

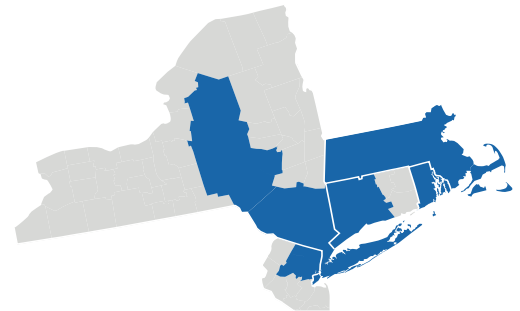


Align your brand with best-in-class content produced by AAA Northeast and consumed by our most motivated and engaged members.

## DIGITAL PRESENCE

Each monthly digital campaign includes:

- 500 words of SEO-optimized custom content generation positioning your destination as a thought leader in the industry. Content is promoted via Your AAA email sent to approx. **1.5M opted-in AAA members**.
- Sponsorship also includes **prominent branding** on page with logo, medium rectangle and leaderboard display ads, and in-line, native text ad within article.
- **Feature email sponsor** with clickable logo on Your AAA email that sponsored content is promoted on to approx. 1.5M opted-in AAA members.



**TARGET MARKETS**  
CONN., MASS., N.J., N.Y., R.I.

## RATES

Campaign Length	Rate
One-Month	\$8,824
Two-Months	\$17,500
Three-Months	\$25,882

AAA MEMBERS TRAVEL **MORE**, STAY **LONGER** AND SPEND **MORE**



# DIGITAL CO-OP PROGRAM

ENHANCED FOR 2022

## PROGRAM SPECS

Materials due 3 weeks before launch date.

Send all materials to  
[advertising@aaanortheast.com](mailto:advertising@aaanortheast.com)

## IN-ARTICLE TEXT AD

The ad features the Saratoga and I Love NY logos on the left. The headline reads "Saratoga, N.Y., Is a Sure Bet". Below it, the text says "Explore world-class attractions in upstate New York's premiere destination." At the bottom is a blue button with the text "LEARN MORE".

## SPONSORED CONTENT

The screenshot shows a webpage layout. At the top is a banner for "Get Your TRAVEL On!" with a "PLAN YOUR FALL VISIT" button. Below is the "YourAAA Daily" header with navigation links: NETWORK, DAILY, CALENDAR, MAGAZINE, GUIDES, AAA.COM. A "SPONSOR EXTRAS" section is on the left. The main article is titled "Explore the History of Saratoga, New York" by Dallas Ernst, dated September 16, 2021. It includes a large image of Saratoga National Historical Park and a "Sign Up for Our Free Newsletters Today!" form with fields for first name, last name, and email. A "SIGN UP!" button is below the form. To the right of the article is a "Today's Trending Articles" section with four items: "WHAT IS REAL ID? EVERYTHING YOU NEED TO KNOW", "THE HISTORY OF THE CAR WASH INDUSTRY", "THE WORST WAYS TO WITHDRAW FROM RETIREMENT ACCOUNTS", and "TOP-RATED FACE MASKS ON AMAZON".

## Text Ad

- Image: 123x123
- Header: 6 words, max
- Body Copy: 10-12 words, max
- CTA: 2 words
- URL

## Display Ads

- Leaderboard: 728x90px
- Medium Rectangle: 300x250px
- URL

## Logo

- High-res .eps format

## Custom Content

- Our experienced editorial team will write an SEO-optimized, 500-word article that provides high-quality editorial content featuring your destination for our readers. Once this article is written, you will receive a proof of the copy to approve.
- Please provide 2-3 images for us to choose from, minimum 500px wide.

## PROMOTIONAL EMAIL

The email header includes the text "Trouble viewing this email? View this email on the web to see it with links, graphics and references." Below is the "YourAAA Daily" logo and the date "Daily Update | September 20, 2021". The email is "PRESENTED BY SARATOGA". The main content features a large image of a person foraging in a field, with the headline "Local Restaurant Foragers Search to Bring Freshness to the Table". The text describes foraging as a growing trend and includes a "Read More" link. Below this is a "SPONSORED" section with the headline "Explore the History of Saratoga, New York" and a description of the park's history and attractions, also with a "Read More" link.

demographics	total audience	print subscribers	digital subscribers
Average age	57	57	58
Female	51%	51%	51%
Male	47%	47%	47%
College degree	70%	68%	73%
Employed	60%	60%	59%
Retired	29%	27%	34%
Married	51%	52%	49%
Average household income	\$123,000	\$125,800	\$117,700
Own home	68%	68%	68%
Rent home	29%	28%	29%
Average value of home	\$491,100	\$498,900	\$475,900
Average length of AAA membership	11 years	11 years	12 years

## Your AAA readers travel more, stay longer and spend more.

	NUMBER OF TRIPS LASTING 1+ DAYS IN THE PAST YEAR	AVERAGE PAID HOTEL NIGHTS PER YEAR
Your AAA readers	<b>5.9</b> (219 index)	<b>13</b> (219 index)
Average U.S. adult	<b>2.7</b>	<b>7</b>



## engaged and loyal readers



- 48% VISITED AAA.COM OR CONTACTED AAA
- 26% BECAME AWARE/USED/RECEIVED AAA DISCOUNTS
- 9% VISITED AN ADVERTISER'S WEBSITE
- 6% TRAVELED TO A DESTINATION ADVERTISED OR WRITTEN ABOUT

- 62% ARE REGULAR READERS (READ 3-4 OF PAST 4 ISSUES)
- 41% OF READERS PASS ON THE PUBLICATION TO AT LEAST ONE OTHER READER
- 56% PREFER RECEIVING THE DIGITAL PUBLICATION VIA EMAIL
- 53% PREFER RECEIVING THE PRINTED MAGAZINE IN THE MAIL

## Readers Love to Travel

**74%** of our readers travel with their spouse/partner/children

**72%** stayed in a hotel in the past year (145 index)

**70%** of our readers took a continental U.S. trip in the past year (124 index)

**46%** of our readers took a trip outside of the continental U.S. (145 index)

**28%** of our readers gamble at casinos (196 index)

**13** Average hotel nights per year (180 index)

**5 MONTHS** Average time in advance our readers plan their travel

**\$3,300** Average amount spent on foreign vacations (193 index)

**82%**  
OF OUR READERS WHO  
TOOK A DOMESTIC  
TRIP USED THEIR  
PERSONAL VEHICLE  
(137 INDEX)



## vacation activities

- 59%** Dine Out
- 52%** Beach
- 45%** Outdoor Adventure/Sports
- 40%** Historic Sites
- 36%** Museums
- 29%** Music Performances/Concerts
- 28%** Celebrate Special Occasions
- 25%** National Parks
- 24%** Live Theater
- 22%** Casino Gambling
- 22%** Zoo/Aquarium
- 22%** Wine Tasting and Brewery Tours
- 22%** Shopping
- 20%** Theme Parks
- 19%** Sporting Events (e.g. NFL, NBA, MLB, NHL)



## top 5 casinos visited

- 36%** Foxwoods Resort Casino
- 27%** Mohegan Sun (Conn.)
- 19%** Encore Boston Harbor
- 13%** Caesars Atlantic City
- 11%** Twin River Casino (R.I.)



## top states visited

- 44%** New York
- 39%** Florida
- 39%** Massachusetts
- 33%** Connecticut
- 26%** Pennsylvania
- 26%** New Jersey



## top 5 theme parks visited

- 47%** Walt Disney World (Fla.)
- 28%** Six Flags Great Adventure (N.J.)
- 26%** Universal Studios (Fla.)
- 14%** Six Flags New England (Mass.)
- 12%** Hershey Park (Pa.)



## top 5 attractions visited

- 15%** Boston Freedom Trail
- 14%** Boston Museum of Science
- 13%** Mystic Aquarium/Seaport
- 12%** New England Aquarium
- 11%** Newport Mansions (R.I.)