

Rates and Closing/In-Home Dates 2023

Effective with the January 2023 issue

National Rates

Rate Base 22,000,000

Unit	B/W	4 Color
Page	\$739,240	\$821,380
2/3	556,890	618,770
1/2	491,600	546,220
1/3	335,120	372,360
1/4	258,730	287,480
Billboard		246,540
2nd Cover		944,590
3rd Cover		903,520
Back Cover		985,660

National Half-Circ

Rate Base 11,000,000

Unit	B/W	4 Color
Page	\$413,970	\$459,970
1/2	275,290	305,880

Half-Circ ads are pending partnership. They are random and alternate every 10,000-13,000 copies. Positioning cannot be guaranteed. There may be coupon backups and/or competitive advertising nearby.

BRC/Insert Units (Supplied)

Rate Base 22,000,000

Unit	4 Color
BRC* (blow in)	\$410,690
BRC (hanger)	821,380
SSI (hanger)	1,232,130
Dutch Door	1,657,800

*Must be accompanied by a full page of advertising.

BRC/insert unit reservations must be confirmed in writing two weeks prior to space closing date. Production charges may apply.

Paper is in short supply. If you want us to print your insert, provide as much notice as possible to secure paper. Once your order is placed, we cannot cancel the paper order.

Closing/In-Home Dates

Issue	Ad Copy Clearance	Space/ Material	Estimated in-home
Jan/Feb	11/1/22	11/8/22	1/7-1/20
Mar	1/2/23	1/9/23	3/7-3/18
Apr	2/1/23	2/8/23	4/4-4/15
May	3/1/23	3/8/23	5/5-5/16
Jun	3/31/23	4/7/23	6/5-6/16
Jul/Aug	5/1/23	5/8/23	7/6-7/18
Sep	6/30/23	7/7/23	9/5-9/16
Oct	8/1/23	8/8/23	10/6-10/19
Nov	9/1/23	9/8/23	11/4-11/17
Dec	9/29/23	10/6/23	12/5-12/16

Cancellation date is space closing date.

BRC/Insert Closing Dates

Issue	Closing Date
Jan/Feb	10/25/22
Mar	12/26/22
Apr	1/25/23
May	2/22/23
Jun	3/24/23
Jul/Aug	4/24/23
Sep	6/23/23
Oct	7/25/23
Nov	8/25/23
Dec	9/22/23

Cancellation date is space closing date.

All rates are gross. All advertising orders are accepted subject to AARP's Advertising Terms and Conditions, which can be found at advertise.aarp.org.