

# Shoppers' Deals and Destinations 2023

Effective with the January 2023 issue

## Rates

Small space advertising for mail order products and services, retirement communities, tourist boards, travel, and travel-related services.

### Rate Base 22,000,000

Unit	B/W	4 Color
66 lines x 2 columns	\$130,160	\$144,640
66 lines	65,080	72,320
32 lines	33,380	37,090

## Frequency Discounts

Issues	3X	6X	9X	10X
Discount	5%	7%	9%	10%

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](http://advertise.aarp.org).

## Ad File Submission

**NEW: Please upload all ad files to: [adshuttle.com/aarp](http://adshuttle.com/aarp)**

File format: PDFX-1a file is required.

Publisher will not be responsible for color or content if the client declines to provide a contract proof for guidance.

For contract proof shipping instructions, contact **Edward Sikora**, AARP Production Department  
[esikora@aarp.org](mailto:esikora@aarp.org), 202-434-6892

For ad material questions or extension requests, contact **Judy Rutherford**, AARP Production Department  
[jrutherford@aarp.org](mailto:jrutherford@aarp.org), 202-434-6894.

## Closing 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.

\*ShopIt Now issue

## Supplied Inserts

For supplied insert specifications and shipping instructions, contact **Roland Bland**, AARP Production Department  
[rbland@aarp.org](mailto:rbland@aarp.org), 202-434-6836.

## Insertion Orders

Send all insertion orders to **Christina Chiaffitella-Nicolia**  
AARP Media Advertising Network, [cchiaffitella@aarp.org](mailto:cchiaffitella@aarp.org)

## Creative Specifications

Unit	Dimensions
66 lines x 2 columns	4.1875"W x 4.6875"H
66 lines horizontal	4.1875 x 2.25
66 lines vertical	2 x 4.6875
32 lines	2 x 2.25

All requirements for digital files and proofs are the same as for display ads except that a .5 pt. rule must be used on all boxed ads for Shoppers' Deals and Destinations. A 600 dpi laser proof of the file is the minimum acceptable proof for type and line work ads only.