

2011 RATE CARD

AAA Colorado EnCompass

Colorado's Largest Circulation Magazine
Reaching 1 in 5 Front Range Households



2011 Advertising Rates

**Colorado EnCompass
General Advertising**
ABC Rate Base: 340,000

Effective January 1, 2011
Rate Card #10

Four Color (gross)	1X - 2011	3X - 2011	6X - 2011
Full Page, 7" x 10" *	\$9,470	\$9,000	\$8,520
2/3 Page, (v) 4.5" x 9.5"	\$6,610	\$6,280	\$5,950
1/2 Page, (h) 6.875" x 4.625"	\$5,680	\$5,400	\$5,110
1/3 Page, (sq) 4.5" x 4.625"			
(v) 2.125" x 9.5"	\$3,610	\$3,430	\$3,250
1/6 Page, (v) 2.125" x 4.625"	\$2,180	\$2,070	\$1,960

Covers (gross)	1X - 2011	3X - 2011	6X - 2011
Inside Front Cover *	\$9,930	\$9,430	\$8,940
Inside Back Cover *	\$9,930	\$9,430	\$8,940
Back Cover *	\$10,410	\$9,890	\$9,370

*Full page: copy area: 7" x 9.625. Trim: 7.875" X 10.5". Bleed: 8.25" x 10.75"

**Colorado EnCompass
Travel Guide Rates**
ABC Rate Base: 340,000

Effective January 1, 2011
Rate Card #10

Travel Guide Four Color (net)	1X - 2011	3X - 2011	6X - 2011
6 inch, 2.125" x 6"	\$2,640	\$2,510	\$2,380
4 inch, 2.125" x 4"	\$1,800	\$1,710	\$1,620
3 inch, 2.125" x 3"	\$1,350	\$1,280	\$1,220
2 inch, 2.125" x 2"	\$ 930	\$ 880	\$ 840

Sweepstakes (net)

1/3 page vertical (special specs)	\$3,115
-----------------------------------	---------



ABC audited: 2011 rate base guarantee, 340,000.

**For all rates, information
and production
specifications go to
www.encompassmag.com**

For any questions, contact:

EnCompass Sales Office

Dan Kimball, Advertising Director
AAA Colorado, EnCompass magazine
4100 E. Arkansas Ave.
Denver, CO 80222
303-753-8800, ext. 8004
Fax: 303-300-7710
Email: dkimball@colorado.aaa.com

Our Readers Are Your Best Customers

AAA Colorado readers are a highly desirable market. They're well educated, travel more than the national average, have a higher household income than the national average and are loyal to AAA and the brands it promotes. They're the heart of the Colorado travel market, wielding tremendous buying power and influence.

Circulation/Reach:

- 340,000 circulation, ABC Audited
- 537,000+ AAA Colorado members
- 83% along the Front Range
- 2 out of 3 in Metro Denver

Travel:

- 87% took a domestic trip
- 53% vacationed in Colorado
- 23% average market share of Colorado resort destination visits

Demographics:

- Median age is 49 years old
- Average HHI is \$95,359
- 38% exceed \$100,000 HHI
- 17% exceed \$150,000 HHI
- 62% married
- 88% own home

EnCompass Schedule for 2011

Issue	Space Reservation	Material	Mail Date
2011			
Jan./Feb.	Nov. 5, 2010	Nov. 12, 2010	Dec. 29, 2010
March/April	Jan. 7	Jan. 14	Feb. 23, 2011
May/June	March 4	March 11	April 27
July/Aug.	May 6	May 13	June 24
Sept./Oct.	July 8	July 15	Aug. 24
Nov./Dec.	Sept. 2	Sept. 9	Oct. 26