

## General Advertising Rates & Specifications

Refer to the  
next page  
for print ad  
requirements

### Full Page

1x	\$23,220
2x	\$21,820
4x	\$20,710

**Full page**  
7.75"W x 10.5"H  
**Spreads**  
15.5"W x 10.5"H  
Add .125" bleed to  
all sides (No Marks in  
Bleed – See Below)  
Live copy no less  
than .25" from trims

### 1/2 Page

1x	\$14,510
2x	\$13,640
4x	\$12,960

**1/2 Page  
Horizontal**  
6.875"W x 4.625"H

### 1/6 Page

1x	\$5,120
2x	\$4,820
4x	\$4,580

**1/6 Page  
Vertical**  
2.125"W  
x 4.625"H

### 2/3 Page

1x	\$17,390
2x	\$16,340
4x	\$15,520

**2/3 Page  
Vertical**  
4.5"W x  
9.5"H

### 1/3 Page

1x	\$8,700
2x	\$8,170
4x	\$7,760

**1/3 Page  
Square**  
4.5"W  
x 4.625"H  
**1/3 Page  
Vertical**  
2.125"W  
x 9.5"H



# AAA Explorer Texas

## Ad Dates & Requirements



### AD CLOSE DATES

#### Jan/Feb/Mar

*Space Close:*  
11/3/2025

*Materials Due:*  
11/10/2025

*In-Home Date:*  
12/27/2025

#### Apr/May/Jun

*Space Close:*  
2/2/2026

*Materials Due:*  
2/9/2026

*In-Home Date:*  
3/24/2026

#### Jul/Aug/Sep

*Space Close:*  
5/1/2026

*Materials Due:*  
5/8/2026

*In-Home Date:*  
6/23/2026

#### Oct/Nov/Dec

*Space Close:*  
8/3/2026

*Materials Due:*  
8/10/2026

*In-Home Date:*  
9/23/2026

### 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*

*All print ads must be uploaded to  
<https://acepubs.sendmyad.com>*

*Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.*

*Production questions? Jessica Cabading • 714-885-2392 • [cabading.jessica@ace.aaa.com](mailto:cabading.jessica@ace.aaa.com)*