

AAA Explorer Texas

eNewsletter

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680,000

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

ENEWS SUCCESS METRICS

2023 Averages

Delivered: 683,144

Unique Opened: 243,688

Unique Clicked: 12,375

BANNER

\$8,000

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

Website URL

SPONSORED CONTENT

\$12,000

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

\$4,500

Business Name: 30 characters w/ spaces

Image: 800px W x 430px H

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Website URL



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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Related

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



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 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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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

Digital Ad Calendar



With the monthly **eNewsletter**, AAA Explorer Texas brings readers more inspiring ideas for...

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

JANUARY

Getaways for Every Budget

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

FEBRUARY

Restaurants with the Best Waterfront Views

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

MARCH

Top Scenic Hikes Around the State

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

APRIL

What to Do at Caddo Lake

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

MAY

Where to Go for Birria Tacos

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

JUNE

Best Hotel Swimming Pools

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

JULY

Beat Small Towns with Surprisingly Good Dining Scenes

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

AUGUST

Where to Beat the Heat

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

SEPTEMBER

Best Oktoberfests in Texas

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

OCTOBER

Guide to Palo Pinto State Park

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

NOVEMBER

Holiday Activities in Texas

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

DECEMBER

Best New Texas Hotels

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