



2020 TEMPLATES

Project Context: To finalize a design standard that has a professional, contemporary look and feel for AAA Colorado. The brand voice we establish will work within the parameters of AAA's master branding via preferred templates with an accompanying template style guide.

Plan: Create approved templates to enable plug-in text and image flexibility. This allows for quicker project turnaround time and consistent branding.

COLORS



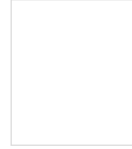
AAA BLUE
CMYK: 100-89-10-2
HEX: #003893
RGB: 0-56-147
PMS: 287 C



AAA Red
CMYK: 9-99-100-2
HEX: #D81E05
RGB: 216-30-5
PMS: 485



Black
RGB: 0,0,0
CMYK: 0-0-0-100
HEX: #000000



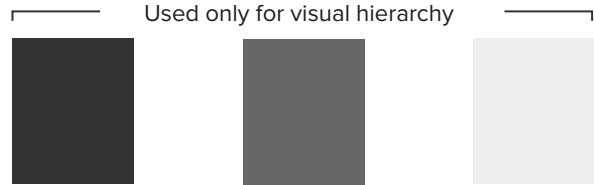
White
RGB: 255,255,255
CMYK: 0 - 0 - 0 - 0
HEX: #ffffff



Travel Expo Blue
RGB: 26,158,217
CMYK: 74-22-0-0
HEX: #1a9ed9

D&R Summer Red
RGB: 237,81,82
CMYK: 1-84-66-0
HEX: #ed5152

D&R Summer Yellow
RGB: 238,191,100
CMYK: 6-25-71-0
HEX: #eebf64



Dark Gray
RGB: 51,51,51
CMYK: 69-63-62-58
HEX: #333333

Mid Tone Gray
RGB: 102,103,102
CMYK: 60-51-51-20
HEX: #666666

Light Gray
RGB: 239,238,237
CMYK: 5-4-4-0
HEX: #eeeeee

Headers

Proxima Nova Condensed in Upper Case is used to create contrast against body copy and give hierarchy to this section over the rest of our messaging.

Subheads

Proxima Nova Condensed in Title Case, single weight, same color as header gives the appearance of being secondary to the header, while still more impactful than body copy.

Body Copy


Proxima Nova Regular - black or white only.

- + 10pt tracking, +/- auto on leading, .0625" paragraph spacing
- 1 variation in weight, style or color used only to draw emphasis
- 8.5 pt or up
- 5 - 7 pt disclaimer

TEMPLATES: EVENT FLIERS

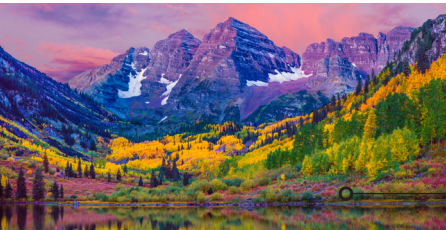

6 NIGHTS FROM \$2,598/PERSON

SEPT 19 – 25, 2021



SAVORY SOJOURN IN COLORADO'S HIGH COUNTRY

Featuring Aspen, Snowmass, Carbondale and Ashcroft



Summary

Experience a culinary adventure through the Roaring Fork Valley, an epicenter for a shifting culinary scene in the Rocky Mountains. This area has long been known for serving local game and fish from surrounding mountains and rivers, but recently a myriad of organic farms, dairies and wineries have popped up, along with a growing craft beer movement.

Back-country Jeep tours, silver mine tour, cider mill, wine tour and distillery are all on the agenda along with a side dish of adventure! In many cases these culinary delights will be accessed on foot, by bike and even jeeps to see the bounty of this mountain majesty. A farewell BBQ and bonfire bring this culinary adventure to a close.


Highlights

- Beer, Wine, Distillery and Cider Mill Tours
- Maroon Bells, Aspen Mountain and Independence Pass
- Historic Tour of Ashcroft ghost town
- Smuggler Mine Tour
- Hiking, Biking and Jeep Tours

1-866-581-1209

Operated by Edible Destinations by Epitouran and brought to members by AAA Travel

Itinerary




Day 1 | Arrival in Snowmass, Hike and Welcome Dinner

Day 2 | Roaring Fork Biking-Slow Food Farming-Distillery Tour and Tasting

Day 3 | Winery Tour and Tasting-Cider Mill Tour

Day 4 | Aspen Mountain-Taylor Pass-Ashcroft Historic Tour

Day 5 | Independence Pass-Smuggler Mine-Aspen



Main header:

Upper Case
2 weights
1 color

Subheader:

Title case
1 weight and color

Subhead subordination:

Size, weight and/or color variant.

Body Copy

Proxima Nova Regular. Black/White.
Tracking and leading is adjusted to
maintain readability for our senior
readers.

TEMPLATES: GROUPS TRAVEL FLIERS



7 NIGHTS FROM \$3,148/PERSON

MARCH 28 – APRIL 4, 2021



TULIP TIME CRUISE

Experience the waterways and canals of Belgium and Holland




Summary

Celebrate spring in the Netherlands and Belgium cruising aboard the beautifully-appointed river boat, AmaBella. At the height of tulip season, you will be immersed in glorious gardens and tulip displays encompassing every color of the rainbow. Visit a family run tulip farm with over one million tulips in various stages of bloom and array of colors. Visit world-renowned, 70-acre public garden, Keukenhof, affectionately referred to as the "Garden of Europe", with its spectacular display of millions of flowering tulips.

History enthusiasts, immerse yourself in Dutch history with visits to Zuiderzee Museum, featuring maritime culture and history of the region; medieval Middelburg, which was the second largest trading city of the Dutch East India Company; Ghent; one of the best preserved medieval cities in Europe, and UNESCO Heritage Sites of Cathedral of Our Lady, home of the beautiful Carrara marble Madonna and Child sculpture by Michelangelo and picturesque Kinderdijk, the country's greatest concentration of windmills. Food lovers will enjoy the Dutch culinary passions of cheese and chocolate with opportunity to visit the historic Gouda factory and a Belgian chocolatier, to learn about the exquisite chocolate making process. Art lovers will enjoy a visit to the Royal Delft Porcelain Factory and Museum along with the former home of the 17th Century Flemish Baroque painter, Ruben. For the active and adventurous traveler, experience the colorful countryside on the seat of a bicycle.

Pre/post cruise land packages are available to extend your stay in the fascinating city of Amsterdam.

Highlights

- Keukenhof Tulip Garden
- UNESCO World Heritage Sites
- Cheese and Chocolate Tours
- Castles and Cathedrals

Additional AAA member benefits and discounts

1-866-581-1209

Operated by AmaWaterways and brought to members by AAA Travel

*\$1000 pp discount expires Oct 31, 2020

Itinerary



- Day 1** | Amsterdam
- Day 2** | Amsterdam – Hoorn
- Day 3** | Middelburg
- Day 4** | Ghent, Belgium
- Day 5** | Antwerp
- Day 6** | Rotterdam – Kinderdijk-Schoonhoven
- Day 7** | Amsterdam – Keukenhof Garden
- Day 8** | Amsterdam Disembarkation



AAA Colorado Travel Services

DENVER METRO AREA

Denver Tech Center*
6061 S. Willow Dr.
Greenwood Village, CO 80111
303-753-8800 Ext. 8226

East Metro
19761 E. Smoky Hill Rd., Unit A
Aurora, CO 80015
303-753-8800 Ext. 8300

North Metro
5140 W. 120th Ave., Unit 300
Westminster, CO 80020
303-753-8800 Ext. 8900

Parker
19240 E. Lincoln Ave., Ste 100
Parker, CO 80138
303-753-8800 Ext. 8500

Southwest Metro
8601 W. Cross Dr., Suite B1
Littleton, CO 80123
303-753-8800 Ext. 8806

West Metro
3850 Wadsworth Ave.
Wheat Ridge, CO 80033
303-753-8800 Ext. 8400

STATEWIDE


Boulder
1933 28th St., Suite 200
Boulder, CO 80301
303-753-8800 x8600

Colorado Springs
7330 N. Academy Blvd.
Colorado Springs, CO 80920
719-591-2222 Ext. 5400

Durango*
16 Town Plaza
Durango, CO 81301
970-247-2273 Ext. 3900

Fort Collins
3636 S. College Ave., Unit 2
Ft. Collins, CO 80525
970-223-1111 Ext. 2200

Grand Junction*
2454 U.S. Hwy. 6 & 50, #109
Grand Junction, CO 81505
970-245-2236 Ext. 3800



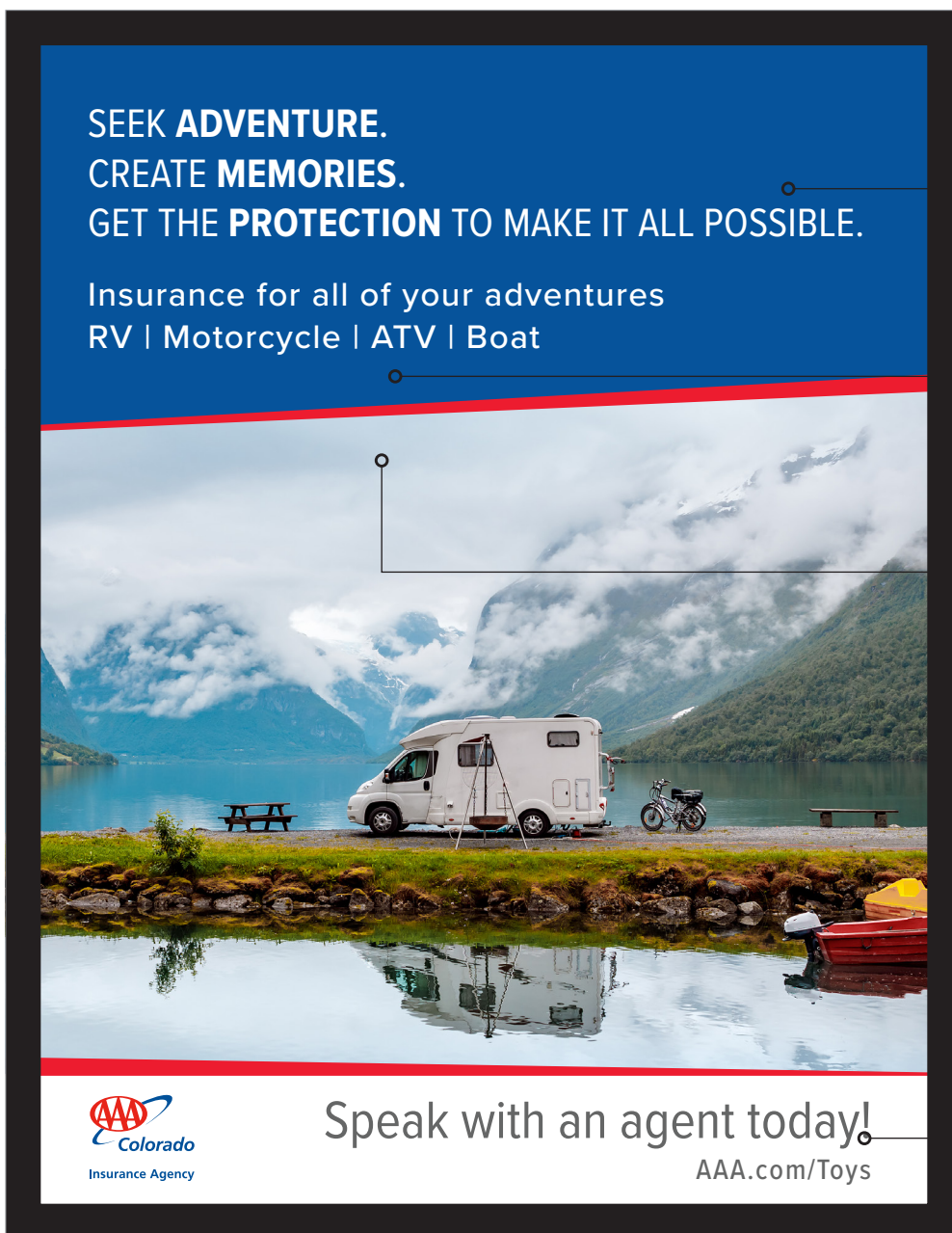
TERMS AND CONDITIONS

Rates are per person, land only, and based on double occupancy. Rates are subject to change and based on availability. Pricing does not include airfare, port charges, extra nights, optional services, taxes, gratuities or any type of fee associated with a tour or cruise, except where noted. You are responsible for calling your AAA Travel Agent to check passport requirements, visa requirements, recommended vaccines, and/or any additional documentation needed for your participation in the vacation. Additional advisements may be required at time of booking. A AAA Colorado escort may be provided on these departures with a minimum number of participants.

Store Hours: Monday – Friday 8:30 am – 5:30 pm; Saturday 9:00 am – 1:00 pm

* Denver Tech Center location open 9:00 am - 6:30 pm Mon - Fri; 9:00 am - 1:00 pm Sat. Durango and Grand Junction locations are not open on Saturday or Sunday.

TEMPLATES: RETAIL POSTERS W/FRAME



Header Section

Proxima Nova
Condensed
2 variations in size/
weight creates contrast
for messaging hierarchy.

Main header:

Upper Case
2 weights
1 color

Body Copy

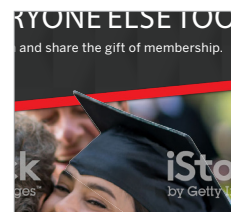
Proxima Nova Regular.
Black/White.

Design/Imagery

Imagery breaks the plane
just enough to make it pop,
without overpowering our
messaging.

This is used wherever
imagery permits.

e.g.



Footer Options

Accent lines serve as a
container to separate image
and footer sections.

Dark gray font gives it a
lower visual hierarchy than
the main message.

Sizing and positioning will
be fixed as per ad specs.



Thick Black Margin

Used to mark the metal frame in which our retail posters are displayed.



Title Case vs. ALL CAPS

Header

Title case used on longer headers for faster comprehension.

The Key to Good Driving Begins with Good Instruction

Since 1922, AAA Has Helped Keep Colorado Roads and Drivers Safe. It's Our Mission.

You can rest assured that when you see the words "AAA Approved", your new driver is receiving the best driver safety education available. All AAA Approved Driving Schools have undergone a stringent inspection and approval process to ensure quality driver instruction, all at AAA member discounted rates.



So sign up today, and be ready to hand over the keys with confidence.
303-721-8881 | CustomerCare@DriveSafeColorado.com
www.drivesafecolorado.com

SPRING LUGGAGE SALE



20% OFF

luggage when you use your AAA Member Rewards Visa. In-store only.



Speak with an agent today!

855-222-2784 | AAA.com/Travel

SPRING LUGGAGE SALE



20% OFF

luggage when you use your AAA Member Rewards Visa. In-store only.



Speak with an agent today!

855-222-2784 | AAA.com/Travel

SPRING LUGGAGE SALE



20% OFF

luggage when you use your AAA Member Rewards Visa. In-store only.



Speak with an agent today!

855-222-2784 | AAA.com/Travel

SPRING LUGGAGE SALE



20% OFF

luggage when you use your AAA Member Rewards Visa. In-store only.



Speak with an agent today!

855-222-2784 | AAA.com/Travel

GIVE A GIFT GET A GIFT

Share the Benefits of AAA with Someone Special



\$**15**

Off Gift Memberships
_____ gets you a _____
Gift Card For Yourself



*You (the purchaser) will receive an email notification within 7 business days or a postal mail notification soon after, that will allow you to choose a \$15 gift card. Your gift card will arrive 4 to 8 weeks after selection. AAA Visa gift cards excluded from selection choices. Valid for new gift memberships only. Not valid for adding new associates to existing accounts or for renewals. Gift Membership recipient must be a Colorado resident. AAA employees and their immediate families are not eligible. One gift card per new membership account. Not combinable with other offers.

ENTER TO WIN One of Four \$500 Gift Cards

Simply enter your information on the iPad survey and you'll be entered to WIN \$500 to use toward your next set of wheels!



A new winner for every day of the show!



Speak with an agent for details!

Auto | Home | Life

Must be 18 years of age or older, and be a resident of Colorado. AAA Colorado employees and their families are not eligible for this offer.

POSTER VARIATIONS : WITH BOOKLETS



Retail Poster Template

Graphical elements with Transparency effects serve as a visual guide to tie in with messaging.

These templates are only used when we need to add emphasis to the CTA. In this case, the red arrow points towards a stack of brochures that advertise current deals.

Type Treatment

this style of highlighting the offer is used with clean messaging only.

POSTER VARIATIONS : EVENTS

WINE COUNTRY EXPERIENCE

Colorado by Rail



All Aboard!

Denver - Grand Junction

A Scenic Ride Through the Heart of Colorado

Three Night Wine Country Experience 2020
Sept 23 - 26 or Oct 10 - 13

Two Night Wine Country Experience 2020
Oct 1 - 3



Limited Seating. Book Inside with a AAA Travel Expert Today! | AAA.com/Travel

WINE COUNTRY EXPERIENCE

Colorado by Rail



All Aboard!

Denver - Grand Junction

A Scenic Ride Through the Heart of Colorado

Two Night Wine Country Experience 2020
Sept 23 - 25 | Oct 1 - 3 | Oct 10 - 12



Limited Seating. Call a AAA Travel Agent at (866)581-1209 or AAA.com/Travel

TEMPLATES: ENCOMPASS FULL PAGE AD

SHOP AAA
MEMBER-EXCLUSIVE PRICING
VISIT YOUR LOCAL AAA STORE OR AAA.com/TravelStore

SUSTAINABILITY AND SAVINGS

RECYCLE • SUPPORT • SAVE

In partnership with **A PRECIOUS CHILD**
AAA Colorado is supporting children in need with your generous donations

DONATE GENTLY-USED LUGGAGE AND GET **25% OFF NEW LUGGAGE**

Hot Deals available in store

Rockflowerpaper Lightweight Blu Bag
Look stylish while keeping plastic out of our oceans! Perfect for grabbing groceries and going to farmers markets. Comes with a storage pouch – donations made to Ocean Conservancy for every bag sold. These reusable totes are durable and can hold up to 50 lbs. each.
Available in choice of fun designs
MSRP: \$11⁹⁹ | Member Price: \$8⁹⁹

Smooth Trip Silicone Reusable Drinking Straws
10" eco-friendly, food grade silicone straws can be used at home and when traveling. Works great for hot and cold beverages! Set includes 4 straws, cleaning brush, and carry bag.
Keep plastic out of the landfills
MSRP: \$6⁹⁹ | Member Price: \$5⁹⁹

Pomchies Baggage Tags
Pomchies LLC - a certified Woman Owned Business (WBENC) puts left-over material from an Australian swim-wear factory to good use. These colorful poms are a great way to find your luggage on the carousel!
Available in variety of colors
MSRP: \$5⁹⁹ | Member Price: \$4⁹⁹

Visit your local AAA Store for these products and more!
Merchandise is available in all AAA Colorado Stores. See pg. 9 for store locations.

AAA Colorado

Hero Image
Lifestyle image is treated to incorporate the header message while highlighting the product. This helps keep the section cohesive.

To avoid clutter - red/blue accent is not used in ads showcasing multiple products/offers.

Current Deal Ad
In this instance, the message ties in with the hero image. So I've overlapped the two.

Graphic and colors will vary depending on what's being advertised.
e.g. Green band with recycling icon convey the offer is 'Eco Friendly'.

In Store Deals
This section is laid out to highlight brand names and discounts.

Use of product shots instead of lifestyle photography makes this section more appealing.

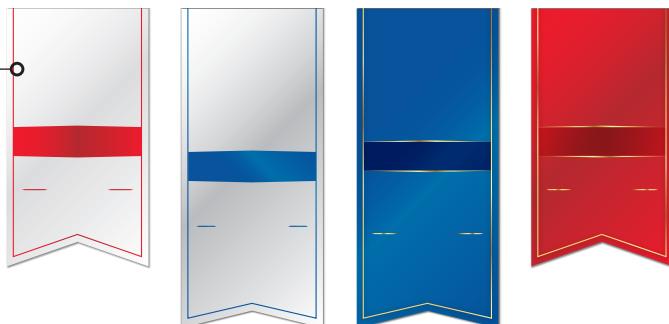
Recommended limit of 3 products at a time.

Footer
Mid-tone gray gives this a lower visual hierarchy than the rest of the ad. Large font size maintains readability.

Ribbon Callout
Used to highlight which AAA service we're advertising in EnCompass ads.

Slight gradient gives this some depth. Gold accents create a more exclusive appearance.

Header font treatment is used to separate this from other sections of the ad



TEMPLATES: ENCOMPASS FULL PAGE AD



SHOP AAA

MEMBER-EXCLUSIVE
PRICING

VISIT YOUR LOCAL AAA STORE OR
AAA.com/TravelStore

SUMMER SAVINGS FOR YOUR COLORADO ADVENTURES!

AAA Members Receive a

15%
DISCOUNT

Use coupon code

AAA15

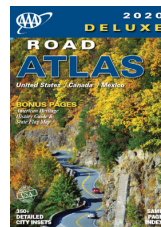
at check-out to receive your Member Benefit!

AAA.com/TravelStore

Find these featured items in-store and online



Go Travel - Wet/Dry Bag
MSRP: \$9⁹⁵ | Member Price: \$7⁹⁹



AAA Road Atlas
MSRP: \$14⁹⁹ | Member Price: \$10⁹⁵



**Lewis N Clark MosRepel
Waterproof Anti-Mosquito
Bracelets**
MSRP: \$7⁹⁹ | Member Price: \$4⁹⁹



**Sunday Afternoons - Adjustable
Air Mesh Hat w/Chin Strap**
MSRP: \$43⁷⁰ | Member Price: \$38

Available on-line only.

Visit your local AAA Store for these products and more!
Need something else? Call 303-753-8800 or see pg. 9 for store locations



TEMPLATES: ENCOMPASS FULL PAGE AD

GIVE A GIFT GET A GIFT

For Moms, Dads and Grads. And Everyone Else Too!



Celebrate The Season and Share the Gift of Membership.

\$15 Off Gift Memberships gets you a Gift Card For Yourself



Promo code **GIVEGET15** | Valid till **June 15 2020**

*You (the purchaser) will receive an email notification within 7 business days or a postal mail notification soon after, that will allow you to choose a \$15 gift card. Your gift card will arrive 4 to 8 weeks after selection. AAA Visa gift cards excluded from selection choices. Valid for new gift memberships only. Not valid for adding new associates to existing accounts or for renewals. Gift Membership recipient must be a Colorado resident. AAA employees and their immediate families are not eligible. One gift card per new membership account. Not combinable with other offers.





AAA ENTERTAINMENT

MEMBER-EXCLUSIVE PRICING

VISIT YOUR LOCAL AAA STORE OR AAA.com/Entertainment

SAVE 15% OR MORE
ON ALL TICKET PURCHASES!

Concerts, Theater, Sporting Events, and Attractions
Including Ski Lift Tickets & Movie Tickets!

AAA.com/Entertainment





AAA Membership

LIMITED-TIME OFFER

Call 877-244-9790

THE PERFECT GIFT

SAFETY, SECURITY, AND PEACE OF MIND

Buy a Gift Membership for that special grad in your life.

\$20 OFF

Get a 1-year gift membership for only \$59⁹⁰

Use promo code **GIFT20**

 AAA.com/Gift

Gift memberships cannot have Colorado residential members as their AAA Colorado members. Not valid for existing gift memberships. See restrictions, requirements for membership. Gift memberships valid until the offer expires. Offer expires July 31, 2020.



TEMPLATES: TRI-FOLD BROCHURE

About AAA

AAA is a not-for-profit federation with a combined total of more than 60 million members and thousands of locations in the U.S. and Canada. Founded in 1902, AAA is one of the world's largest membership organizations and one of the most-recognized and trusted brands in the U.S. AAA provides its members convenient access to services and products 24 hours a day, 7 days a week through store locations and through AAA.com.

About AAA Colorado

AAA Colorado serves members with 11 store locations, a growing number of approved driving schools, and more than 130 automotive repair facilities across the state of Colorado. We offer members a wide variety of products and services:

- Membership
- Automotive
- Insurance
- Travel
- Discounts and Rewards
- Financial Services
- Car Buying



Join the team that has been trusted by American drivers for more than 100 years!

AAA Colorado Office Locations

**Corporate Headquarters
Denver Tech Center**
6061 S. Willow Dr.,
Suite 100
Greenwood Village, CO 80111

Boulder
1933 28th St.,
Suite 200
Boulder, CO 80301

Colorado Springs
7330 North Academy Blvd.
Colorado Springs, CO 80920

Durango
16 Town Plaza
Durango, CO 81301

East Metro
19761 E. Smoky Hill Rd.,
Unit A
Aurora, CO 80015

Fort Collins
3636 S. College Ave.,
Unit 2
Ft. Collins, CO 80525

Grand Junction
2454 U.S. Hwy. 6 & 50,
Suite 109
Grand Junction, CO 81505

North Metro
5140 W. 120th Ave.,
Unit 300
Westminster, CO 80020

Parker
19240 E. Lincoln Ave.
Suite 100
Parker, CO 80138

Southwest Metro
8601 W. Cross Dr.,
Suite B1
Littleton, CO 80123

West Metro
3850 Wadsworth Blvd.
Wheat Ridge, CO 80033



Launch Your CAREER with AAA Colorado

Discover how you can make a difference



Rescue Call Center

Take action with your career and be a hero everyday. Serve as the AAA member's first point of contact during a roadside emergency. Our professional call center staff serve our members 24 hours a day, 7 days a week. Make a difference and keep our members on the go.



Pacesetter Fleet Service

Jumpstart your career and join the nation's largest and most trusted roadside assistance fleet. Rescue our members by providing the following services: towing, tire, battery, fuel delivery, and lockout. Serve our members 24 hours a day, 7 days a week as a member of the fleet team that keeps our members on the go.



Insurance

Our agents have the benefit of working for a company that has been insuring members for over 100 years. Our agency provides auto, home, renters, life, motorcycle, recreational vehicles, and small business insurance products. Salary support for up to two years plus extensive commission opportunities are provided.



Explore Great Career Opportunities

AAA Colorado seeks talented associates who are dedicated to member satisfaction with exciting careers in automotive services, insurance, travel, customer service, and professional corporate roles.

Benefits

We offer an competitive benefits package that includes:

- 401(k) with Company Match
- Employee Assistance Program
- Medical Insurance
- Paid Time Off
- Dental Insurance
- Paid Holidays
- Vision Insurance
- Free AAA Premier Membership
- Long-term Disability
- Employee Discounts
- Short-term Disability
- Wellness Program with Incentives
- Fitness Center at DTC
- Subsidized meals at the onsite DTC café (30% reduction in menu price)
- Free Parking at DTC
- Easy RTD Line Access at DTC



Travel

Do you have a passion for travel, adventure and helping customers plan exceptional experiences? You can launch your travel career at one of the world's largest leisure travel agencies. We offer entry-level and experienced travel agent career opportunities.



Member Service Counselor

Be the first point of contact to our members as you meet, greet and serve the members who come into our stores. Ensure that all guests are taken care of within the company's five diamond standards as you assist them in finding the resources and directing them to appropriate services and team members.

Corporate Positions

We encourage upward mobility and promote from within. Our opportunities include positions in Accounting, Finance, Human Resources, IT, Logistics and Marketing.

TEMPLATES: D&R BROCHURE

Secondary palette used here to emphasise the season.

Universal Studios HollywoodSM
Save on one-day general admission tickets purchased online. Members also receive online savings on Universal Express and VIP Experience tickets, \$10 off Universal Express tickets at the gate, and 10% off at select CityWalk locations.
AAA.com/universalhollywood

DINING <<

Beau Jo's Pizza
Save 15% on food.
AAA.com/discounts/Beaujos.com

Bubba Gump Shrimp Co.[®], Chart House[®], Claim Jumper Restaurant[®], Joe's Crab Shack[®], Landry's Seafood House[®], Saltgrass Steak House[®]
Save 10% on food and nonalcoholic beverages at these and other Landry's, Inc. restaurants. Merchandise discount available at select locations.
AAA.com/discounts

Hard Rock Cafe[®]
Save 10% on food, nonalcoholic beverages, and non-charity merchandise; plus earn Hard Rock Rewards.
AAA.com/hardrock

Simms Steak House
Save 10% on food and non-alcoholic beverages.
AAA.com/discounts

PERSONAL SERVICES <<

AAA Insurance
Receive exclusive loyalty member discounts on auto, home, renters and life insurance. Save up to 25% on auto insurance and up to 25% on home insurance when you bundle.
AAA.com/insurance/1866-831-1367

Connect Hearing
Save 45% on hearing aids. Plus complimentary hearing evaluation, 3-year supply of batteries with purchase, 3-year warranty and price-match guarantee (\$565 value).
AAA.com/discounts/1Connecthearing.com/aaa800-222-1076

GoodRX
Save up to 85% on prescriptions for family and pets.
AAA.com/goodrx

Healthy Paws Pet Insurance
Save 10% on lifetime discount on the #1 rated pet insurance plan.
AAA.com/discounts/1HealthyPawsPetInsurance.com/aaacolorado

LensCrafters[®]
Save 50% on lenses with frame purchase; 30% off eye exams and non-prescription sunglasses; 15% off lenses or frames purchased separately, and 10% off disposable contact lenses.
AAA.com/lenscrafters

Your Hearing Network
Save over 40% on a set of top-rated hearing aids and free batteries for a year.
AAA.com/discounts/1888-291-1197



AAA DISCOUNTS
MEMBERS SAVE AN AVERAGE OF

\$97
PER YEAR

FOLLOW US <<









#AAADiscounts

AAA DISCOUNTS >>> REWARDS

Offers are subject to change without notice. Some restrictions apply. Full details available at AAA.com/restrictions.

FEATURED PARTNERS <<










DISCOUNTS >>> REWARDS

INSTANT SAVINGS

Winter 2020 - 2021 >>>



Automotive
Home & Business
Personal Services
Dining -
Shopping
Travel
Entertainment

ENTERTAINMENT (Cont.) <<

AAA Tickets
Save 15% or more on all concert, theater, and sporting event tickets; and up to 40% off attraction and movie tickets.
AAAtickets.com

Denver Terror
Save 12% on any ghost tour ticket purchase. Promo code COLGHOBO
AAA.com/discounts/1DenverTerrors.com/aaa-members

Eltch Gardens
Save \$30 or more on main gate admission when purchased online.
elitchtickets.parkexp.com/#/34/ColoradoAAA/store

Georgetown Loop Railroad
Save \$3 on any ticket purchase.
AAA.com/discounts/1GeorgetownLooprr.com

Lawson Adventure Park
Save 5% on activities and lodging. Promo code AAASD
AAA.com/discounts/1LawsonAdventurePark.com

Regal Entertainment Group
Discount movie tickets for only \$10 each at all AAA stores. AAA.com/locations to find the store nearest you.

Six Flags[®]
Save up to 40% on tickets when purchased online – or get even greater savings at participating AAA stores; plus, 10% off all gifts, candy, and photo products.
AAA.com/sixflags

Universal Studios HollywoodSM
Save on one-day general admission tickets purchased online. Members also receive online savings on Universal Express and VIP Experience tickets, \$10 off Universal Express tickets at the gate, and 10% off at select CityWalk locations.
AAA.com/universalhollywood

DINING <<

Beau Jo's Pizza
Save 15% on food.
AAA.com/discounts/1Beaujos.com

Bubba Gump Shrimp Co.[®], Chart House[®], Claim Jumper Restaurant[®], Joe's Crab Shack[®], Landry's Seafood House[®], Saltgrass Steak House[®]
Save 10% on food and nonalcoholic beverages at these and other Landry's, Inc. restaurants. Merchandise discount available at select locations.
AAA.com/discounts

Hard Rock Cafe[®]
Save 10% on food, nonalcoholic beverages, and non-charity merchandise; plus earn Hard Rock Rewards.
AAA.com/hardrock

Simms Steak House
Save 10% on food and non-alcoholic beverages.
AAA.com/discounts



AAA DISCOUNTS
MEMBERS SAVE AN AVERAGE OF

\$92
PER YEAR

FOLLOW US <<









#AAADiscounts

AAA DISCOUNTS >>> REWARDS

Offers are subject to change without notice. Some restrictions apply. Full details available at AAA.com/restrictions.

FEATURED PARTNERS <<









DISCOUNTS >>> REWARDS


INSTANT SAVINGS

Spring/Summer 2020 >>>





Automotive
Home & Business
Personal Services
Dining
Shopping
Travel

TEMPLATES: POSTCARDS



SEEK **ADVENTURE**.
CREATE **MEMORIES**.
GET THE **PROTECTION** TO MAKE IT ALL POSSIBLE.

Insurance for all of your adventures
RV | Motorcycle | ATV | Boat



Insurance Agency
Auto | Home | Life

Call today and see how you can save on your RV,
motorcycle, ATV, boat, and other recreational vehicle
insurance needs.

855-222-2273
AAA.com/Toys

TEMPLATES: NEWSPAPER ADS



Insurance Agency
Auto | Home | Life

SEEK **ADVENTURE**.
CREATE **MEMORIES**.
GET THE **PROTECTION** TO MAKE IT ALL POSSIBLE.

RV | Motorcycle | ATV | Boat

Insurance for all of your adventures. Call today and see how you can save.
855-222-2273 | AAA.com/Toys

TEMPLATES: STATIC WEB BANNER ADS



AAA Insurance
Auto | Home | Life

Get your quote ▶

MEMBER-EXCLUSIVE
INSURANCE
DISCOUNTS

The banner features the AAA Insurance logo on the left, icons for a house, a heart with a pulse line, and a car, and a prominent red button with white text.



AAA Colorado

CAR BATTERY APPOINTMENTS
800-541-4261

- We Come to You
- Exclusive Member Discounted Pricing

Get Charged ▶

PREMIUM BATTERY 3 YEAR FREE REPLACEMENT

The banner features the AAA Colorado logo on the left, a list of benefits, a red button with white text, and an image of a AAA car battery on the right.

Digital CTA

I've provided an example each of sentence case and title case.
I prefer to use sentence case on buttons, but I'd be interested to hear your thoughts?

TEMPLATES: EMAIL BANNERS



AAA Travel

HUGE DEALS
on 2021 and 2022 travel

The banner features the AAA Travel logo on the left, the text 'HUGE DEALS on 2021 and 2022 travel', and a photograph of a man and a woman sitting on a rock in a tropical setting on the right.