



# TRAVEL MARKETING PRICING GUIDE



# EMAIL MARKETING



**\$500** Featured Deal of the Month in **AAA Traveler**, a monthly e-newsletter sent to 300,000 members (top placement on deals)

**\$375** Deal of the Month in **AAA Traveler**, a monthly e-newsletter sent to 300,000 members

**\$500** per year can promote your deals any month all year in a **Hot Deals** monthly email sent to 15,000 traveling members

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

**100,000+**  
average monthly users

&

**555,000+**  
average monthly page views



# DIGITAL MARKETING

80,000+ followers

## SOCIAL MEDIA



Price: Investment determined by partner

## SEM

\$500

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

\$20,000

- 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

\$40,000

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

**\$2,350** for a 1/2 page ad valued at **\$7,700**

**\$3,900** 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**

