

# Rates and Closing/In-Home Dates 2024

Effective with the January 2024 issue

## National Rates

Rate Base 21,500,000

Unit	B/W	4 Color
Page	\$758,570	\$842,850
2/3	571,450	634,950
1/2	504,450	560,500
1/3	343,880	382,090
1/4	265,500	295,000
Billboard		252,990
2nd Cover		969,280
3rd Cover		927,140
Back Cover		1,011,420

## National Half-Circ

Rate Base 10,750,000

Unit	B/W	4 Color
Page	\$424,790	\$471,990
1/2	282,490	313,870

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 21,500,000

Unit	4 Color
BRC (blow in)	\$421,430
BRC (hanger)	842,850
SSI (hanger)	1,264,330

Inserts may require an accompanying ad unit.

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	10/31/23	11/7/23	1/2/24–1/17/24
Mar	12/29/23	1/5/24	3/9/24–3/23/24
Apr	1/31/24	2/7/24	4/6/24–4/20/24
May	2/29/24	3/7/24	5/4/24–5/15/24
Jun	3/29/24	4/5/24	6/4/24–6/15/24
Jul/Aug	4/30/24	5/7/24	7/6/24–7/17/24
Sep	6/28/24	7/5/24	9/3/24–9/14/24
Oct	7/31/24	8/7/24	10/8/24–10/19/24
Nov	8/30/24	9/6/24	11/5/24–11/16/24
Dec	9/30/24	10/7/24	12/6/24–12/17/24

Cancellation date is space closing date.

## BRC/Insert Closing Dates

Issue	Closing Date
Jan/Feb	10/24/23
Mar	12/22/23
Apr	1/24/24
May	2/22/24
Jun	3/22/24
Jul/Aug	4/23/24
Sep	6/21/24
Oct	7/24/24
Nov	8/23/24
Dec	9/23/24

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](https://www.advertise.aarp.org).