



AAA Explorer

**DISCOVER TEXAS 2025
SPECIAL SECTIONS**

DISCOVER Special Sections

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

Delivered in the spring, and fall, readers turn to these sections to *DISCOVER* things to do, places to go, products to purchase, and plan seasonal vacations and weekend getaways.

CONNECT WITH A PREMIUM AUDIENCE

- Delivered to 500,000 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 \$13,700 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 max including spaces

Copy: 500 words max, including offer or Call to Action

CTA/Offer: 20 words max

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

1/2 Page Ad + 1/2 Page Advertorial \$ 7,300 net

Ad Size: 6.875"w x 4.625"h

Headline: 45 characters max including spaces

Copy: 300 words max, including offer or Call to Action

CTA/Offer: 20 words max

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

ISSUE DATES AND DEADLINES

Apr/May/June 2025 - DISCOVER SPRING

Ad Close: 1/17/2025

Materials Due: 1/23/2025

Oct/Nov/Dec 2025 - DISCOVER FALL

Ad Close: 7/18/2025

Materials Due: 7/23/2025

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 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

DELIVER MATERIALS TO:

ACSCPublications@ace.aaa.com

