

aaa.com 

(2017 DIGITAL MEDIA KIT)



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.

Net Cost: \$5,999

Fairmont
CHATEAU WHISTLER

1:14 PM
The moment you realized you were right where you belong.

Satisfy Your Appetite for Luxury and Adventure

FAIRMONT CHATEAU WHISTLER
Whistler's complete golf, spa and family resort

AAA MEMBERS OFFER:
20% Savings +

Treat yourself to the ultimate Whistler experience and stay at the landmark Fairmont Chateau



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.

Net Cost: \$3299





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.

Net Cost: \$3299

The screenshot shows a grid of advertisements. An orange arrow points to the 'Fall in Love with Whistler, BC' advertisement, which is circled in orange. Other visible ads include 'PENSKE TRUCK RENTAL', 'IF/THEN (11/3 - 11/8/15)', 'Save up to 15% and more with Starwood Hotels and Resorts', and 'Save on Movie Tickets at Regal Cinemas!'. The 'Fall in Love with Whistler, BC' ad features a photo of the Fairmont Chateau Whistler and a 'LEARN MORE' button.



banner

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

Net Cost: \$2899



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.

Net Cost: \$2299

The screenshot shows the AAA.com website layout. On the left sidebar, there are three promotional banners: 'PetSpot' (The Spot for AAA Pet Parents), 'TeenDriving.AAA.com' (You can make your teen safer, Let AAA help.), and 'Reach your savings goals faster with Money Market, Online Savings and CD accounts'. The main content area features a 'Bonus Member Benefits' section with three columns: 'AAA Travel Money Foreign Currency', 'Especially for You AAA Concierge departures', and 'Journey Online'. Below these is a 'DIRECTV' promotion banner for AAA members, which is circled in orange with an arrow pointing to it. The banner text reads: 'AAA Members Exclusive! SAVE \$10/mo. for 2 Yrs. on DIRECTV!'. The footer contains navigation links for Membership, Automotive, Travel, Contact, Community, Online Community, and My Account.



ad links

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

Net Cost: \$799

Call 877-AAA-INSURE (1-877-222-4678) **Trusted Choice**
LEARN MORE

AAA Washington *Journey* Magazine

Hit All the Highlights With *Journey* Online

The AAA Washington *Journey* website features [travel news](#) from across the Northwest and beyond, offers the [latest news](#) from around AAA, and highlights the most [popular events](#) happening around Washington and northern Idaho.

The Latest Issue
Journey *Journey*
September/October 2012

AAA Washington *Journey* Magazine's latest promotions, discounts and services:

<p>DIRECTV AAA members only: Save \$200 on DIRECTV with NFL SUNDAY TICKET™ included! Call 1-877-343-8033.</p> <p>Alaska and Canada's Yukon Get your free official Alaska and the Yukon vacation guide today!</p> <p>Discover Bank Choose the IRA CD that fits your future and build the retirement you want with AAA preferred rates.</p>	<p>Tulalo Resort Casino AAA Four Diamond resort luxury and 5-star casino fun!</p> <p>Amtrak Be transported in more ways than one. AAA members receive 10% off.</p> <p>Masterpark Airport Valet Parking Rated #1 at SeaTac.</p> <p>Red Lion Hotels Stay comfortable.</p>	<p>T-Mobile AAA Members Save up to 10% every month with T-Mobile and more!</p> <p>Bellingham, WA A refreshing change. Request a free visitors guide!</p> <p>Jiffy Lube® Quick service that helps maintain the life of a vehicle.</p>
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*Per person based on double occupancy. Prices shown valid at time of printing and subject to change and availability. Pricing shown based on select validity dates per product, other pricing available based on travel dates. Holiday blackout dates apply per product. All offers are valid for selected departures, are capacity controlled, subject to availability and change without notice. Cruise only/Land only unless otherwise specified. All cruise pricing based on minimum cabin category. Prices shown reflect AAA discounts and are not combinable with any other offer. AAA does not charge service fees on the purchase of cruises and tours. Other service fees may apply for items, such as airline tickets, passports, fees imposed by other companies or gov't entities, etc. Ship's registries: Princess Cruises – Bermuda, Uniworld – The Netherlands. Restrictions and limitations apply. Gov't misc. fees/taxes, travel insurance and optional excursions not included. Restrictions and limitations apply to all products. Ask AAA for details. Agency #178-018-521.

AAA eExtra is produced for you by the Marketing Communications team at AAA Washington. You are subscribed to %%list.name%% as %%emailaddr%%. If you prefer to remove your name from future mailings,



eNewsletter - Send Dates

CIRCULATION REGION: WA/N.Idaho // 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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