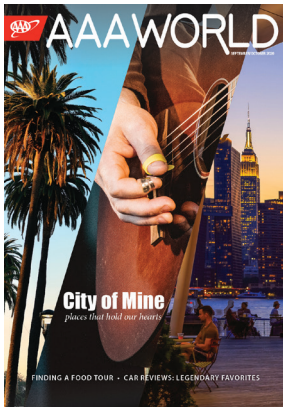


SPECS: FULL CIRCULATION



AAA World Magazine

TOTAL CIRCULATION
2,550,000

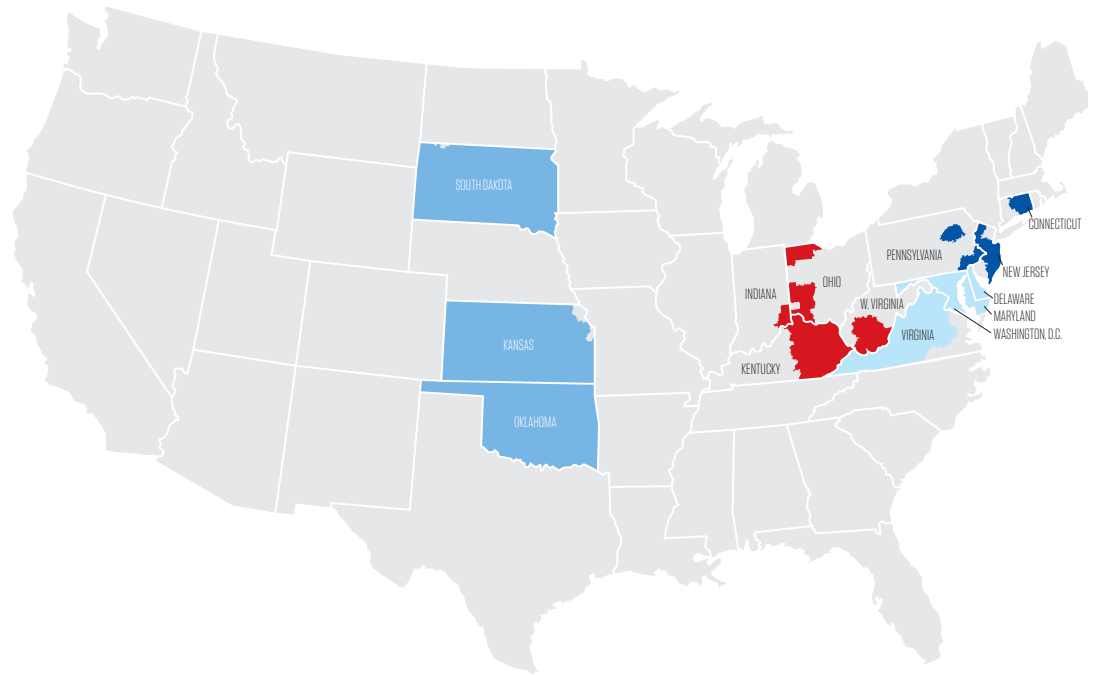
CIRCULATION REGIONS

Connecticut
Delaware
Indiana
Kansas
Kentucky
Maryland
New Jersey
Ohio
Oklahoma
Pennsylvania
South Dakota
Virginia
Washington D.C.
West Virginia

MAJOR DMAs

Philadelphia
Washington D.C.
Baltimore
Hartford
Cincinnati

FULL CIRCULATION TERRITORY MAP



STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10" Bleed size: 7.5" x 10.5"

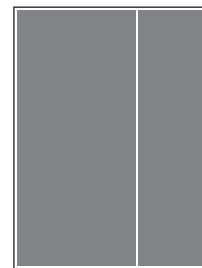


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

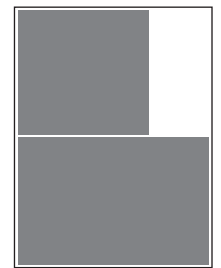


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high

ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with Sales Representative, PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF Files, 300 dpi minimum. Send each page as a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.

MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the foot); Trim Size 7" x 10"

ADVERTISER PROOFS

Two press proofs required with each ad. AAA World shall not be held responsible for color accuracy if no color proof is provided.

PRODUCTION CONTACTS

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smcdonald@AAAMidAtlantic.com

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