

AAA Explorer

THE MAGAZINE FOR AAA MISSOURI SOUTHERN MEMBERS

 SOUTHERN
2025 MEDIA KIT



AAA Explorer Southern



Deliver your message with a brand that members trust



328,000
AAA member households
in Arkansas, Mississippi, and
Louisiana

623,200
engaged readers

71.6%
read 3+ of 4
issues received

76.2%
took action as a
result of reading

AAA Explorer magazine is the most used AAA source for obtaining travel and leisure information by our members. AAA Explorer Southern:

- ✓ Exclusive to AAA members in Arkansas, Mississippi, and Louisiana
- ✓ Offers impactful advertising opportunities
- ✓ Connects brands with an educated, affluent audience

DEMOGRAPHICS



47.2%
male



52.8%
female



56.9
average age



88.0%
attended college



41.1%
HHI \$75k+



79.2%
household owners



68.7%
Use AAA magazine for travel and
leisure information



74.4%
Inspired to travel to destinations
featured in AAA magazines



69.4%
Trust the businesses that are
advertised in AAA magazines

Print Editorial Calendar



In Every Issue

Out & About: *Places to go and things to see, near and far*

Feature Stories: *Leading writers wax eloquent about travel, food, and culture*

Tank Trip: *Quick getaway to an interesting local destination*

Final Word: *A spotlight on worthwhile events and attractions in the region*

JANUARY
FEBRUARY
MARCH

Feature: Vicksburg, Mississippi, is celebrating its bicentennial in 2025. A look at its harrowing Civil war history and modern appeal.

Tank Trip: New Iberia, Louisiana

Final Word: The legend of Arkansas Cheese Dip

Close: 11/1/2024 | **Materials:** 11/8/2024 | **In Home:** 12/27/2024

APRIL
MAY
JUNE

Feature: In honor of B.B. King's 100th birthday, delve into his home state of Mississippi and learn about his rise to fame and how his legacy endures.

Tank Trip: Fort Smith, Arkansas

Final Word: Eudora Welty House in Jackson, Mississippi

Close: 2/3/2025 | **Materials:** 2/10/2025 | **In Home:** 3/24/2025

JULY
AUGUST
SEPTEMBER

Feature: Louisiana's Creole Nature Trail is no ordinary road trip. This 180-mile All-American Road offers a window on south Louisiana's unique culture and a diversity of nature rarely seen.

Tank Trip: Ocean Springs, Mississippi

Final Word: Africatown Heritage House in Mobile, Alabama

Close: 5/1/2025 | **Materials:** 5/8/2025 | **In Home:** 6/23/2025

OCTOBER
NOVEMBER
DECEMBER

Feature: On an American Cruise Lines adventure, follow the Intracoastal Waterway—a sanctuary of serenity that weaves through bays, rivers, and canals and links legendary Southeast destinations like Charleston, Savannah, and Jekyll Island

Tank Trip: Hattiesburg, Mississippi

Final Word: Sultana Steamboat Museum in Marion, Arkansas

Close: 8/1/2025 | **Materials:** 8/8/2025 | **In Home:** 9/23/2025

Refer to the next page for print ad requirements

General Advertising Rates & Specifications

Full Page

- 1x - \$8,760
- 2x - \$8,320
- 4x - \$7,900

Full page
7.75"W x 10.5"H
Spreads
15.5"W x 10.5"H
Add .125" bleed to all sides (No Marks in Bleed - See Below)
Live copy no less than .25" from trims

1/2 Page

- 1x - \$5,040
- 2x - \$4,560
- 4x - \$4,340

1/2 Page Horizontal
6.875"W x 4.625"H

1/6 Page

- 1x - \$2,380
- 2x - \$2,240
- 4x - \$2,160

1/6 Page Vertical
2.125"W x 4.625"H

2/3 Page

- 1x - \$6,130
- 2x - \$5,820
- 4x - \$5,540

2/3 Page Vertical
4.5"W x 9.5"H

1/3 Page

- 1x - \$3,490
- 2x - \$3,320
- 4x - \$3,150

1/3 Page Square
4.5"W x 4.625"H
1/3 Page Vertical
2.125"W x 9.5"H



Ad Dates & Requirements



AD CLOSE DATES

Jan/Feb/Mar

Space Close:
11/1/2024

Materials Due:
11/8/2024

In-Home Date:
12/27/2024

Apr/May/Jun

Space Close:
2/3/2025

Materials Due:
2/10/2025

In-Home Date:
3/24/2025

Jul/Aug/Sep

Space Close:
5/1/2025

Materials Due:
5/8/2025

In-Home Date:
6/23/2025

Oct/Nov/Dec

Space Close:
8/1/2025

Materials Due:
8/8/2025

In-Home Date:
9/23/2025

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 imbedded
- 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

All print ads must be uploaded to
<https://acepubs.sendmyad.com>

Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.

Digital Ad Calendar



With its monthly **eNewsletter, AAA Explorer Southern** brings readers more inspiring ideas for...

- ✓ Local events and activities
- ✓ Weekend getaways
- ✓ Places to eat

JANUARY

TBD

CLOSE: 10/30/2024
MATERIALS: 11/6/2024
SEND: 1/1/2025

FEBRUARY

Who serves the best pizza?
A cheesy disagreement.

CLOSE: 12/2/2024
MATERIALS: 12/9/2024
SEND: 2/5/2025

MARCH

Celebrate spring on these
wildflower walks and hikes.

CLOSE: 1/3/2025
MATERIALS: 1/10/2025
SEND: 3/5/2025

APRIL

TBD

CLOSE: 2/10/2025
MATERIALS: 2/17/2025
SEND: 4/2/2025

MAY

How do these regional
sandwiches stack up?

CLOSE: 3/10/2025
MATERIALS: 3/17/2025
SEND: 5/7/2025

JUNE

Find fresh food and fun at these
lively farmers markets.

CLOSE: 4/7/2025
MATERIALS: 4/14/2025
SEND: 6/4/2025

JULY

TBD

CLOSE: 5/9/2025
MATERIALS: 5/16/2025
SEND: 7/2/2025

AUGUST

Awesome natural wonders:
canyons, dunes, swamps, and
caves

CLOSE: 6/9/2025
MATERIALS: 6/16/2025
SEND: 8/6/2025

SEPTEMBER

Gameday getaways at college
football towns in the Midwest and
South.

CLOSE: 7/11/2025
MATERIALS: 7/18/2025
SEND: 9/3/2025

OCTOBER

Sips at noteworthy craft
breweries, including one that
forages its ingredients

CLOSE: 8/8/2025
MATERIALS: 8/15/2025
SEND: 10/1/2025

NOVEMBER

Essential places for music lovers,
including museums and legendary
venues.

CLOSE: 9/10/2025
MATERIALS: 9/17/2025
SEND: 11/5/2025

DECEMBER

TBD

CLOSE: 10/9/2025
MATERIALS: 10/16/2025
SEND: 12/3/2025

AAA Explorer Southern

eNewsletter

Circulation:
403,000

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

ENEWS SUCCESS METRICS

2023 Averages

Delivered: 410,212

Unique Opened: 132,884

Unique Clicked: 6,881

BANNER

\$4,500

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

Website URL

SPONSORED CONTENT

\$7,000

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

\$3,000

Business Name: 30 characters w/ spaces

Image: 800px W x 430px H

Offer/Copy: 35 characters w/ spaces

Website URL



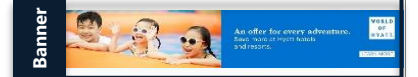
8 roadside diners worth the drive

The food is the destination at these highway eateries, where you'll discover unique twists on roadside classics and one-of-a-kind dishes, too.

[READ MORE](#)

Related

- Celebrate Missouri's bicentennial
- 6 mistakes that can ruin a road trip



Banner



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.

[HELPFUL TIPS](#)

Related

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



Sponsored Content

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.

[READ MORE](#)

Related

- Save up to 10% 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.

[READ MORE](#)

Related

- How an all-inclusive vacation can be your answer to a vacation now
- Why you need travel insurance now more than ever

From our advertisers



Showcases

EDITORIAL OVERVIEW:

AAA Explorer (Southern Members Edition) is a magazine written and edited specifically for AAA members in Arkansas, Louisiana and Mississippi. It offers timely coverage of local issues, plus vital consumer information about travel, insurance, automobiles and safety issues. In addition, the magazine contains departments offering expert advice for travelers and motorists, and money saving opportunities on local attractions, events and travel.

FREQUENCY: 4 times per year

TOTAL VERIFIED CIRCULATION

	Apr/May/June 2024 Issue	%	Rate Base	Above (Below)	%Above (Below)
Subscriptions					
Verified	330,635	100%			
Total Verified Subscriptions	330,635	100%			
Single Copy Sales	N/A				
Total Verified Circulation	330,635	100%	327,000	3,635	1.1%

CIRCULATION BY ISSUE

Issue	Circulation
Jan/Feb/Mar	332,735
Apr/May/June	330,635 *



3 YEAR TREND

	2022	%	2023	%	2024	%
Subscriptions						
Verified	335,439		337,394		330,635	
Total Verified Subscriptions	335,439		337,394		330,635	
Single Copy Sales	N/A		N/A		N/A	
Total Verified Circulation	335,439		337,394		330,635	
Year Over Year Percent of Change				0.6%		-2.0%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

*Membership subscription in force as of February 5, 2024

CIRCULATION BY STATE AS OF FEBRUARY 5, 2024

State	Subscriptions
Alabama	-
Arizona	-
Arkansas	93,710
California	-
Colorado	-
Connecticut	-
Delaware	-
District of Columbia	-
Florida	-
Georgia	-
Idaho	-
Illinois	-
Indiana	-
Iowa	-
Kansas	-
Kentucky	-
Louisiana	159,226
Maine	-
Maryland	-
Massachusetts	-
Michigan	-
Minnesota	-
Mississippi	74,976
Missouri	-
Montana	-
Nebraska	-
Nevada	-
New Hampshire	-
New Jersey	-
New Mexico	-
New York	-
North Carolina	-
North Dakota	-

State	Subscriptions
Ohio	-
Oklahoma	-
Oregon	-
Pennsylvania	-
Rhode Island	-
South Carolina	-
South Dakota	-
Tennessee	-
Texas	2,723
Utah	-
Vermont	-
Virginia	-
Washington	-
West Virginia	-
Wisconsin	-
Wyoming	-
TOTAL 48 CONTERMINOUS STATES	330,635
Alaska	-
Hawaii	-
TOTAL ALASKA & HAWAII	-
U.S. Unclassified	-
TOTAL UNITED STATES	330,635
Poss. & Other Areas	0
U.S. & POSS., etc.	330,635
Canada	-
International	-
Other Unclassified	-
Military or Civilian Personnel Overseas	0
GRAND TOTAL	330,635



VERIFICATION OF CIRCULATION

USPS Form 3548

Publication Title	AAA Explorer (Southern Members Edition)	Issue Verified	Apr/May/June 2024
Issue Frequency	4 times per year	Date	4/1/2024

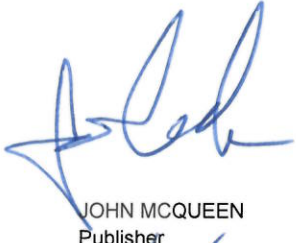
Distribution Information

Total Number of Direct Subscriptions <i>(Including gift subscriptions)</i>	None
Total Number of Subscriptions as Part of Dues	330,635
Total Number of Paid Subscriptions Through Agents	None
Total Number of Direct Requests Including Internet and Telephone <i>(Only for requester publications)</i>	None
Single Copies Sold Over Counter, Coin Machines, Street Vendors	None
Copies Furnished to News Agents and Dealers	None
Copies Purchased in Bulk Other Than News Agents and Dealers/Bulk Requests <i>(Not invariably paid)</i>	None
Other Requested Copies	None
Advertiser Proof Copies <i>(No more than one copy per advertiser)</i>	None
Exchange Copies	None
Other Paid Circulation <i>(Specify)</i>	None
Nonsubscriber or Nonrequester Copies <i>(Other)</i>	412
Total Circulation	330,635
Total Distribution	331,047
Copies Furnished to News Agents and Not Sold <i>(Returned or destroyed)</i>	None
Office Copies, Spoiled Checking Copies, etc.	1,700
Total Production	332,747
Percent Circulation	99.9%

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with the United States Postal Service.

Parent Company: Automobile Club of Missouri
 AAA Explorer (Southern Members Edition)
 12901 N. Forty Drive
 St. Louis MO 63141
 P: (314) 523-7350
 F: (314) 523-6982
 www.aaa.com


 JOHN SILVER
 Circulation & Distribution


 JOHN MCQUEEN
 Publisher


 BRIAN HOWELL
 Manager Advertising Sales

Date Signed: 8/28/24

8/19/2024

8/28/24

Rate Card: Terms & Conditions

2025

Print Rate Card #28
Digital Rate Card #6
Effective January 2025

1. TERMS OF SALE

Net 30 days from date of invoice. First-time advertisers must prepay by the Ad Close date as defined on applicable Rate Card pages of the 2025 Media Kit. These Terms & Conditions and the rate card pages of the 2025 Media Kit shall be collectively referred to as the "Rate Card.". Publisher reserves the right to request further prepayment as long as Publisher desires.

2. COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

3. SHORT RATES AND REBATES

Each ad counts as one insertion. Frequency Discounts (as shown in the Rate Card) may be earned with any combination of different size insertions used during a 12-month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions (Section 7) below for more details.

4. CANCELLATIONS

Cancellations must be received from Advertiser in writing prior to the applicable Materials Due date as defined on the Rate Card; all orders are non-cancellable after Materials Due date of the relevant issue. (See Advertising Contract Provisions (Section 7).)

5. SEND ALL INSERTION ORDERS TO:

AAA Explorer Southern
Attn: Publication Sales
3333 Fairview Road
Mail Stop A327
Costa Mesa, CA 92626-1698

6. COPY REGULATIONS

A. The caption line "ADVERTISEMENT" or "SPONSORED CONTENT" shall be placed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncancelled Insertion Order is not received by the applicable Materials Due date, the copy run in the previous issue (if any) will be inserted.

C. Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Rate Card, including these Terms & Conditions, Publisher's Advertising Policy Guidelines (Section 8) below, and the Advertising Contract Provisions (Section 7) below.

7. ADVERTISING CONTRACT PROVISIONS

A. In order to place advertising with Automobile Club of Southern California, the publisher of AAA Explorer Southern ("Publisher") and Advertiser (as defined below) shall complete and execute an Advertising Contract & Insertion Order (the "IO," together with the Rate Card, including these terms and conditions, collectively referred to as this "Contract"). "Advertiser" means the party designated in the IO as "CLIENT," unless an "AGENCY" is also designated in the IO, in which event, the party designated as "AGENCY" shall be the Advertiser hereunder. The publication indicated in the IO shall be referred to as the "Publication," the digital newsletter indicated in the IO shall be referred to as the "eNewsletter" and the issue(s) of the Publication and/or eNewsletter designated in the IO shall be referred to as the "Issue(s)."

B. Advertiser shall have the right, without liability to Publisher, to terminate the entire Contract at any time prior to the Ad Close date for the first insertion ordered under the Contract's IO.

C. Once the Ad Close date for any Issue has passed, but the Materials Due date for that Issue has not yet passed, Advertiser may, by written notice to Publisher received prior to the Materials Due date, cancel Advertiser's insertion for that issue by paying 10% of the Net Rate.

D. Once the Ad Close date and the Materials Due date for any Issue has passed, Advertiser may only cancel an insertion for that Issue with the written consent of Publisher and upon payment of 100% of the Net Rate for that insertion within 30 days after the invoice date. Advertiser's failure to provide materials for an insertion in an Issue on or prior to the Materials Due date for that Issue shall be deemed a cancellation of such insertion, unless Publisher agrees in writing to an extension of the Materials Due date for that particular insertion.

E. Advertiser's cancellation of any insertion specified in the IO automatically nullifies any rate protection and any preferred position reservation as to any remaining insertions specified under the IO.

F. Publisher shall have the right, at its sole discretion, to terminate this Contract at any time, without cause, by written notice to Advertiser, in which event Advertiser shall pay for insertions already published, and any Frequency Discount contracted for in the IO shall apply irrespective of the actual number of insertions published prior to such termination by Publisher.

G. Publisher shall have the right to terminate this Contract and any other agreements, contracts or insertion orders entered into by Advertiser and Publisher, at any time with or without notice to Advertiser upon the occurrence of any of the following ("Events of Default"): (i) a failure by Advertiser to pay in full any invoice on or prior to its due date, (ii) an insertion specified in the IO that was not published within the Contract Period (as defined in the IO) as a result of one or more cancellations by Advertiser, or (iii) a breach by Advertiser of any other provisions of the Contract. In the event of such termination by Publisher, Advertiser shall pay Publisher for insertions already published at the Net Rate. Failure of Publisher to terminate this Contract upon the occurrence of an Event of Default shall not be deemed a waiver of Publisher's right to terminate this Contract by reason of any subsequent Event of Default.

H. The IO may be cancelled when it becomes impossible to carry out the obligations specified in the IO due to causes beyond the reasonable control of the parties including, but not limited to, man-made catastrophes (e.g. riots, acts of terrorism, war, government action, shortage of power or other technical failure beyond the control of the parties) or natural catastrophes (e.g. fire, flood, hurricane, earthquake, explosion, pandemic, volcanic eruption). Lack of funds shall not be deemed to be a force majeure event.

I. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to insertions not previously covered by the Contract's IO. Insertions already covered by the IO may receive rate protection only if published in the six months immediately following the date when the new rates become effective. Advertiser may terminate this Contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, Advertiser shall be liable for insertions already published and any earned Frequency Discount contracted for in the IO irrespective of the actual number of insertions actually published prior to termination.

J. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect Publisher's right to revise or reject the same copy thereafter. (See Advertising Policy Guidelines (Section 8) below.)

K. Advertiser represents and warrants that any material submitted to Publisher is original; truthful and not misleading; does not violate any law or other governmental rule or regulation (including, without limitation, any law, rule or regulation enforced by the Federal Trade Commission) or infringe any third party's copyright, trademark, trade name, patent, or other intellectual property rights; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or otherwise injurious to the rights of any person. In addition, Advertiser has obtained all necessary consents prior to submission to Publisher. Advertiser assumes responsibility for all content (including, but not limited to, text, representations, names, photographs, and illustrations) of advertisements submitted. Advertiser agrees to indemnify, defend and hold harmless Publisher, its Affiliates (as defined below) and their respective officers, members of their governing boards, employees and agents, against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses, resulting from or attributable to the publication of any material submitted by Advertiser under this Contract or the breach of this Contract by Advertiser. As used herein, the term "Affiliate" means an entity that directly, or indirectly through one or more entities, controls, is controlled by, or is under common control with, the specified entity

Furthermore, Advertiser represents and warrants to Publisher that it is fully authorized to use and publish the entire contents and subject matter of all submitted advertisements and the content and function of any URL links (including without limitation, all text, graphics, video, voice, audio, data, music, and URL links), and materials will comply with all applicable laws and regulations.

L. Any marked confidential information and proprietary data provided by either party, including the Ad description and the pricing of the Ad set forth in the IO, shall be deemed "Confidential Information" of the disclosing party. Confidential Information shall also include information provided by each party, which under the circumstances surrounding the disclosure would be reasonably deemed confidential or proprietary. Confidential Information, whether or not marked Confidential, shall not be released by the receiving party to anyone except an employee or agent who has a need to know same. Such receiving parties shall include third parties through which services are provided. Neither party will use any portion of Confidential Information provided by the other party hereunder for any purpose other than those provided for under the IO and these Terms. Notwithstanding anything contained herein to the contrary, the term "Confidential Information" shall not include information which: (i) was previously known to a party; (ii) was or becomes generally available to the public through no fault of the receiving party ("Recipient"); (iii) was rightfully in Recipient's possession free of any obligation of confidence at, or subsequent to, the time it was communicated to Recipient by the disclosing party ("Discloser"); (iv) was developed by employees or agents of Recipient independently of an without reference to any information communicated to Recipient by Discloser; or (v) was communicated by Discloser to an unaffiliated third party free of any obligation of confidence. Notwithstanding the foregoing, either party may disclose Confidential Information in response to a valid order by a court or other governmental body, as otherwise required by law or as necessary to establish the rights of either party under the IO or the Contract; provided, however, that both parties will stipulate to any orders necessary to protect said information from public disclosure.

Unless otherwise stated, all personally identifiable information provided by individual web users is property of the Publisher and is considered Confidential Information. Any other use of such information must be set forth in the IO signed by both parties.

Advertiser will comply with at all times, all applicable federal, state and local law, ordinances, regulations and codes which are relevant to its performance of their respective obligations under the terms herein, and Advertiser shall remain solely responsible for the compliance of the Ad.

M. An IO that specifies pages or digital advertisement placement, directs insertion of advertising in a special position or on a designated page or specifies "or omit" will not be accepted. Publisher will use reasonable efforts to comply with the IO requirements to create a reasonably balanced delivery schedule for digital advertisements and interactive content. Additionally, any provision in the IO specifying or barring the use of any page because of the kind of news or advertising on that page, on its reverse side or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered, and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

N. Agreement to Mediate:

Except as provided herein, no civil action with respect to any dispute, claim or controversy between Publisher and Advertiser arising out of or relating to this Contract (including the Rate Card) may be commenced until the matter has been submitted to JAMS for mediation at a location in the County of Orange, State of California. Either party may commence mediation by providing to JAMS and the other party a written request for mediation, setting forth the subject of the dispute and the relief requested. The parties will cooperate with JAMS and with one another in selecting a mediator from JAMS panel of neutrals, and in scheduling the mediation proceedings, which shall, in any event, commence no later than 90 days after delivery to the other party of the foregoing written request for mediation.

The parties covenant that they will participate in the mediation in good faith, and that they will share equally in its costs. All offers, promises, conduct and statements, whether oral or written, made in the course of the mediation by any of the parties, their agents, employees, experts and attorneys, and by the mediator and any JAMS employees, are confidential, privileged and inadmissible for any purpose, including impeachment, in any litigation or other proceeding involving the parties, provided that evidence that is otherwise admissible or discoverable shall not be rendered inadmissible or non-discoverable as a result of its use in the mediation. Neither party may commence a civil action with respect to the matters submitted to mediation until after the completion of the initial mediation session, the good faith completion of which the parties hereto agree is a condition precedent to the filing of any civil action by either party with respect to any dispute,

claim or controversy that is subject to this Agreement to Mediate. Mediation may continue after the commencement of a civil action, if the parties so desire.

The provisions of this Section may be enforced by any Court of competent jurisdiction, and the party seeking enforcement shall be entitled to an award of all costs, fees and expenses, including attorneys' fees, to be paid by the party against whom enforcement is ordered."

O. IN THE EVENT OF ANY ERROR OR OMISSION IN PRINTING, DIGITAL ADVERTISEMENT, OR OTHER INADVERTENT PUBLICATION OF AN ADVERTISEMENT, PUBLISHER'S LIABILITY SHALL NOT EXCEED THE COST OF THE SPACE USED OR THE COST OF THE INSERTION OMITTED. IN THE EVENT OF ANY OTHER BREACH OF PUBLISHER'S OBLIGATIONS UNDER THIS CONTRACT, PUBLISHER'S LIABILITY SHALL NOT EXCEED THE TOTAL AMOUNTS PAID BY ADVERTISER TO PUBLISHER UNDER THIS CONTRACT. Publisher shall have no liability under this paragraph unless it receives written notice of the error or omission no later than 30 calendar days after the In-Home Date/Send Date as shown in the Rate Card) of the Issue in which or with respect to which the error or omission occurred. Where the same insertion is ordered for more than one issue, credit, if allowed, shall be for the first insertion only and may, at the sole discretion of Publisher, be given in the form of republication of the corrected advertisement. No adjustment will be made under circumstances in which Advertiser, its client or its agent is responsible for the error.

P. Advertiser authorizes Publisher, and any of its Affiliates or agents, to obtain credit reports in Advertiser's name at any time.

Q. To the extent Advertiser fails to pay any invoice from Publisher when due, Advertiser further agrees that Publisher may refer Advertiser's account to a collections agency. Advertiser acknowledges and agrees that Publisher, or any of its Affiliates or agents, may from time to time report the credit experience of Publisher, or one of its affiliates, with Advertiser to third parties, including, without limitation, governmental authorities and credit reporting agencies. Advertiser hereby waives and holds Publisher harmless from and against any and all claims that Advertiser may have as a result of such reporting.

R. If Advertiser fails to pay an invoice from Publisher when due and payable, a late payment charge of the Wall Street Journal Prime rate plus 2% per month (or the highest rate permitted by law), will be applied, as of the thirty-first (31st) day after the invoice date, to the outstanding balance of such invoice and the agency commission, if applicable, shall also be revoked on the 31st day.

S. Publisher shall have the right at any time, in its sole discretion, to require prepayment for any advertising under this Contract (or any other insertion order submitted by Advertiser or Advertiser's client) on such terms as it may see fit. If Advertiser fails to make a prepayment within five (5) business days after delivery to Advertiser of a written demand from Publisher therefore, Publisher shall have the right to immediately terminate this Contract and any other agreement or insertion order entered into by Advertiser and Publisher, without further notice to Advertiser and without any liability to Publisher.

T. If Advertiser is an agency placing advertising on behalf of a client:

1. This Contract shall have no force or effect until: (a) such Client has executed and delivered to Publisher a letter on a form provided by Publisher, providing for, among other things, such Client's liability if Advertiser fails to make timely payment of amounts owing to Publisher under this Agreement, or (b) Publisher waives in writing the requirement set forth herein.
2. This Contract creates a direct payment obligation of Advertiser to Publisher, irrespective of whether Advertiser is paid by its client, except to the extent Publisher receives valid payment from Advertiser's client.
3. Advertiser shall not be entitled to any advertising agency commission with respect to any invoice unless such invoice is paid within 30 days of invoice date.

U. Any notice required or permitted to be given under this Contract shall be in writing and shall be effective immediately upon receipt if delivered personally or by reputable national overnight delivery service, or two (2) working days from mailing such notice if mailed through the United States mail, certified, postage prepaid, return receipt requested, and addressed

to each party as follows: (i) if to Publisher at AAA Explorer Southern, 3333 Fairview Road, Mail Stop A327, Costa Mesa, CA 92626-1698, Attention: Publisher, and (ii) if to Advertiser, to the address(es) set forth in the boxes titled "Agency" and "Client" on the IO, to the extent either box is completed.

V. IN NO EVENT SHALL PUBLISHER BE LIABLE TO ADVERTISER FOR INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF, OR RELATED TO, THIS CONTRACT, UNDER ANY THEORY OF LAW, EVEN IF PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

W. Advertiser agrees that no representations or warranties of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than that set forth in the Contract.

X. Paragraphs 7F, 7G, 7K, 7L, 7N, 7O, 7Q, 7U, 7V, 7X, and 7Y set forth herein shall survive expiration or termination of the Contract.

Y. This Contract shall be governed by the laws of the State of California. Any legal action relating to this Contract shall be brought in a State or Federal Court sitting in the County of Orange, State of California, unless Advertiser and Publisher have initiated or executed an Agreement to Mediate, in which event, such Agreement to Mediate shall govern.

8. ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by Publisher, in its sole discretion, before they are deemed acceptable for publication in AAA Explorer Southern.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable. Publication of any advertisement for a product or service tested by Publisher shall not be deemed an endorsement thereof by Publisher.

C. All advertising copy must comply with Publisher's guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of AAA Explorer Southern subscribers. General categories include, but are not limited to: (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above categories.

E. Advertisements of products or services in which Publisher or its Affiliates has a special expertise, or in which the ad might be construed as an endorsement must receive specific approval by Publisher with regard to the veracity of the ad or the product or service advertised. Examples include: (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel related products or services, and (5) group purchase plans.

F. Advertisements considered unacceptable (unless approved in advance in writing by Publisher in its sole discretion) include, but are not limited to, the following: (1) distilled spirits, tobacco products, any type of cigarettes, collectible coins, and precious metals; (2) real estate; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative offerings, and any claims made to amass personal fortunes or to guarantee "winning" (5) garish displays, unacceptable posture of models, or advertisements that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisements for other products or services not included in the categories set forth above may also be unacceptable if, in the sole discretion of Publisher, they are considered inappropriate for publication in AAA Explorer Southern.

G. Any advertisement that references, or could reasonably be interpreted to imply a connection to, alcoholic beverages shall include thereon the following disclaimer in all capital letters: "PLEASE DRINK RESPONSIBLY AND ALWAYS USE A DESIGNATED DRIVER."

H. Any advertisement that references, or could reasonably be interpreted to imply a connection to, gaming (including, without limitation, any advertisement with a graphic depiction of gaming), shall include thereon the following disclaimer in all capital letters: "MUST BE AT LEAST 21 TO GAMBLE. PLEASE GAMBLE RESPONSIBLY."