

# 2010 RATE CARD

# AAA Colorado EnCompass

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



## 2010 Advertising Rates

**Colorado EnCompass**  
**General Advertising**  
**ABC Rate Base: 335,000**

Effective January 1, 2010  
Rate Card #9

Four Color (gross)	1X - 2010	3X - 2010	6X - 2010
Full Page, 7" x 10" *	\$9,190	\$8,730	\$8,270
2/3 Page, (v) 4.5" x 9.5"	\$6,420	\$6,100	\$5,780
1/2 Page, (h) 6.875" x 4.625"	\$5,510	\$5,230	\$4,960
1/3 Page, (sq) 4.5" x 4.625"			
(v) 2.125" x 9.5"	\$3,500	\$3,330	\$3,150
1/6 Page, (v) 2.125" x 4.625"	\$2,120	\$2,010	\$1,910

Covers (gross)	1X - 2010	3X - 2010	6X - 2010
Inside Front Cover *	\$9,640	\$9,160	\$8,680
Inside Back Cover *	\$9,640	\$9,160	\$8,680
Back Cover *	\$10,110	\$9,600	\$9,100

\*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: 335,000**

Effective January 1, 2010  
Rate Card #9

Travel Guide Four Color (net)	1X - 2010	3X - 2010	6X - 2010
6 inch, 2.125" x 6"	\$2,560	\$2,430	\$2,300
4 inch, 2.125" x 4"	\$1,750	\$1,660	\$1,580
3 inch, 2.125" x 3"	\$1,310	\$1,240	\$1,180
2 inch, 2.125" x 2"	\$ 900	\$ 860	\$ 810

Sweepstakes (net)	
1/3 page vertical (special specs)	\$3,025



ABC audited: 2010 rate base guarantee,

335,000.

For production specifications and 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

### EnCompass Editorial Office

**Tim Johnson**, Editor  
AAA Colorado, EnCompass magazine  
4100 E. Arkansas Ave.  
Denver, CO 80222  
303-753-8800, ext. 8252  
Fax: 303-300-7710  
Email: editor@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:

- 335,000 circulation, ABC Audited
- 530,000+ AAA Colorado members
- 1.1 million MRI Doublebase Colorado audience
- 80% 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 2010

Issue	Space Reservation	Material	Mail Date
2010			
Jan./Feb.	Nov. 6, 2009	Nov. 13, 2009	Dec. 29, 2009
March/April	Jan. 1	Jan. 8	Feb. 24
May/June	March 5	March 12	April 27
July/Aug.	May 1	May 7	June 26
Sept./Oct.	July 2	July 9	Aug. 24
Nov./Dec.	Sept. 3	Sept. 10	Oct. 26