

Circulation: 680,000

AAA Explorer Texas eNewsletter

Reach a digitally-engaged audience of AAA members with the AAA Explorer Texas eNewsletter and align your brand with premium digital content.

Ad rates and specifications

Rate Card #6 | Effective January 2023. All rates are net.

Sponsored Content		\$12,000 net
eNewsletter Feature	Content Page	
<ul style="list-style-type: none"> Image (1360px W x 600px H, jpg, png) Headline (40 characters w/ spaces) Description (200 characters w/ spaces) 	<ul style="list-style-type: none"> Copy (1,000 words max) Photos 680px W x 380px H, min of one, landscape orientation preferred) 	
Banner Ad		\$ 7,000 net
<ul style="list-style-type: none"> 1200px W x 240px H JPEG, GIF, or Photoshop files 	<ul style="list-style-type: none"> 72 ppi, RGB Website url 	
Showcase Ad		\$ 4,000 net
<ul style="list-style-type: none"> Business Name (30 characters w/ spaces) Image (800px W x 430px H) 	<ul style="list-style-type: none"> Offer/Copy (35 characters w/ spaces) Website url 	

Deadlines

Issue Month	Ad Close	Ad Due	Send Date
January	11/01/2023	11/08/2023	01/03/2024
February	12/01/2023	12/08/2023	02/07/2024
March	01/05/2024	01/12/2024	03/06/2024
April	02/12/2024	02/19/2024	04/03/2024
May	03/11/2024	03/18/2024	05/01/2024
June	04/08/2024	04/15/2024	06/05/2024
July	05/10/2024	05/17/2024	07/03/2024
August	06/10/2024	06/17/2024	08/07/2024
September	07/12/2024	07/19/2024	09/04/2024
October	08/09/2024	08/16/2024	10/02/2024
November	09/11/2024	09/18/2024	11/06/2024
December	10/10/2024	10/17/2024	12/04/2024



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.

[GET THE LIST](#)

Related

- The ultimate Southwest road trip
- 9 ways to make your next vacation more ethically responsible



Banner

As an offer for every adventure, we now offer 10% off AAA members.



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 15% at Best Western on your next road trip
- The ultimate 12-day Southwest road trip



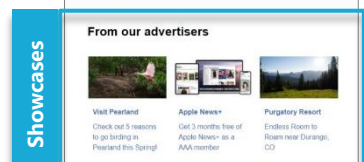
10 dream destinations to put on your bucket list

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



Showcases

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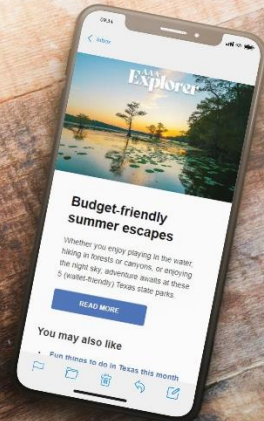


- Valk Pearland**
Check out 5 reasons to go hiking in Pearland this Spring!
- Apple News+**
Get 3 months free of Apple News+ as a AAA member!
- Purgatory Resort**
Endless Room to Room near Durango, CO

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Digital Editorial Calendar

AAA Explorer Texas brings readers even more inspiring ideas for local events and activities, weekend getaways, and places to eat with the monthly AAA Explorer Texas eNewsletter.



Jan

Brag-worthy attractions around the state

CLOSE: 11/1/2023 | MATERIALS: 11/8/2023 | SEND: 1/3/2024

Feb

Charming inns for romantic getaways

CLOSE: 12/1/2023 | MATERIALS: 12/8/2023 | SEND: 2/7/2024

Mar

Diners, drive-ins and dives in small towns

CLOSE: 1/5/2024 | MATERIALS: 1/12/2024 | SEND: 3/6/2024

Apr

Spring events and activities

CLOSE: 2/13/2024 | MATERIALS: 2/20/2024 | SEND: 4/3/2024

May

Inspiring family road trips around the state

CLOSE: 3/13/2024 | MATERIALS: 3/20/2024 | SEND: 5/1/2024

Jun

Texas' new state park: Palo Pinto Mountains State Park

CLOSE: 4/8/2024 | MATERIALS: 4/15/2024 | SEND: 6/5/2024

Jul

Texas' best watering holes

CLOSE: 5/10/2024 | MATERIALS: 5/17/2024 | SEND: 7/3/2024

Aug

South Padre Island getaway

CLOSE: 6/10/2024 | MATERIALS: 6/17/2024 | SEND: 8/7/2024

Sep

Best burgers in Texas

CLOSE: 7/15/2024 | MATERIALS: 7/22/2024 | SEND: 9/4/2024

Oct

Getaways for every budget

CLOSE: 8/12/2024 | MATERIALS: 8/19/2024 | SEND: 10/2/2024

Nov

Holiday/family

CLOSE: 9/11/2024 | MATERIALS: 9/18/2024 | SEND: 11/6/2024

Dec

Women pitmasters

CLOSE: 10/11/2024 | MATERIALS: 10/18/2024 | SEND: 12/4/2024