



## DISCOVER Special Sections

**DISCOVER** is a series of special advertising sections published in *AAA Explorer Southern* magazines once a year.

Delivered in the Spring Issue, readers turn to this section to *DISCOVER* things to do, places to go, products to purchase, and plan summer vacations.

### CONNECT WITH A PREMIUM AUDIENCE

- Delivered to 335,000 households.
- Reach active and affluent travelers and consumers.
- Complement your ad with engaging advertorial to tell your story about all you have to offer.

### ADVERTORIAL MATERIALS AND SPECS

#### Full Page Ad + Full Page Advertorial      \$9,900 net

Ad Size: 7.75" w x 10.5" h (trim). Add .125" bleed to all sides. Live copy no less than .25" from trim.

Headline: 45 characters appx including spaces

Copy: 3600 characters appx including spaces

CTA/Offer: 120 characters appx including spaces

Photos: Up to Two 4/c images, JPG, 300 dpi or higher, 5"x7" or 7"x5"

#### 1/2 Page Ad + 1/2 Page Advertorial      \$ 5,500 net

Ad Size: 6.875" w x 4.625" h

Headline: 45 characters appx including spaces

Copy: 1900 characters appx including spaces

CTA/Offer: 120 characters appx including spaces

Photos: One 4/c image, JPG, 300 dpi or higher, 5"x7" or 7"x5"

## AD DEADLINES

### April/May/June 2026 issue

#### DISCOVER SPRING

Ad Close: 1/16/2026

Materials Due: 1/22/2026

### Print Ad Requirements

- Ads must be submitted as a **PDF/X1a**
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be embedded
- Trim, bleed, and center marks must be 4color Registration
- All marks including (trim, center, and color bars) must be outside of the bleed area with offset at .1667 inch

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Create your advertorial and upload your print-ready PDF by going to [acepubs.sendmyad.com](http://acepubs.sendmyad.com).

Production Questions? Contact Kathleen Reeves, 714-885-2011, [ACSCPublications@ace.aaa.com](mailto:ACSCPublications@ace.aaa.com)

