

AAA Explorer New Mexico

eNewsletter

Circulation:
55,000

Reach a **digitally-engaged** audience of AAA members who have **opted in** to receive the AAA Explorer New Mexico eNewsletter and align your brand with premium digital content.

ENEWS SUCCESS METRICS

2023 Averages

Delivered: 56,858

Unique Opened: 18,214

Unique Clicked Rate: 2.81%

BANNER

\$950

Image: 1200px W x 240px H (JPG, GIF, Photoshop Files), 72 ppi, RGB
Website URL

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\$1,550

eNewsletter Feature

Image: 1360 px W x 600px H (JPG, PNG)
Headline: 40 characters w/ spaces
Description: 200 characters w/ spaces

Content Page

Copy: 1000 words max
Photos: 680px W x 380px H. minimum of 1, landscape orientation preferred

SHOWCASES

\$700

Business Name: 30 characters w/ spaces
Image: 800px W x 430px H
Offer/Copy: 35 characters w/ spaces
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6 gorgeous places to see spring flowers in New Mexico

Beautiful blooms are popping up all over the state. From mountain meadows to manicured gardens, here are some of the best spots to take in the glories of spring.

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Tips for talking to your auto mechanic

When your car needs service, you need to communicate clearly with the service rep or tech. Read up on key things to do (and avoid) in the process.

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• Did you know millions of AAA roadside service calls are preventable?
• Read about the latest auto trends in the free 2021 AAA Car Guide



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10 dos and don'ts for road-tripping

After a year of way too much time at home, we're all anxious to break out and hit the road. The quintessential road trip is all about making memories, exploring new terrain, and having fun. There are many details to consider when planning your trip. Create a memorable experience with these 10 tips.

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• Save up to 16% at Best Western on your next road trip
• The ultimate 12-day Southwest road trip



10 dream destinations to put on your bucket list

Our travel writers and editors share some of their favorite places on the planet.

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