

## Electronic Member Access



AAA.com

Skyscraper  
120 x 300

### Connections E-newsletter

- Opt In monthly newsletter emailed to AAA Members in VA, DC, MD, DE, PA and NJ
- 500,000 unique email addresses available each month
- Imbedded banner ads available
- \$6.00 per 1000 email address
- Minimum purchase of 50,000 impressions
- September 2010 - SOLD OUT
- Reserving November 2010 Now
- Available first come, first served basis

## AAA Mid-Atlantic

### Home Page

Banner  
219 x 156

### Insider Page

Banner  
144 x 202

### AAA Website

www.aaa.com

- 310,000 unique visitors per month
- 415,000 total visitors per month
- 2.5 million impressions per month
- Using electronic gateways visitors are from VA, DC, MD, DE, PA and NJ
- 6.2 minutes average amount of time spent on the site
- \$112,900 average annual household income
- 55% female
- 52 average age of visitor
- Banner ads available to go live immediately
- \$6.00 per 1,000 impressions
- Minimum purchase 50,000 impressions