



American Road® magazine

The drive brings the journey alive!

Call toll-free: 1-877-285-5434



Sara Wilson (x2)

Va., W. Va., Tenn., Ky., N. Car., Midwest, East
swilson@americanroadmagazine.com

Christine Martens (x3)

Fla., Plains, & Rocky Mountain
cmartens@americanroadmagazine.com

Rebecca Repp (x 1) General Manager

Wis., Ill., Mo., La., Miss., Nev, Oreg., Wash., Alaska
becky@americanroadmagazine.com

We received a much better response from our ad in AMERICAN ROAD than from ads placed in several other magazines.

—Jerry Roll, Executive Director, National Road Assn. of Illinois.

We are very pleased with the results achieved by advertising with AMERICAN ROAD magazine. We received the data from our recent conversion study and found that American Road results were in line with those from the "Kansas City Star," "Des Moines Register," and "National Geographic."

—Beth Conway, Director of Communications & Film Division
Liaison, St. Joseph (Mo.) CVB

Target your marketing efforts. Reach an audience that takes a half million trips each year.

American Road® magazine

The premier quarterly publication celebrating our two-lane highways of yesteryear and the joys of driving them today.

★★★★★

★★★★★

REACH/DEMOGRAPHICS/CIRCULATION—the print and digital editions reach 47,000 - 70,000 readers.

AMERICAN ROAD is nationally distributed by Disticor Magazine Distribution Services and is presently on newsstands and in bookstores (Barnes and Noble, Hastings, Books-A-Million, Borders, etc.) and retail outlets throughout the US, Canada, and abroad (New Zealand, Turkey, France, with expanded International distribution in Germany and Australia). AMERICAN ROAD magazine is also available at ~500 International military bases. AMERICAN ROAD is available by subscription and also participates in a national Waiting Room Subscription program (WRSS).

Heritage Tourism Industry Information compared to AMERICAN ROAD reader information: Research by the Travel Industry Association of America (TIA) and Smithsonian Magazine in 2003 reveals that:

- These travelers spend more money on historic/cultural trips compared to the average US trip (average \$623 vs. \$457, excluding transportation).
- 30% of historic/cultural travelers' destinations were influenced by a specific historic or cultural event or activity; 89% of AMERICAN ROAD readers plan ahead to visit historic sites, museums, restaurants, etc.
- Historic/cultural trips are more likely to be seven nights or longer and include air travel, a rental car and a hotel stay; 100% of AMERICAN ROAD readers take at least one trip each year that lasts one week or longer and 69% of our readers report reserving hotel rooms in advance.
- Four in ten historic/cultural travelers added extra time to their trip because of a historic/cultural activity.
- 25% of historic/cultural travelers take three or more trips each year; More than 92% of AMERICAN ROAD readers take three or more trips annually and more than 52% take SEVEN or more trips yearly.
- 44% of historic/cultural travelers include shopping among their trip activities compared to 33% of all other travelers; 48% of AMERICAN ROAD readers report shopping among their trip activities.

American Road Reader Demographics:

AGE:	22% = 40-49	39.2% = 45-55	38.8% = 50-60
INCOME:	60% >\$60,000	25% > \$75,001	15% > 90,001
GENDER:	65.5% = Male	34.5% Female	

Reader Travel Habits:

- 100% of our readers take two or more trips annually.
- 92% take THREE + trips every twelve months.
- 52% enjoy SEVEN or more trips each year!
- 43% rent transportation.
- 22% travel in an RV or camper.
- 84% pre-book hotels.
- 39% hike
- 48% shop
- 89% plan ahead to visit historic sites, museums, etc.

Analysis of AMERICAN ROAD Reader Travel Habits:

- take over 500,000 trips annually.
- use over 1.4 million hotel rooms each year.
- have the means to travel.

Conclusion: Compare the above reader travel habits to that of the General Population—60% of whom take one trip annually (Travelocity 2006 study): **You would need an audience of 800,000 to equal the same number of trip opportunities you reach via AMERICAN ROAD.**

Let AMERICAN ROAD help you:

- ✓ Build your brand
- ✓ Drive traffic to your website
- ✓ Increase visitation

★★★★★

★★★★★

AMERICAN ROAD captures an important niche market within the heritage tourism industry. We offer multiple venues to reach this growing travel category. We reach many people and a wide demographic of the public because we cross media platforms.

Read what our advertisers are saying:

We have been very pleased with responsiveness of our advertising with AMERICAN ROAD magazine. From our first ad and readership response labels on to the itinerary downloads and now the new interactive analytics...all have been great in helping us establish the value of our advertising with AMERICAN ROAD magazine. We are a Rt. 66 city and have found this to be a very successful way to reach potential leisure travelers. I have even recommended it to our multi-county tourism marketing organization, Frontier Country, who has added it as one their co-op projects. American Road is exceptionally productive for our advertising program.

Yours In Tourism!

—Cathy Williams-White, Director, Edmond (Okla.) CVB

Americanroadmagazine.com

12-month average stats:

52,710 visitors, 318,706 successful page views and 770,926 hits per month. Average time on site 3.07 minutes/user.

Americanroadmagazine.com Demographics:

Education: College and above 63%
Income: 67% earn \$60k+
Age: 18-34: 23% 35-49: 33% 50+: 38%
Gender: Female: 55% Male: 45%

*Audience Lifestyle/Affinity:

5.6x = Travel news & info	2.1x = Commerce - food
2.9x = Parenting	2.1x = Cruises
2.7x = Home/family	1.9x = Home furnishing
2.7x = Jewelry/luxury	1.9x = Fashion/cosmetics
2.6x = Bridal	1.9x = Seniors
2.3x = Home decor & design	1.9x = Toys
2.2x = Fragrances/cosmetics	1.9x = Diet & fitness

*The "Audience Lifestyle/Affinity" section of a site's profile shows other sites the audience is likely to visit, and the affinity indicates how much more likely than average.

Email Campaign data (Constant Contact):

Email campaigns in 2010 sent to 4700 - 5200 consumers.
Open rates(2010) for e-newsletters: 21.8% - 25.7%
Open rates(2010) for sponsored e-blasts: 16% - 20.8%

Social Networking Post Activity data (benefit of print and banner campaigns):

Monthly averages (6 mo): 88 - 171 clicks/advertiser

Itinerary Downloads (6 mo): Average=398, Range: 105/mo - 890/mo

AMERICAN ROAD magazine surveys by Zoomerang. Online Data Sources= LunarPages/Webalyzer, Quantcast, and Google Analytics. Advertiser click activity measured via SocialOomph.com.



American Road® magazine

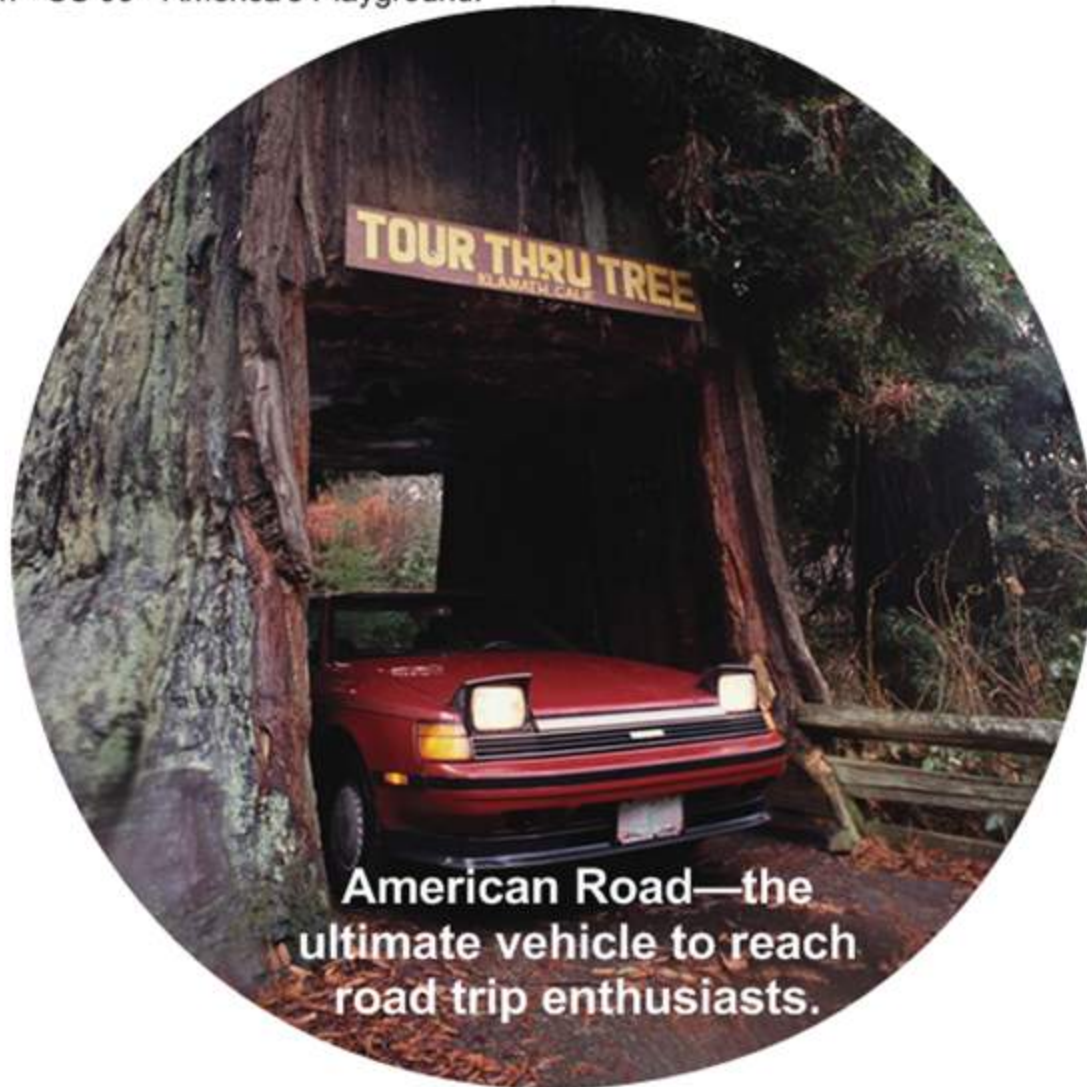
Publication Calendar

Calendar subject to change at the discretion of the publisher.

americanroadmagazine.com

Recurring Departments include:

On the Yellowstone Trail • Thinkin' Lincoln • Friends In The Fast Lane • Memory Motel • Route 66 • US 1/US 101 • Old Spanish Trail • National Road • Tunnel Vision • US 99 • America's Playground.



American Road—the ultimate vehicle to reach road trip enthusiasts.

-Obtain a listing in the print and online advertiser index (hotlink included).

-Receive reader request reports.

-Save 50% on banner advertising.

-Sponsor contests at no additional charge.

-Display your materials at events we attend.

-Receive social networking benefits—click activity tracked via Socialoomph.com.

Issue/Materials Due:

Spring (March/April/May) / Feb. 1

Summer (June/July/Aug.) / May 3

Autumn (Sept./Oct./Nov.) / Aug. 2

Winter (Dec./Jan./Feb.) / Nov. 1

FODORS "Top 10 things to do. . ." For off-the-main-highway inspiration check out American Road magazine. . .

Publication Calendar:

Spring 2011 Features: La Brea Tar Pits (Calif.), Fossil Fueled (multiple locations: Colo., Ark., Mont., Alberta, S.Dak., Neb., N.Dak., N.C., Ala., Ky., N.Mex., N.J., Nev., Oreg., etc.), Dinosaur Diamond SB (Utah & Colo.), Destination Dinosaur Land (Va.)
Departments: Route 66 (Fossil Fuel—Okla. & Texas), Old Spanish Trail (Fla.), America's Playground (Florissant Fossil Beds, Colo.), US 1 (Conn.), Thinkin' Lincoln (Wyo.), Diner Days (Wall, N.J.)
Memory Motel (Dunsmuir, Calif.), Hollywood Boulevard (Vasquez Rocks, Calif.), Think Big (Cabazon Dinosaurs, Calif.), Tunnel Vision (multiple).

Summer 2011 Features: Retracing road movies: (Route 66, Calif. to Tenn.), National Lampoon's Vacation (Chicago to Calif.), Drive-ins (Pa., NJ, Mont., Okla., Wa., Texas, Ontario, Wyo., Colo., Texas, Kansas, Idaho, Md, Ind., Oreg., Ill., N. Car., Ohio, Fla., Calif., Mich., Mo, Wis, etc..) .
Departments: Route 66 (Dean Walker—Kansas), US 101 (Calif.), US 6 (New Bedford, Mass.), Yellowstone Trail (Wallace, Idaho), US 99 (Cottage Grove, Oreg.), Diner Days (NY), Memory Motel (Monte Vista, Colo.), Hollywood Boulevard (Tulsa, Okla.), Think Big (Sac City, Iowa), Tunnel Vision (multiple).

Autumn 2011 Features: Bonnie and Clyde (Tex. & La.), Baby Face Nelson (Wis. & Ill.),
Departments: US 1, Route 66 (Jailhouse Rocks—Joliet, Ill.), Old Spanish Trail, National Road, Thinkin' Lincoln (Ind.), Diner Days, Memory Motel (Moose Jaw, SK), Hollywood Boulevard (SW Mich. Coast area), Think Big, Tunnel Vision (multiple).

Winter 2011 Features: Orange Blossom Trail (Fla.), Sugar Camp SB (Ark.and Mo.), Kingdom So Delicious (Door County, Wis.).
Departments: US 101, Yellowstone Trail (Seneca Falls, NY), Route 66, US 6, National Road, US 99 (Giant Oranges, Calif.), Diner Days (Foley, Ala.), Memory Motel (Asheville, N.Car.), Hollywood Boulevard, Think Big (Libby's Fruit Cocktail, Sunnyvale, Calif.), Tunnel Vision (multiple).

I spent the evening enjoying the magazine. I even enjoyed reading the advertisements because they are places I have visited or I want to visit with our motorhome! Thanks again, —Ed Bonds, Texas



My idea of a perfect gift is to get in a car, almost any car will do, and explore Canada and the United States. . . fuel the dream with a subscription to American Road Magazine.

—Kathy Renwald, Toronto Star

American Road® magazine

Rates and Specifications

All sales subject to publisher terms and conditions.

New contracts will be based on the rate card in effect at the time of signing.
All discount policies and production charges shall be based on the latest rate card and are subject to change without notice.



Display Advertising Rates and Dimensions (dimensions in inches)

Multiple display ad insertions are eligible for the following discounts: x2 = 5%, x3 = 7%, x4 = 10%

The 4x rate requires four consecutive insertions; the x2 and x3 rates require that all insertions be completed within 12 months. A signed contract must be on file to qualify for discounts.

Ad Size	1x Rate	Vertical Ad: W (Width) x H (Height)	Horizontal Ad: W x H
Full Page (no bleed)	\$2843	7.125 x 9.375	
Full Page (bleed)	\$2843	8.5 x 11.063	
Spread	\$5075	17 x 11.063	
1/2 Page	\$1694	3.4375 x 9.375 (call for availability)	7.125 x 4.6875
1/3 Page	\$1126	2.25 x 9.375 (call for availability)	7.125 x 3.125 (call for availability)
1/3 Island	\$1126	4.6875 x 4.6875	
1/4 Page	\$ 877	3.4375 x 4.6875	
1/6 Page	\$ 580	2.25 x 4.6875	4.6875 x 2.25 (call for availability)
1/8 Page	\$ 428		3.4375 x 2.25
Insert	call for quote		
Trim Size		8.375 x 10.813	

Guaranteed placement: Inside, back cover, and theme coops add 10%. Front half of magazine (other than cover positions) add 5%. Otherwise ads positioned at the discretion of the publisher.

*We offer special rates for non-profit organizations. Ask for information about our regional and co-operative ad programs.

Files MUST be submitted at 300 dpi as an EPS or TIFF file with fonts embedded—for MAC. Any other file types may require work—and the advertiser will be billed for any designer time. Submission via FTP or CD is preferred; however e-mail is acceptable. Submitting the file only as a Quark application file is NOT an acceptable option. (We still need a flattened file). The ONLY alternative to an EPS or TIFF file with fonts embedded is a HIGH RESOLUTION JPEG file or PDF. THESE OPTIONS ARE ONLY if it is IMPOSSIBLE to provide a 300 dpi EPS or TIFF file. Please name files as follows: ARIssue#YourCompanyAdSize.jpg.

Advertisers wishing to preview an ad not designed by AMERICAN ROAD staff will be charged a \$15.00 fee for a low resolution JPEG proof sent via e-mail. FAXing a "proof" is not advisable—as it will be illegible. Also, A JPEG DOES NOT substitute for a laser copy. The advertiser is responsible for providing a laser copy. If the advertiser wants AMERICAN ROAD to provide the laser copy there is a \$35.00 charge—in addition to shipping charges. Advertisers may forgo the laser copy at their own risk. It is the responsibility of the advertiser to provide all digital files by the advertising material deadline. Failure to fulfill this requirement implies authorization to rerun a previously run advertisement or to construct a new advertisement using general information at the advertiser's expense.

Ad design services are available—contact us for an estimate and examples from our portfolio of work. Design rates: Non-profit rate: \$39.50/hour; Corporate rate: \$55.00/hour

Please contact Becky@americanroadmagazine.com for FTP instructions for ad material delivery. Or, use a service such as YouSendIt.com.

Internet Rates and Dimensions (Current print advertisers receive 50% off!)

Ask your representative about shared banner ad space.

Full Banner	\$660/month	728W x 90H pixels
Half Banner	\$330/month	125W x 240H pixels
Tile	\$175/month	125W x 125H pixels

Acceptable web files are low resolution/web optimized (72 dpi) JPEG, GIF, or Animated GIFs (3x looping limit. RGB color. URL and alt text must be provided. Please follow FTP instructions for materials delivery. Direct questions regarding material specifications or alternative delivery methods to: Becky Repp at 1-877-285-5434 x1

The publisher reserves the right to reject any advertisement that does not meet mechanical requirements and ads containing content that is deemed offensive, inappropriate, or otherwise not in the best interest of the magazine.
Advertisers and/or agencies agree to accept full liability for claims based on the content of their advertisements. Advertisers and/or agencies agree to pay all costs involved in defending the Publisher against claims resulting from the content of their advertisement.
The Publisher assumes no liability for errors in key numbers, or failure, for any reason to insert an advertisement.
The Publisher's liability for any error will not exceed the cost of the ad space.
Advertisers and agencies agree they are jointly and severally liable for any charges they incur. Advertisers and agencies agree to assume all legal and collection costs incurred by the Publisher in case of their failure to pay advertising costs.

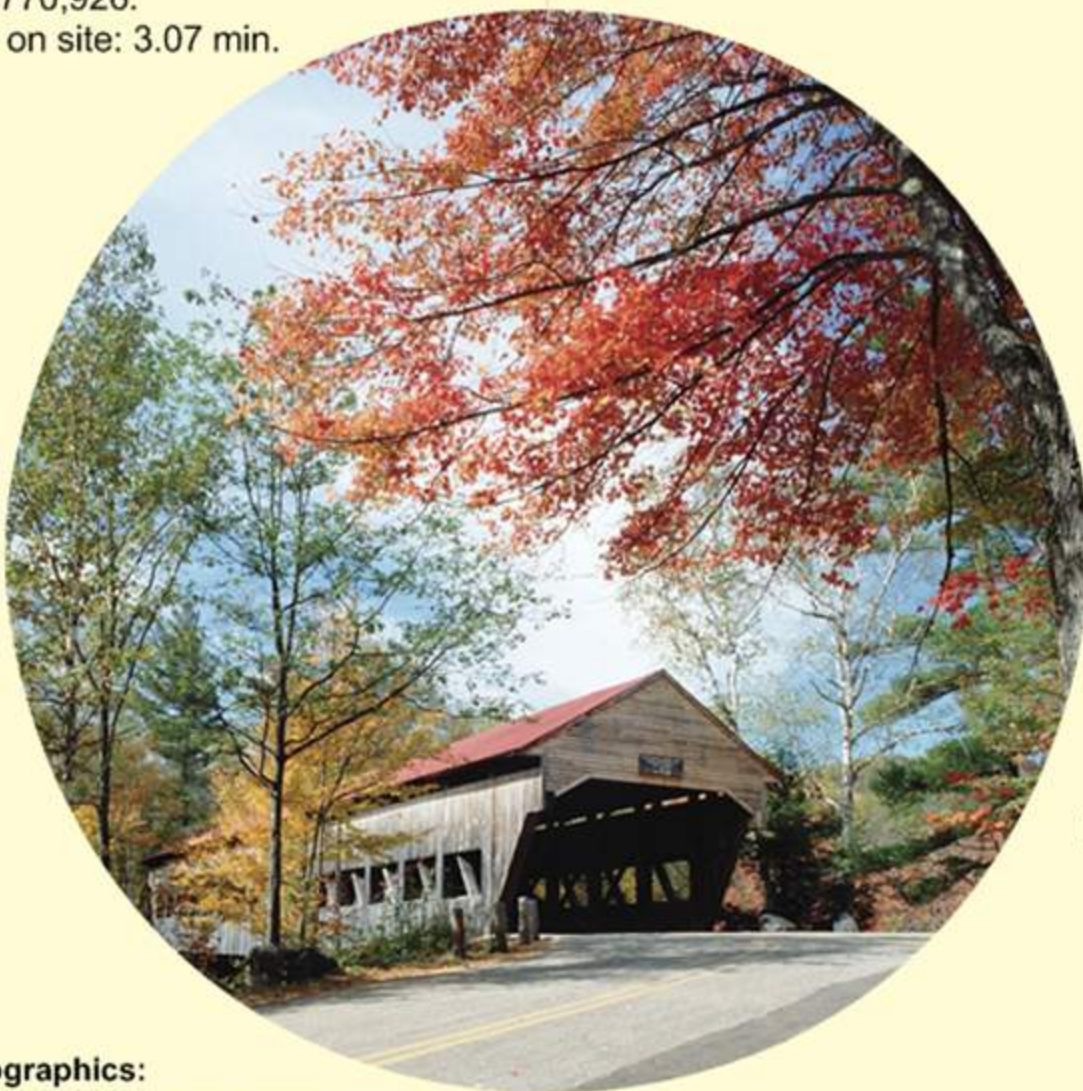
Talk with us about a premium package to promote your message efficiently and effectively to the AMERICAN ROAD audience via broadcast, print, and internet.

American Road® magazine

Reinforce your message with a multi-layered approach.

Twelve-month average monthly stats:

Visitors: 52,710
 Page views/impressions: 318,706
 Hits: 770,926.
 Time on site: 3.07 min.



Demographics:

College education and above: 63%
 Income \$60K+: 67%
 Age: 18-34: 23% 35-49: 33% 50+: 38%
 Female: 55% Male: 45%

*Audience Lifestyle/Affinity:

Travel news/info = 5.6x
 Parenting = 2.9x
 Home/family = 2.7x
 Jewelry/luxury = 2.7x
 Bridal = 2.6x
 Home decor & design = 2.3
 Fragrances/cosmetics = 2.2

***Display advertisers SAVE 50%**

Opportunity	Description	Frequency	Monthly Rates
Eblast	Solo sponsor	1x	\$525
Event of the Month	Website, email, & podcast.	1x	\$2000
Calendar Email	Event Listing	1x	\$150
E-newsletter	Featured sponsor	1x	\$315
Digital Video	5-minute video upload	1 month	\$175
Web Itinerary	One-page pdf upload	1 month	\$215
Web Itinerary	Two-page pdf upload	1 month	\$385
Getaway Program	Getaway Listing/Guide	1 month	\$175
Photo of the Month	Web feature/landing pg	1 month	\$4500
Full Banner	728 pixels w x 90 h	1 month	\$660
Half Banner	125 pixels w x 240 h	1 month	\$330
Tile Banner	125 w pixels x 125 h	1 month	\$175
Trip Talk (podcast)	:15 spot (two available)	weekly	\$100

Access monthly response reports in our on-demand system.



DIGITAL MARKETING VEHICLES TO EXPAND YOUR REACH:

WEBSITE PROMOTIONS (banners and beyond):

*Social Networking Post Activity data (benefit of print and banner campaigns) :
 Monthly averages (6 mo): 88 - 171 clicks/advertiser
 *Itinerary Downloads (6 mo): Average=398, Range: 105/mo - 890/mo

- **Video Content** – Itinerary/Road Trip/Road News page/Social Networking pages.
- **Banner Advertising**
- **Online PDF Trip Itinerary** - one or two page opportunities.
- **Getaways page with PDF Getaway Activity Guide** - This special section features fun and affordable family/weekend/romantic/adventure/seasonal travel. Includes one photo, 50 words, Full Page PDF Activity Guide and Quarterly EBlast.
- **Picture of the Month** - Home page placement of photo with description, individual landing page with 500 words of sponsored editorial and up to three additional photos, mobile phone wallpaper downloads, trip itinerary, full-banner header, and email with additional 300 words of sponsored editorial.
- **Event of the Month** - Calendar page top position placement with photo, description, hyperlink and link to full-page PDF event itinerary, primary featured spot on event e-blast including 200-words, photo/logo, and hyperlink. Full banner online and in email. Spot (:15) in podcast.
- **American Road Trip Talk** - Discover the joy of the journey with the *American Road*. *American Road Trip Talk* is an extension of *American Road* magazine. Co-hosted by Foster Braun the show celebrates travel across the two-lane highways of North America. Two :15 sponsorship spots.

EMAIL/E-NEWSLETTER:

*Email campaigns in 2010 sent to 4700 - 5200 consumers. Open rates(2010) for e-newsletters: 21.8% - 25.7%. Open rates (2010) for sponsored e-blasts: 16% - 20.8%.

E-newsletter Feature Sponsorship:

Includes half banner, photo and 150 words.
 March (Spring) June (Summer)
 September (Autumn) December (Winter)

Solo Sponsored e-mail blasts:

Monthly opportunities. Includes 300 words advertorial, 2-3 photos, full-banner header.

Calendar of Events Email:

Feature your event in our Quarterly Calendar of Events Email. Includes picture/logo, 25 words and hyperlink.

*Concurrent print contract required.

Create awareness, Generate inquiries, Drive action!

American Road® magazine

Advertise with Results!

PICTURE OF THE MONTH BENEFITS-This online opportunity features home page exposure highlighting the sponsor and sponsor's downloadable itinerary, a special landing page with sponsor provided content including mobile phone wallpaper!

PICTURE OF THE MONTH SPECS- The following MUST be provided:

1) One picture, but two different sizes of that picture. One of them will be the image for the home page and the second images will be the header for the page about the Photo of the month. The photo MUST be provided in two different sizes:
- (Home page thumbnail) Size #1: 318 pixels wide x 221 pixels tall with a 3 pixel wide white frame around it (select "inside" frame option. Outside and Center will not work)(the photo dimensions include the frame).

- (Size for the header image on the Photo of the Month page)

Size #2: 880 pixels wide x 330 pixels tall.

We must have the photo description (25 characters including spaces), Photo location (city, state), and the photo credit. Important Note – for the header image:

If you are using logos or verbiage it must start a minimum of 1 inch below the top of the header, otherwise it will be covered by ARM website graphics. A charge to modify files to suit the space will be levied.

2) One to two page PDF trip itinerary (relating to the image). Please name the file using the following convention "AdvertiserName_itinerary"

3) Sponsored editorial/advertorial: Up to 500 words of text - telling the story behind the place, event, highway, etc. This must be provided as a .txt document.

4) One or two additional photos (provided at either 318 pixels wide x 211 tall or or 211 pixels wide x 318 pixels tall. Each photo should be provided with a 3 pixel wide white frame around it (the photo dimensions include the frame).

5) A photo or artwork that may be offered as a "wallpaper" download. A description must also be provided (one sentence and name of the photographer). The image also must be provided to us in the following sizes:

(All sizes in pixels)128x128, 174x132, 96x65, 128x160, 101x80, 176x220 and 240x3206)

6) A full-banner ad (728 pixels wide x 90 pixels tall) with the absolute URL of the landing page, up to 10 words of Alt text (e.g. Click here to plan your Alaska adventure), and up to 10 key words.

7) 300-words of sponsored editorial for an e-mail blast to promote the photo of the month. (We suggest different content that will entice readers to want to click to read more information (e.g. visit the photo of the month, download your itinerary, visit your website, etc.) The full-banner will be utilized in the e-mail blast. We will utilize the primary photo in the e-blast. If you would like to provide an additional photo or two (different from the images provided for the Photo of the Month designated page on the website you may. Please provide: One or two additional photos (provided at either 318 pixels wide x 211 tall or or 211 pixels wide x 318 pixels tall. Each photo should be provided with a 3 pixel wide white frame around it (the photo dimensions include the frame).

Example: sponsored e-blast



*Online tracking via third party Socialoomph.com.

*E-blast tracking via third-party Constant Contact.

GETAWAY PROGRAM BENEFITS- This special section features fun and affordable family/weekend/romantic travel. Highlight your destinations, family friendly activities and events, weekend adventures, romantic hotels, amusement parks, zoos, national parks, and all the attractions geared toward your Getaway offering.

GETAWAYS PROGRAM SPECS: \$175/month

1) An image for the online Getaways Page. Provided in no larger than 2 x 2 or (72dpi) or 144 pixels x 144 pixels. JPEG files or .gif files accepted.

2) Up to 50 words about your Getaway offering. We encourage using buzz words, but not listing actual pricing (example: 2 day getaway including, 2 day getaway starting at, etc.)

3) Sponsored 1-Page PDF Activity Guide: For example-if this is a family-friendly getaway include the details of your offering (a three day, two night package including xyz), and family-friendly activities, restaurants, entertainment, etc. available. We encourage you to include location/address, websites, phone numbers, and hours of operation to make this an easy to use trip planner.

4) Quarterly Sponsored E-blast to American Road readers and subscribers (with logo/hotlink and your 50-word Getaway description).

5) Social Networking post once per month promoting the Getaways page.

Example: Event of the Month



EVENT OF THE MONTH BENEFITS-This online opportunity features calendar page exposure highlighting the sponsor and sponsor's downloadable itinerary, a special monthly event e-mail highlights sponsor provided content, podcast sponsorship included!

EVENT OF THE MONTH SPECS - The following MUST be provided:

1) One picture, photo MUST be provided as follows - (calendar page thumbnail) 318 pixels wide x 221 pixels tall with a 3 pixel wide white frame around it (select "inside" frame option. Outside and Center will not work) (photo dimensions include the frame).- Event name (up to 25 characters including spaces), Photo location (city, state), and photo credit.

2) One page PDF event itinerary (relating to the image). Please name the file using the following convention "AdvertiserName_itinerary"

3) Sponsored editorial/advertorial for email: Up to 300 words of text - telling the story behind the place, event, highway, etc. This must be provided as a .txt document.

4) One or two additional photos (provided at either 318 pixels wide x 211 tall or or 211 pixels wide x 318 pixels tall. Each photo should be provided with a 3 pixel wide white frame around it (the photo dimensions include the frame).

5) A full-banner ad (728 pixels wide x 90 pixels tall) with the absolute URL of the landing page, up to 10 words of Alt text (e.g. Click here to plan your Alaska adventure), and up to 10 key words.

6) A :15 script or finished commercial for the podcast sponsorship. This spot runs four (4) weeks. If a script only is provided a straight read will be done by the show's host. If a produced spot is desired, charges apply.



Home Page



Picture of the Month Page

BANNER AD SPECS (sizes in pixels):

Full banner: 728w x 90h; Half banner: 125w x 240h; Tile banner: 125w x 125 h.

Acceptable banner files are low resolution/web optimized (72dpi) JPEG, GIF, or Animated GIFs (3x looping limit). RGB color. URL and alt text must be provided. We highly suggest including a call to action (for ex. Click Here) within your banner art. Please follow FTP instructions for materials delivery.

Direct questions regarding material specifications or alternative delivery methods to: Becky Repp at (1-877-285-5434 x 1 or becky@americanroadmagazine.com

Note: Graphic design assistance to meet artwork specifications is available. Files submitted that do not meet guidelines are subject to modification and associated graphic design fees of \$39.50/hour.

