



### dedicated eblast

CIRCULATION REGION: WA/N.Idaho // DISTRIBUTION: 73,000 est.

Dedicated eBlast is our most effective digital vehicle! Click through rate ranges from 1% to as high as 7%.

\* Choose send date from the 1st - 7th of any given month. Creative for your Dedicated eBlast is due 10 days prior to chosen send date.

\* Specs: File size is up to 200k. No wider than 600 pixels. The eBlast, images and links included, are to be in a finalized HTML format – with no JavaScript. No flash or animated gifs.

\* Provide a "Subject Line" for the eblast. Up to seven words. Mentioning AAA in the subject line will assist in communicating to our club members that advertiser has the AAA "seal of approval". IE: AAA Members Save 30% this Valentine's Day with FTD.







CIRCULATION REGION: WA/N.ldaho // DISTRIBUTION: 60,000 est.

# spotlight on savings

- \* eNewsletter promotes our Discount partners, our two internal business lines (Travel & Insurance) and any information we feel our club members would like to know about.
- \* eNewsletter is sent to an estimated 60,000+ opt-in club members. Please note that number of eNewsletters sent can vary each month.
- \* AAA provides metrics via click through rate (CTR).
- \* eNewsletter is sent 1x per calendar month, during the middle of the month (closest Monday).
- \* Example of eNewsletter: http://www.aaawa.com/email\_mktg/ eExtra/2012/extra\_1012.html
- \* Specs: Call-To-Action (recommend a strong club member offer/discount/promo), up to 15-20 words of copy, logo image (155x125 pixels) and appropriate URL. Advertiser creative must be pre-approved by AAA Washington.



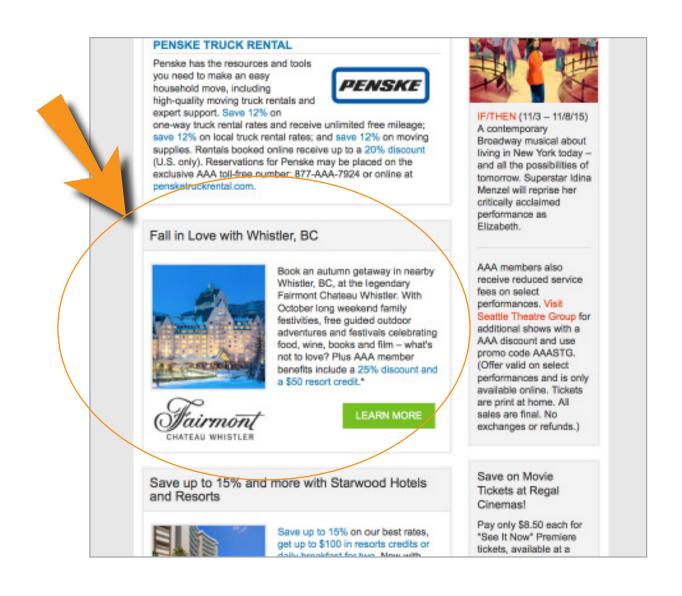




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# custom placement

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- \* eNewsletter is sent 1x per calendar month, during the middle of the month (closest Monday).
- \* Example of eNewsletter: http:// www.aaawa.com/email\_mktg/ eExtra/2012/extra 1012.html
- \* Specs: Similar to the shown screenshot. Up to 60 words of copy and high resolution image (155x125). Advertiser creative must be pre-approved by AAA Washington.







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### banner

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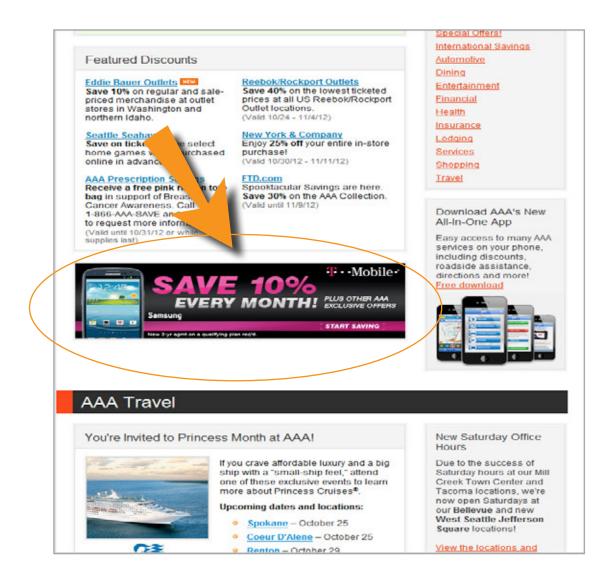
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\* AAA provides metrics via click through rate (CTR).

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\* Example of eNewsletter: http://www.aaawa.com/email mktg/eExtra/2012/extra 1012.html

\* Specs: 400X120, up to 30k file size. No flash. Materials are due by the 10th of each month. Advertiser creative must be preapproved by AAA Washington.







CIRCULATION REGION: WA/N.ldaho // PAGE VIEWS: 570,000/mth (est.)

## Leaderboard

\* Example of AAA.com: http://www.aaa.com

\* AAA.com receives approximately 100,000 visitors and 570,000 page views per month.

\* Specs: Desktop: 1000x300 pixels. Mobile/Tablet: 640x200 pixels, up to 30k file size. No flash. Materials are due 7 days prior to "live" date. Advertiser creative must be pre-approved by AAA Washington.







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### ad links

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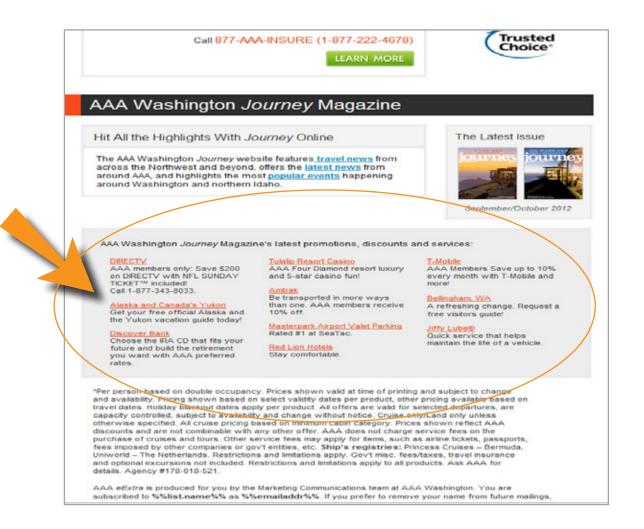
\* eNewsletter is sent to an estimated 60,000+ opt-in club members. Please note that number of eNewsletters sent can vary each month.

\* AAA provides metrics via click through rate (CTR).

\* eNewsletter is sent 1x per calendar month, during the middle of the month (closest Monday).

\* Example of eNewsletter: http://www.aaawa.com/email\_mktg/ eExtra/2012/extra\_1012.html

\* Specs: Call-To-Action, up to 8-12 words of copy and appropriate URL. Advertiser creative must be preapproved by AAA Washington.





# **eNewsletter - Send Dates**

CIRCULATION REGION: WA/N.ldaho // DISTRIBUTION: 60,000 est.

#### 2017 ISSUE DATE

January	1/16/17
February	2/13/17
March	3/13/17
April	4/17/17
May	5/15/17
June	6/12/17
July	7/17/17
August	8/14/17
September	9/11/17
October	10/16/17
November	11/13/17
December	12/11/17

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Sign: Aquarius

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