

Shoppers' Deals and Destinations 2025

Effective with the Jan/Feb 2025 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	\$137,580	\$152,860
66 lines	68,790	76,430
32 lines	35,280	39,200

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	10/24/24	10/31/24	1/8-1/24
Mar/Apr	12/23/24	12/30/24	3/10-3/22
May/Jun	2/21/25	2/28/25	5/7-5/22
Jul/Aug	4/23/25	4/30/25	7/7-7/19
Sep/Oct	6/23/25	6/30/25	9/10-9/25
Nov/Dec*	8/25/25	9/2/25	11/10-11/22

Cancellation date is space closing date.

*ShopIt Now issue

Supplied Inserts

For supplied insert specifications and shipping instructions, contact **Tom Stirling**, AARP Production Department,
tstirling@aarp.org, 202-434-2533.

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.