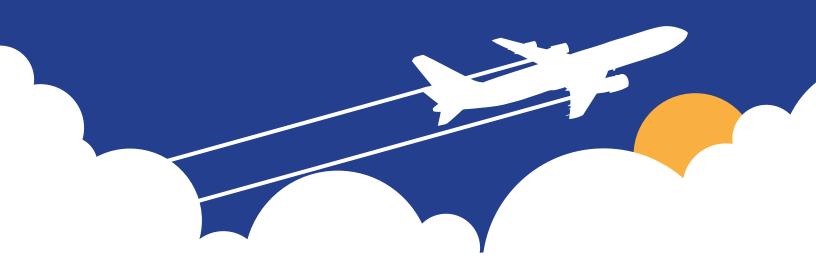


TRAVEL MARKETING PRICING GUIDE







Featured Deal of the Month in **AAA Traveler**, a monthly e-newsletter sent to 300,000 members (top placement on deals)

Deal of the Month in AAA Traveler, a monthly e-newsletter sent to 300,000 members

per year can promote your deals any month all year in a Hot Deals monthly email sent to 15,000 traveling members

Deals are also featured on our **WEBSITE**, with

average monthly users

average monthly page views





















DIGITAL MARKETING

SOCIAL MEDIA

80.000+ followers









Price: Investment determined by partner

SEM

for one-month placement on one of AAA's themed SEM page (river cruise, ocean cruise, guided vacation). These pages are updated monthly and part of AAA Colorado's SEM & Display campaigns.

DIGITAL BUNDLE starts at

\$20,00

- 6 month digital package
- Dedicated email to a targeted list
- Monthly ad in AAA Traveler, sent to at least 300,000 members
- Dedicated SEM landing page
- Paid search
- Display advertising
- Facebook boosted post
- Instagram & FB posts

valued at \$27,000

valued at \$47,000

PREMIUM DIGITAL BUNDLE starts at

40,00

- 6 month digital package
- OTT using top-performing Colorado zip codes by trip supplier sales
- Paid search
- Display advertising (target customer match lists, target lookalikes, target in-market audiences, target demographically, remarketing)
- Facebook boosted post
- Instagram & FB posts
- Dedicated SEM landing page
- Dedicated email to targeted list
- Ad in the Navigator, a product insert in The Traveler, a digital magazine distributed across AAA Carolinas, ACG, and AAA Colorado
- Monthly ad in AAA Traveler, sent to at least 300,000 members





















PRINT MARKETING

ENCOMPASS MAGAZINE

EnCompass, AAA Colorado's award-winning magazine, is sent every other month to 410,000+ homes in Colorado, reaching an overall audience of 700,000+ travel-savvy Coloradans. EnCompass engages its loyal audience across multiple media channels



including its award winning magazine, 5 monthly e-newsletters, a service-driven website and social media. 26% of our members reference EnCompass magazine as a source of information used for planning a trip.

PRICING

\$1,500 for val \$2,350 for val \$3,900 for val

for a 1/3 page ad valued at \$3,700

for a 1/2 page ad valued at \$7,700

for a **full page ad** valued at \$12,850

DIRECT MAIL

Targeted mailing lists based on demographics, travel activity, and travel interests. Price TBD per partner agreement.



















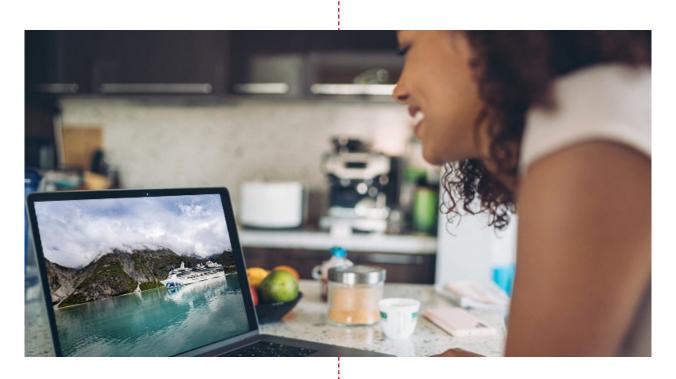


EVENTS

WEBINAR

\$1000

partner-specific consumer webinar



WEBINAR PACKAGE INCLUDES:

- PLACEMENT IN AAA TRAVELER EMAIL
- PROMOTED ON AAA COLORADO EVENTS LANDING PAGE
- PROMOTED ON SOCIAL MEDIA EVENTS PAGE

- POST-EVENT EMAIL FOLLOW-UP WITH A RECORDING OF THE EVENT
- AGENT FOLLOW-UP OF ALL REGISTRANTS

VIRTUAL TRAVEL EXPO DETAILS TBD















