

Shoppers' Deals and Destinations 2024

Effective with the January 2024 issue

Rates

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

Rate Base 21,500,000

Unit	B/W	4 Color
66 lines x 2 columns	\$133,570	\$148,410
66 lines	66,790	74,210
32 lines	34,250	38,060

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.

Ad File Submission

NEW: Please upload all ad files to: 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, 202-434-6892

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

Closing Dates

Issue	Ad Copy Clearance	Space/Material	Estimated in-home
Jan/Feb	10/24/23	10/31/23	1/2-1/17
Mar	12/22/23	12/29/23	3/9-3/23
Apr	1/24/24	1/31/24	4/6-4/20
May	2/22/24	2/29/24	5/4-5/15
Jun	3/22/24	3/29/24	6/4-6/15
Jul/Aug	4/23/24	4/30/24	7/6-7/17
Sep	6/21/24	6/28/24	9/3-9/14
Oct	7/24/24	7/31/24	10/8-10/19
Nov*	8/23/24	8/30/24	11/5-11/16
Dec	9/23/24	9/30/24	12/6-12/17

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, 202-434-6836.

Insertion Orders

Send all insertion orders to **Christina Chiaffitella Nicolia**
AARP Media Advertising Network, 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.