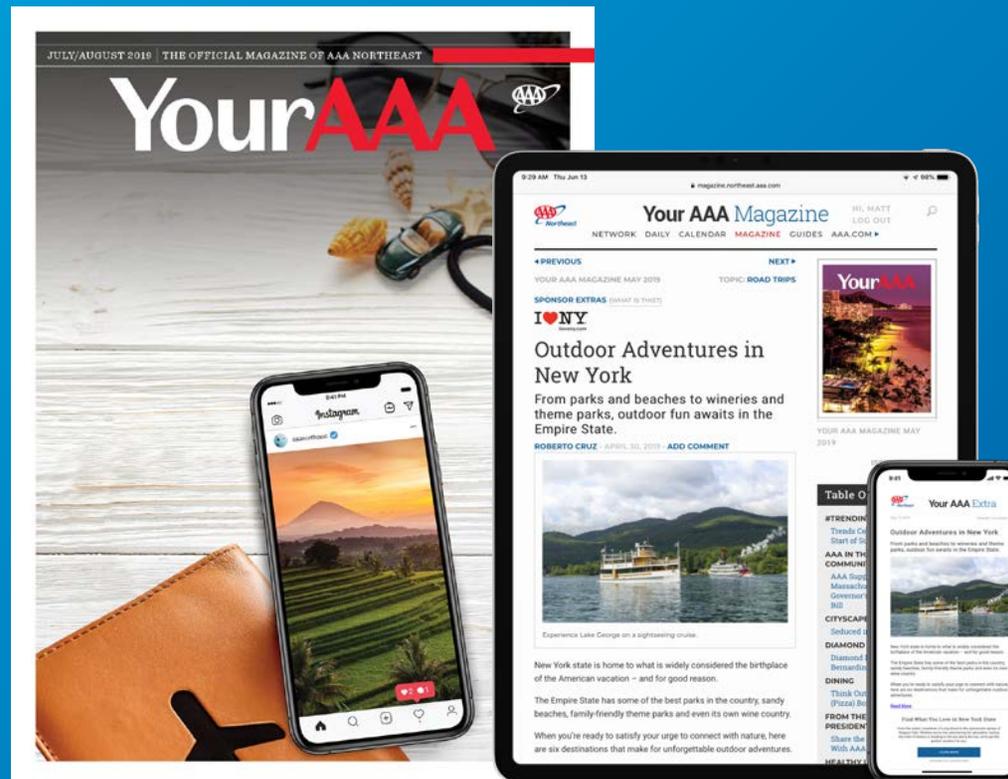
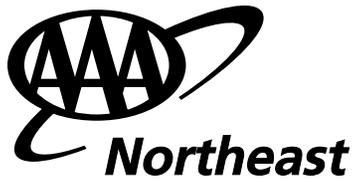




2020 NYSTIA Integrated Marketing Program



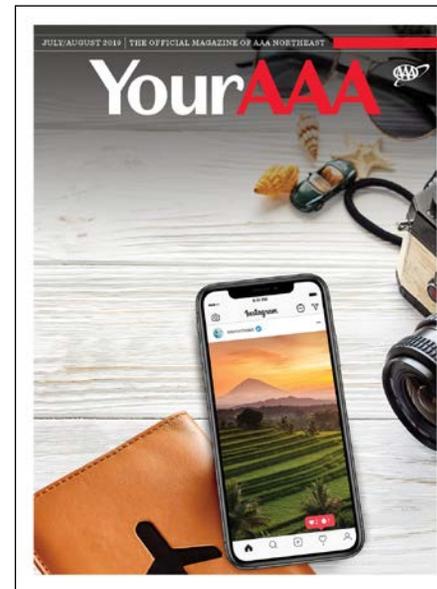


2020 Integrated Marketing Program

Revamped for 2020

2020 will bring powerful changes to our print co-op:

- Each advertiser will receive enhanced digital assets to accompany their print ad
- New targeted insert format for larger presence to qualified travel audience
- Our email list has doubled to 1,000,000 opted-in members



EDITORIAL THEMES



March/April
Multi-Generational Travel



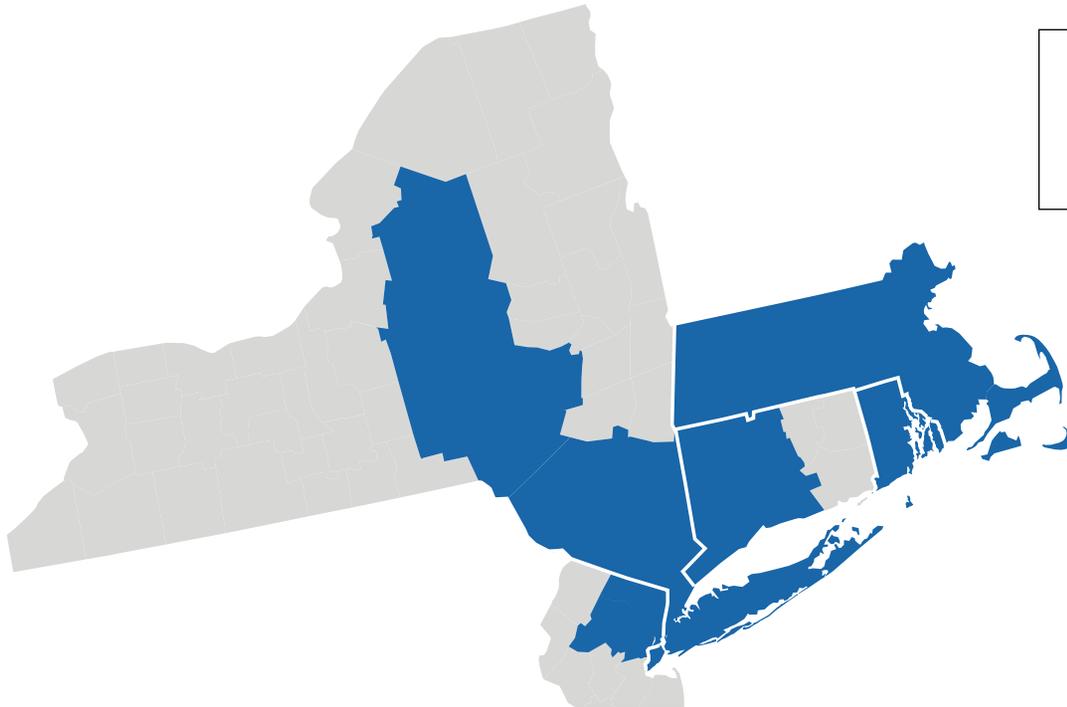
May/June
Outdoor Adventure



July/August
Culinary



Targeted Reach



*1 in 2 residents in
Massachusetts and Rhode
Island are AAA members!*

AAA Northeast has over 5 million members throughout Connecticut, Massachusetts, New Jersey, New York, and Rhode Island. For our 2020 co-op, we are targeting 200,000 of these members who have a proven track record of traveling to NY.

These members have taken one of the following actions within the last year:

1. Booked and stayed at a NY hotel through AAA
2. Booked attraction tickets for a NY attraction through AAA
3. Visited a AAA branch and requested more information on a NY destination



**Circulation is targeted
to 200,000 members
that travel to NY!**

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

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Digital Presence

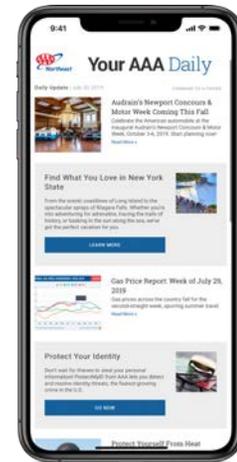
Each print participant receives the following (each issue):

- Featured in custom article on website & email
- One (1) email newsletter text ad that is sent in one of our Your AAA Daily emails to 1,000,000+ AAA members
- ROS Display ad during one month of print co-op on AAA.com/YourAAA
- Reader Service listing to 2M AAA Northeast members (print and online)

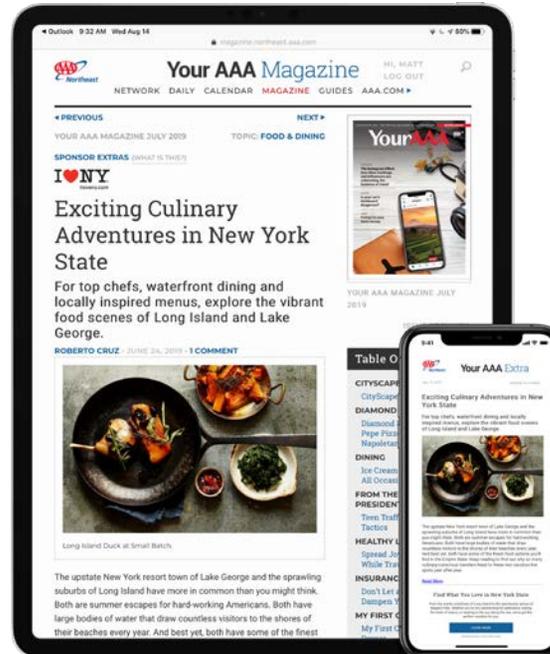
Digital Performance

- 26-30% email open rate • 2%+ email CTR
- 224,000 avg. monthly visitors
- 1,000,000+ avg. monthly pageviews

Email Newsletter Text Ad



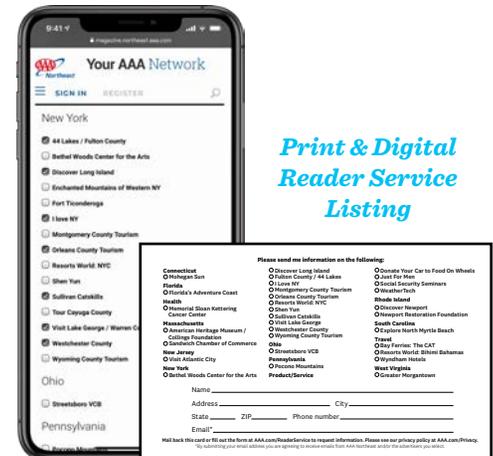
Group Article + Email Blast



ROS Leaderboard



Print & Digital Reader Service Listing



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

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Advertorial Layout

New Format

The 2020 NYSTIA co-op will be a Quad/aLog inserted on page one of Your AAA magazine, to a targeted audience of 200,000 NY travelers.

The insert will run in increments of 4 pages. A *minimum of 4 pages is required for the co-op to run.*

Specs

Full Page Space

- 1/2 page ad
- 175 words of copy
- photo
- logo

Half Page Space

- 1/6 page ad
- 110 words of copy

Find What You Love
— IN NEW YORK STATE —

I LOVE NY
iloveny.com

Regions: THOUSAND ISLANDS SEAWAY, THE ADIRONACKS, CAPITAL SARATOGA, CENTRAL NEW YORK, THE CATSKILLS, HUDSON VALLEY, NEW YORK CITY, LONG ISLAND, CHAUTAUQUA-ALLEGHENY, FINGER LAKES, GREATER NIAGARA.

LEGEND
 NYS Canal System
 Amtrak Passenger Railroad Service

Discover vibrant cities and peaceful villages as you tour New York State's scenic shoreline, main streets and rolling mountains.

Here, you can get lost in history, camp under a canopy of stars and explore vast natural wonders and Mother Nature's most awe-inspiring playgrounds. With thousands of acres of wilderness, tons of history and miles of beautiful coastline, there's something for everyone.

So come find what you love in New York State.

Plan your trip at iloveny.com or with the I LOVE NY app

© I LOVE NY. I LOVE NY logo is a registered trademark/service mark of the NYS Dept. of Economic Development, used with permission.

HERE ADVENTURE DOESN'T CALL, IT ROARS.

JET BOAT NIAGARA FALLS USA'S WATERWAYS

Prepare to get wet! Whirlpool Jet Boat Tours is an open-air jet boat experience that'll feel more like a rollercoaster on the river than a scenic boat tour. Don your gear and get ready to navigate the rapids at high speeds for a soaking good time. For an enclosed yet still thrilling ride, Niagara Jet Adventures offers the ultimate whitewater experience, speeding passengers through the Niagara River aboard high-spec bespoke rigs. Over the hour long adventure, you'll skim along the surface of the river — the highlight being navigating the Class V rapids of Devil's Hole. And hold on tight through the 360-degree "Cowboy" spins!

ZIPLINE OVER HISTORIC WATERS

If you're looking for an adrenaline rush, there's no better way to get your fix than hooking yourself to the Niagara Zipper. On this electrifying zipline ride, participants can reach speeds of up to 40 miles per hour at 85 feet above the Erie Canal basin gorge. The zip lines can stretch up to 700 feet, and if you want to make things interesting, you can even race your friends.

Here you follow a trail to get lost.

niagarafallsusa.com | 1-877-FALLS US

NIAGARA FALLS USA

DISCOVER LONG ISLAND

Seven bridges and two tunnels connect the city of New York to its beachfront backyard, Long Island.

A year-round destination, the 120-mile-long fish-shaped island is abuzz with its sparkling beaches, iconic sites, quaint downtowns, world-renowned wine country and famed Hamptons.

Whether you're into scenic waterfront restaurants or blooming lavender fields, Long Island has something for every vacationer: renowned chefs, the Long Island food scene has so much to offer.

Culinary enthusiasts can enjoy some of the best farm-to-table fare from the area's bountiful farmlands and surrounding waters. From seaside shacks with a view to top-rated restaurants led by renowned chefs, the Long Island food scene has so much to offer.

Discover Long Island today. For more information, visit DiscoverLongIsland.com

LAKE GEORGE AREA

Endless sunny days and warm summer nights mean it's time to head to the Lake George Area in New York's Adirondacks. Discover a getaway jam-packed with outdoor fun, unforgettable activities, fantastic restaurants and more.

Burrow your toes deep into the sand on the shores of Lake George for a day or spend your entire vacation lounging on the beach. Rather be on the water? Rent a boat and discover the gorgeous shorelines and hidden coves.

The region also hosts several annual events, including the Americade Motorcycle Rally, Adirondack Wine & Food Festival, Adirondack Nationals Car Show and Adirondack Balloon Festival.

Summer is here. Pack your bathing suits, fishing rods, bicycles and hiking boots, and hit the road!

THE Original Vacation is Calling!

LAKE GEORGE AREA
IN NEW YORK'S ADIRONACKS

Discover the birthplace of the American vacation. Reconnect, explore and escape to a timeless place of treasured moments, pristine wilderness, charming towns, and must-see attractions. It's the quintessential getaway destination! Experience it yours!

VISITLAKEGEORGE.COM • 800-365-1050



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)

Engaged and Loyal Readers

- 72% of our readers take action as a result of reading the publication**
- 44%** became aware/used/received AAA discounts
- 42%** visited AAA.com
- 15%** visited an advertiser's web site
- 12%** visited a AAA branch for maps or TripTiks®
- 20.6 MINUTES** Average minutes spent reading Your AAA
- 70%** are regular readers (read 3-4 of past 4 issues)
- 45%** of readers pass on the publication to at least one other reader
- 57%** prefer receiving the printed magazine in the mail

DEMOGRAPHICS

- 56** Average age
- 57%** Female
- 43%** Male
- 70%** College degree
- 64%** Employed
- 28%** Retired
- 53%** Married
- \$108,400** Average household income
- 72%** Own home
- 28%** Rent home
- \$503,900** Average value of home
- 13 YEARS** Average length of AAA membership

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

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

Number of trips lasting 1+ days in the past year

5.5 Your AAA Readers • **2.6** Average U.S. Adult (213 index)

Average paid hotel nights per year

12 Your AAA Readers • **7.2** Average U.S. Adult (167 index)

Average amount spent on domestic vacations per year

\$3,500 Your AAA Readers • **\$2,000** Average U.S. Adult (175 index)

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

Your AAA | 2020 NYSTIA CO-OP

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2020 Rates

NEW YORK TRAVELERS

Total Print Circulation 200,000

Total Reader Service Circulation 2,000,000

*Connecticut, Massachusetts, Northern
New Jersey, New York, Rhode Island*

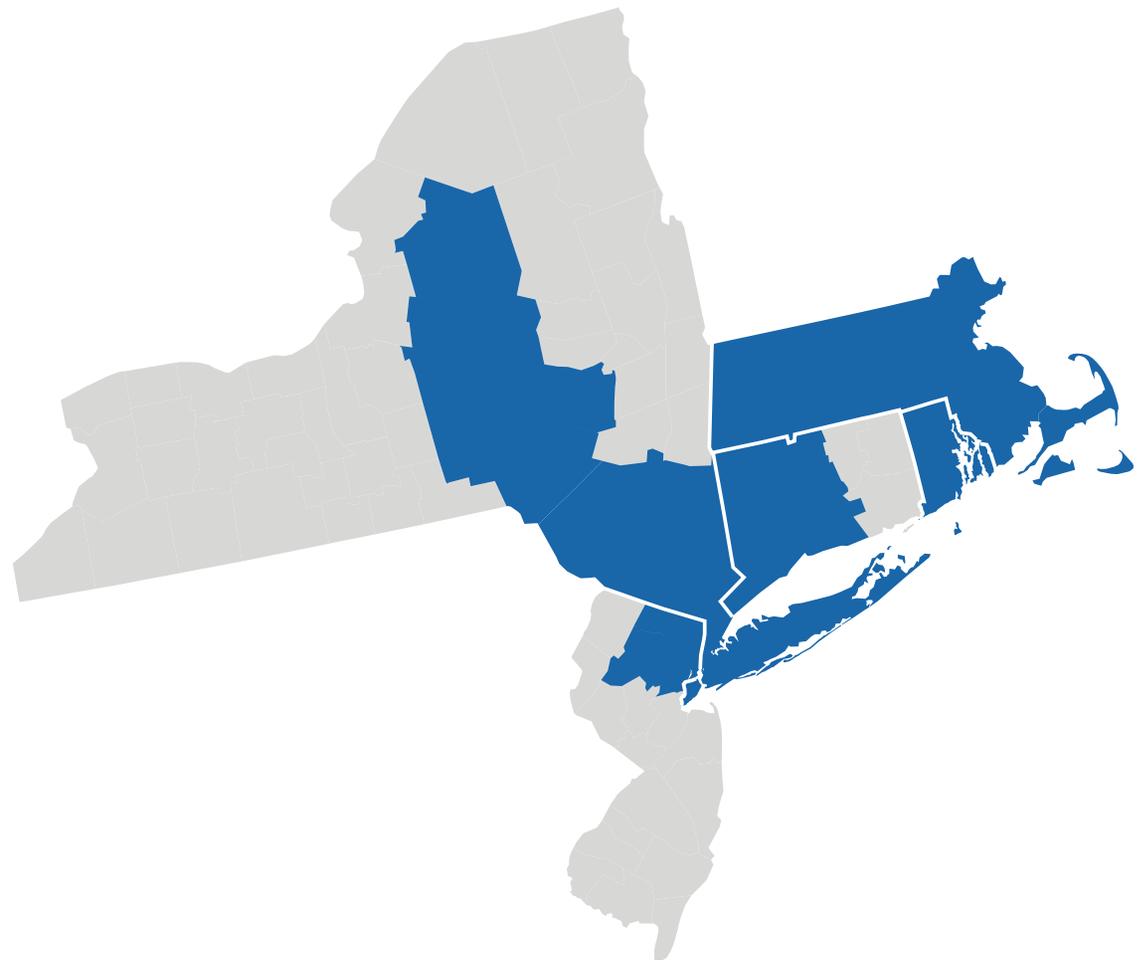
2020 RATES (PER ISSUE)

half page print + digital \$4,324

full page print + digital \$6,897

Issues & Reservation Info

Issue	Space	Materials	In-Home
March/April	12/20/19	01/03/20	02/22/20
May/June	02/14/20	03/06/20	04/25/20
July/August	04/17/20	05/08/20	06/27/20



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