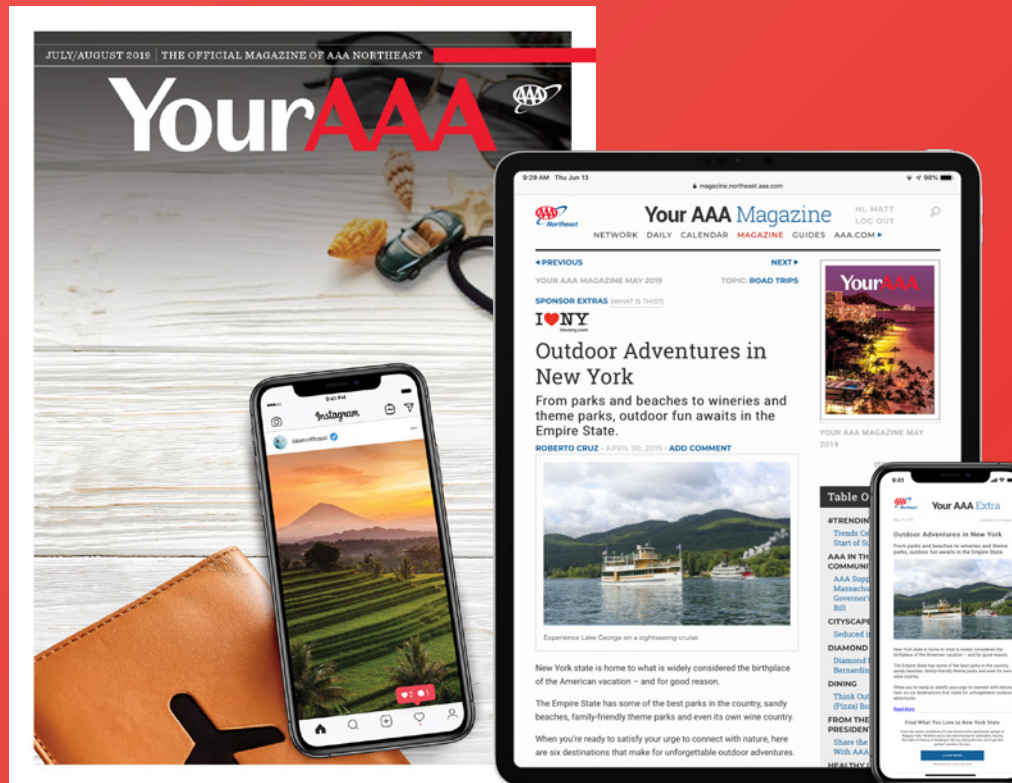




2020 NYSTIA Digital Co-Op Program





2020 Digital Co-Op Program

YOUR AAA NETWORK, with its daily web stories, digital events calendar and mobile-friendly HTML magazine, offers a way for advertisers to reach the most digitally engaged members of AAA Northeast. We have built a roster of approx. 1,000,000 AAA members who have opted in to this multi-platform experience. They are hungry for regular travel tips, money-saving ideas and trustworthy digital content from the same brand they've been relying on for more than 100 years.

This means your brand and messaging are aligned with best-in-class digital content produced by AAA Northeast and

AAA.com/YourAAA

consumed by our most motivated and engaged members.

“Fulton County Tourism is very pleased with our AAA email campaign results...There was a noticeable spike in our website traffic... and a noticeable increase in direct requests for visitor information resulting from the email.

Gina DaBiere-Gibbs

Tourism Director, Fulton-Montgomery County Tourism

Website

140K

average visitors/month

850K

average pageviews/month

Emails

Your AAA's average Open Rate of 37% exceeds the industry average

37%

Your AAA

Your AAA's average Click-Through Rate of 3.34% outperforms the industry average

3.34%

Your AAA

20.03%

Industry Average

2.00%

Industry Average

Source: Google Analytics · whatcounts · MailChimp

For more information, visit Sales.Northeast.AAA.com

Your AAA | 2020 NYSTIA CO-OP

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Audience Profile

Readers Love to Travel

75% of our readers took a continental U.S. trip in the past year (134 index)

88% of our readers who took a domestic trip did so using their personal vehicle (140 index)

80% stayed in a hotel in the past year (165 index)

12 Average hotel nights per year (167 index)

5 MONTHS Average time in advance our readers plan their travel

78% of our readers travel with their spouse/partner/children

26% of our readers gamble at casinos (199 index)

42% of our readers took a trip outside of the continental U.S. (142 index)

\$3,500 Average amount spent on foreign vacations (112 index)

Top Users by Metro

- 1** NY **New York City**
- 2** MA **Boston**
- 3** RI **Providence**
- 4** CT **Hartford-New Haven**
- 5** DC **Washington**
- 6** PA **Philadelphia**

Vacation Activities

- 67%** Dine out
- 52%** Beach
- 49%** Outdoor Adventure
- 39%** Historic Sites
- 37%** Museums
- 31%** Shopping
- 29%** National Parks
- 28%** Theme Parks/Attractions
- 22%** Zoo/Aquarium

DEMOGRAPHICS

- 22%** 65+
- 23%** 55-64
- 17%** 45-54
- 15%** 35-44
- 23%** 18-34

- 53%** Female
- 47%** Male

- 32%** New York
- 24%** Massachusetts
- 8%** Connecticut
- 7%** New Jersey
- 4%** Rhode Island



2020 Rates: Native Bundles

Package	Frequency	NYSTIA Member Rate
Titanium	2 months	\$47,325
Bronze	1 month	\$21,028

Each asset runs for the duration of the campaign month; emails sent one time per campaign month.



Email Extra & Custom Content Generation

Our experienced editorial team will write an SEO-optimized, 1,000-word article that provides high-quality editorial content for our readers while positioning you as a thought leader in your industry.

This article will be featured in a dedicated Your AAA email promotion that is sent to approximately 500,000 engaged AAA members. The only items in this email are your custom piece of content and your display advertisement.



Email Newsletter Text Ad

In-line, native text ad within a Your AAA email newsletter that is sent to approximately 500,000 people.



Sponsorship of a Web Channel

Exclusive sponsorship of a relevant category on AAA.com/YourAAA. There are 29 categories available; first come, first served. Receive all banner ads on page.



Each client is unique, each project special.



meet me in
Westchester
County *Ny*



For more information, visit Sales.Northeast.AAA.com

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AAA.com/YourAAA

Proven Performance

1,000,000

Email List Size

2.05%

Avg. Email CTR

25-30%

Avg. Email Open Rate

224,000

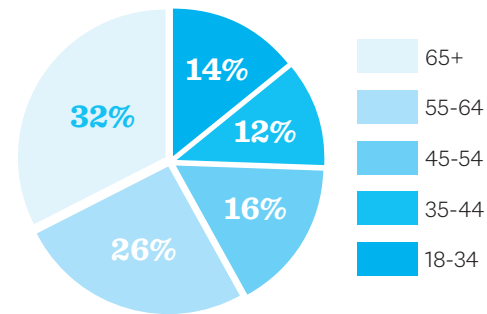
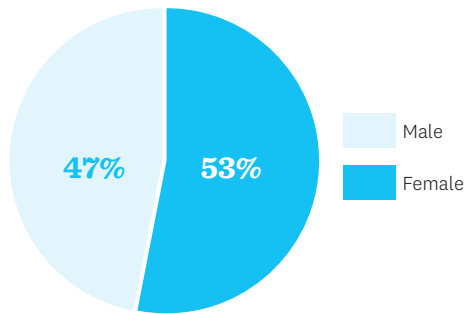
Avg. Monthly Visitors

1,000,000+

Avg. Monthly Pageviews

25 M

Organic Impressions in 2018



For more information, visit Sales.Northeast.AAA.com

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Performance: *Delivered*

As we have continued to grow our digital platform, we've seen tremendous success with our tourism partners. Here are some sample results from our partners throughout the past year.

Tourism Partner :: One Month Campaign

23%

open rate on email extra

600K

emails delivered

450K+

impressions on ads

5,000+

pageviews on custom article

2,100+

visitors to custom article

Tourism Partner :: 6 Month Campaign

15,500+

impressions on articles through organic search

1.7 M+

custom email extra's (e-blast) delivered

37%

average open rate on email extra's

13,700+

clicks to advertiser website

890K+

impressions on display ads

Tourism Partner :: One Month Campaign

25%

open rate on email extra

594K

emails delivered

1,900+

clicks to advertiser website

3,000+

pageviews on custom article

Tourism Partner :: 12 Month Campaign

310K+

impressions on articles through organic search

3.6M+

custom email extra's (e-blast) delivered

39%

average open rate on email extra's

11K+

clicks to advertiser website

1.08M+

impressions on ads



Case Study: *Bethel Woods*



Photo Courtesy: Bethel Woods Center for the Arts

Summary

Bethel Woods Center for the Arts committed to a two month Your AAA digital bundle that included banner ads on the Your AAA network, a full page banner ad in the Your AAA HTML magazine, one custom content article, one Email Extra and one Daily email text ad.

The *Your AAA* editorial team, working closely with Bethel Woods Center for the Arts, crafted a sponsored article focused on the 50th anniversary of Woodstock. The article served as the backbone for the Email Extra portion of Bethel Woods' program and was SEO-optimized, leaving the door open for improved visibility throughout 2019.

2019 Results

153K

unique opens on email extra

+52%

6,500+

clicks on email extra

+165%

222K

impressions on ads

+216%

7,000+

pageviews on custom article

+143%

4,300+

clicks to Bethel Woods website

+169%

2018 Results

101K

unique opens on email extra

2,400+

clicks on email extra

70K

impressions on ads

3,000+

pageviews on custom article

1,600+

clicks to Bethel Woods website

For more information, visit Sales.Northeast.AAA.com

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