

# 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

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#### 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.

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#### 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



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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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#### 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.

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

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