

American Road® magazine

Reinforce your message with a multi-layered approach.

CREATIVE MARKETING VEHICLES TO EXPAND YOUR REACH:

EMAIL/E-NEWSLETTERS (banner w/ hyperlink):

E-newsletters:	Sponsored e-mails (one sponsor ea.):
March (Spring)	January (Valentines Day)
June (Summer)	April (Spring)
September (Autumn)	August (End of Summer/Labor Day)
December (Winter)	October (Autumn)
	November/December (Holiday Offers)

WEB PROMOTIONS (Americanroadmagazine.com):

- Banner Advertising - See Media Kit-
- Video Content - uploaded to the Road Trip, Road News, or trip itinerary page.
- Online PDF Road Trip Itinerary - duration 12 months.
- Photo of the month sponsor (home page) includes PDF Trip Itinerary, 25-word description, and 500 word advertorial on website.
- Blog Sponsorship - Opportunities vary. Call for details.

DIRECT MAIL OPPORTUNITY:

One insert with renewal effort—2 mailings per issue (limit one insert/ mailing max 8-1/2 x 11). Minimum mailing=250.

SPONSOR RETAIL PROGRAMS (Call for availability)

Benefits include approved insert placement, online recognition, and theme coop participation with opt-in leads.

Camping World—12 months (\$3700)
 Bookstore Promotions (call for pricing)
 Waiting Room Subscriptions—12 months (\$4525)

SPONSOR SUB/READER SERVICE CARD—12 months (\$8000).

Benefits include logo on sub/reader card, online recognition, and theme coop participation with opt-in leads. Also includes opportunity to provide 15-second digital video for online edition.



SEASONAL THEME CO-OP OPPORTUNITIES:

Benefits include contest sponsorship recognition in print and online logo recognition, media release recognition, and opt-in leads. See the Theme Co-op info sheet for schedule and details.

-Display advertisers with concurrent contract SAVE 50% on these prices!

Opportunity	Description	Frequency	Rate
Sponsored Email	Featured sponsor (Full-banner)	1x	\$300
E-newsletter	Featured sponsor (Full-banner)	1x	\$500
Digital Video	5-minute video upload	1x/12 mo	\$2100
Web Itinerary	One-page pdf upload	1x/12 mo	\$1100
Web Itinerary	Two-page pdf upload	1x/12 mo	\$2100
Direct mailing	Insert with renewal effort	1x	\$300
Photo of month	Call for availability	1x/mo	\$2800
Sub/Service Card	12 months	4x insert	\$8000



Create awareness, Generate inquiries, Drive action