

AAA Explorer Texas Magazine

DISCOVER 2024 SPECIAL SECTION



DISCOVER Special Sections

DISCOVER is a series of special advertising sections published in *AAA Explorer Texas* 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.
- Targeted to 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 **\$13,200 net**

Ad Size: 7.75" w x 10.5" h (trim). Add .125" bleed to all sides.

Live copy no less than .5" from trim.

Headline: 45 characters max including spaces

Copy: 500 words max

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 **\$ 7,000 net**

Ad Size: 6.875" w x 4.625" h

Headline: 45 characters max including spaces

Copy: 300 words max

CTA/Offer: 20 words max

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

FOR MORE INFORMATION CONTACT:

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713.942.7676

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ISSUE DATES AND DEADLINES

Apr/May/June 2024 - DISCOVER SPRING

Ad Close: 1/17/2024

Materials Due: 1/20/2024

Oct/Nov/Dec 2024 - DISCOVER FALL

Ad Close: 7/17/2024

Materials Due: 7/20/2024

