA
3. Providence, RI
4. Worcester, MA

GENDER

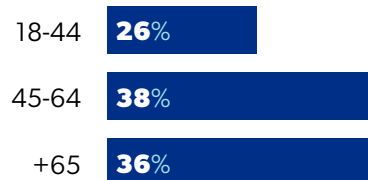


DEVICE



■ TABLET

AGE



76%

TAKE ACTION AS A RESULT OF READING

\$142K

AVERAGE HOUSEHOLD INCOME

53 AVERAGE AGE

88% HAVE A COLLEGE EDUCATION

Source: July 2022 Your AAA Reader Profile Study, MRI | SIMMONS



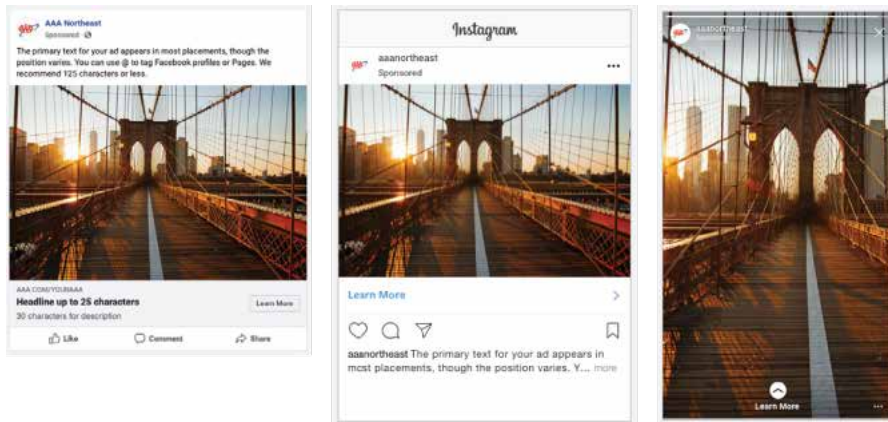
Placement Opportunities | Social

YourAAA is more than a website — it's a focused community with a variety of channels.



Sponsored social posts

Included with monthly digital bundles, gain new followers to your social media accounts, and leverage AAA's brand legacy and social media reach.



Social specifications

FACEBOOK AND INSTAGRAM IMAGE AND STORY

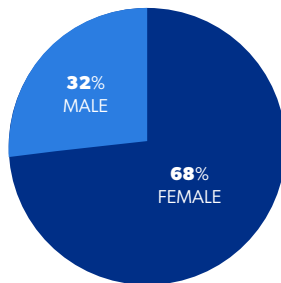
File type	Story image size	Feed image size	Primary text
JPG or PNG	Min. 1920 x 1080 px Aspect ratio 16:9	Min. 1080 x 1080 px Aspect ratio 1:1	125 characters
Specs for links			
Headline 25 characters	Link description 30 characters	Call to action Book Now • Call Now • Contact Us Download • Learn More • See Now • Shop Now	

Social audience breakdown

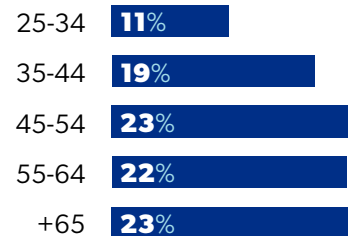
TOP CITIES

1. New York, NY
2. Boston, MA
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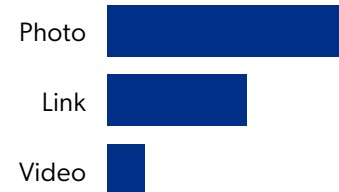
GENDER



AGE



ENGAGEMENT BY FORMAT



AVERAGE ENGAGEMENT PER POST

4%

TOTAL POST REACH

5-10k
Facebook
10-20k
Instagram

Source: July 2022 Your AAA Reader Profile Study, MRI | SIMMONS



Media metrics

With a dedicated member base, **YourAAA** delivers industry-leading metrics for a stronger marketing ROI.



Reach 1.7M members

Across New York, Massachusetts, Rhode Island, New Jersey and Connecticut

EMAIL

57% **2.12%**

open rate CTR

CONTENT

75,000-150,000

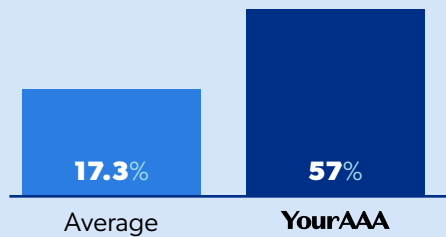
IMP/mo • 0.07% CTR

SITE

525K **754K**

average visitors per month average page views per month

YourAAA's average open rate of 57% exceeds the industry average



YourAAA's CTR of 2.12% outperforms the industry average



Package Opportunities

Reach the most engaged members of AAA Northeast through a variety of digital communication and money-saving packages.

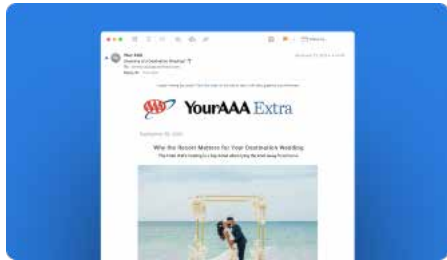


PACKAGE FEATURE

Sponsored content article

Featured in three of our packages, an SEO-optimized sponsored content article from our experienced editorial team (up to 1,000 words) will position you as a thought leader in your industry.

Article performance: **25K** average page views per day



EMAIL PACKAGE

High-impact, co-branded package to directly reach AAA's largest subscriber audience; drives to custom sponsored content, increasing advertiser engagement rate.

- **Sponsored content article**
- Dedicated email sent to 1.7M members
- Daily email text ad sent to 1.7M members



SOCIAL PACKAGE

Cost-effective, high-engagement package that drives to custom sponsored content for AAA's most active audience; built by our strong social following.

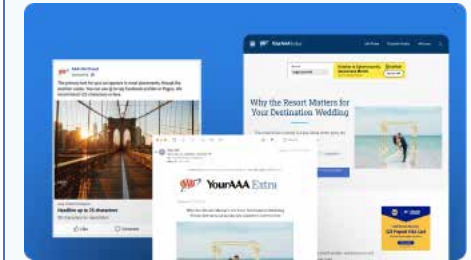
- **Sponsored content article**
- Facebook post and story
- Instagram post and story
- TikTok reel
- Pinterest pin



DISPLAY MEDIA

Sold on a CPM basis, this opportunity is an efficient, low-barrier entry route to reach the AAA consumer base.

- **Leaderboard**
728 x 90 px
- **Medium rectangle**
300 x 250 px



COMPLETE DIGITAL

All-inclusive discounted package featuring all available social, email, and display assets; sold on a monthly basis with discounts available for multiple months.











- **Social package**
- **Email package**
- **Display media**



Placement rates

YourAAA offers affordable placements and content creation to build an engaging plan. Please contact your sales representative for more information or email advertising@aaanortheast.com.



Bundle	Rate	Media type	Media details
Email	\$16,500/month	 Daily email text ad	Text ad sent to 1.7M members
		 Dedicated email	Custom email sent to our full subscriber list, devoted to a single marketer; up to 1,000 words
		 Custom content	SEO-optimized article (up to 1,000 words) that provides high-quality editorial content
Social	\$13,200/month	 Facebook post	16:9 image, headline: 25 characters, primary text: 125 characters, call to action
		 Facebook story	:30s animated video, mp4 , with "Swipe up" call to action
		 Instagram post	16:9 image, headline: 25 characters, primary text: 125 characters, call to action
		 Instagram story	:30s animated video, mp4 , with "Swipe up" call to action
		 TikTok reel	:30s animated video, mp4 , with "Swipe up" call to action
		 Custom content	SEO-optimized article (up to 500 words) that provides high-quality editorial content
Display	\$3 CPM	 Web channel display ad	300x250 or 728x90 , JPG, PNG, GIF, HTML , 150K max file size; :15s max , JavaScript animated ad
Complete digital	\$30,800/month	All digital placements	Our complete package includes all of the above at a discounted rate

2024 Editorial calendar

A renowned publisher of stories on travel, car culture, destinations and road trips – we’ve grown our content to help you connect with a new audience.



JANUARY

Editorial Focus

Winter Is Here

Special Section

Financial Wellness Month

FEBRUARY

Editorial Focus

Heart Health Month

Special Section

Black History Month

MARCH

Editorial Focus

Girl Power/Spring Has Sprung

Special Section

Women’s History Month
International Travel

APRIL

Editorial Focus

Love Your Mother (Earth) & Full Bloom

Special Section

Best Time to Book – Summer
Vacation Planning
Spring Car Care Month

MAY

Editorial Focus

Unofficial Start of Summer!

Special Section

AAPI Heritage Month
Hurricane Preparedness
Memorial Day Travel Forecast

JUNE

Editorial Focus

Wedding Season

Special Section

National Camping Month
Independence Day Travel Forecast

JULY

Editorial Focus

The Heat is On

Special Section

Vehicle Theft Prevention Month
Summer Road Trips

AUGUST

Editorial Focus

Goodbye Summer/
School Bells are Ringing

Special Section

Labor Day Travel Trends & Destinations

SEPTEMBER

Editorial Focus

Falling for Fall

Special Section

National Cleanup Month
Life Insurance Awareness Month
Best Time to Book
Holiday Vacation Planning

OCTOBER

Editorial Focus

Spooky Pumpkin Spice Season

Special Section

Car Care Month
Cybersecurity Awareness Month
Pedestrian Safety Month

NOVEMBER

Editorial Focus

Full of Thanks

Special Section

Identity Theft Awareness Month
Thanksgiving Travel Forecast

DECEMBER

Editorial Focus

It’s the Holiday Season!

Special Section

Year-End Travel Forecast

Recognition

From all of our partners to what we've done well, AAA has a proven track record of success. Come join us in building your story.

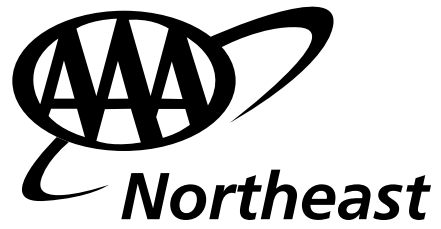
Our partners include

- 1-800-Flowers.com
- BFL - Bay Ferries Limited
- DO AC - Atlantic City CVB
- Explore Charleston
- Hertz
- I Love NY
- Lens Crafters
- Memorial Sloan Kettering Cancer Center
- Mohegan Sun
- National Baseball Hall of Fame
- North Shore Animal League
- Pocono Mountains
- USPS - United States Postal Service
- Visit Florida
- Visit Mountaineer Country
- Visit North Central Massachusetts
- Watermark Retirement Community
- Weather Tech

Our awards

- **Content Marketing Awards** - Integrated content marketing program (Winner); Native advertising sponsored content (Finalist)
- **Marcom** - YourAAA Network association website (Gold winner); YourAAA Daily e-newsletter (Gold winner)
- **Morning Consult** - Most trusted brand in USA (#18); Most trusted brand in USA - boomers (#6); Most trusted brand in USA - Gen X (#17)
- **USPS Next Generation Campaign** - Grand champion award (Honorable mention)





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2/5/2024