

# RealDeals Rates and Dates 2024

Effective with the December 2023/January 2024 issue

## 50+ Edition

Rate Base 21,500,000

Line	B/W	4 Color
67 x 2	\$163,500	\$181,680
67	81,750	90,840
56	68,130	75,700
42	51,090	56,770
35 x 2 H*	85,160	94,620
35	42,580	47,310
28	34,060	37,850
21	25,550	28,390

## 50-59 Edition

Rate Base 4,000,000

Line	B/W	4 Color
67 x 2	\$34,500	\$38,320
67	17,250	19,160
56	14,370	15,970
42	10,780	11,980
35 x 2 H*	17,960	19,960
35	8,980	9,980
28	7,190	7,980
21	5,390	5,990

## 60-69 Edition

Rate Base 6,250,000

Line	B/W	4 Color
67 x 2	\$53,160	\$59,060
67	26,580	29,530
56	22,150	24,610
42	16,610	18,460
35 x 2 H*	27,680	30,760
35	13,840	15,380
28	11,070	12,300
21	8,310	9,230

## 70+ Edition

Rate Base 11,250,000

Line	B/W	4 Color
67 x 2	\$83,180	\$92,440
67	41,590	46,220
56	34,740	38,600
42	26,060	28,950
35 x 2 H*	43,420	48,260
35	21,710	24,130
28	17,370	19,300
21	13,030	14,480

## 50-69 Edition

Rate Base 10,250,000

Line	B/W	4 Color
67 x 2	\$82,840	\$92,040
67	41,420	46,020
56	34,520	38,350
42	25,890	28,760
35 x 2 H*	43,140	47,940
35	21,570	23,970
28	17,260	19,180
21	12,940	14,380

## 60+ Edition

Rate Base 17,500,000

Line	B/W	4 Color
67 x 2	\$135,760	\$150,840
67	67,880	75,420
56	56,560	62,850
42	42,420	47,140
35 x 2 H*	70,700	78,560
35	35,350	39,280
28	28,280	31,420
21	21,210	23,570

## Frequency Discounts

Issues	2X	3X	4X	5X	6X
Discount	3%	5%	7%	9%	11%

## 2024 Closing Dates

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/22/23	9/29/23
Feb/Mar	11/15/23	11/22/23
Apr/May	1/24/24	1/31/24
Jun/July	3/22/24	3/29/24
Aug/Sept	5/24/24	5/31/24
Oct/Nov	7/24/24	7/31/24

Space close is one week prior to national space close

## Creative Specifications

Line	Dimensions
67 x 2	4.625" W x 4.8125" H
67	2.25 x 4.8125
56	2.25 x 4
42	2.25 x 3
35 x 2 H*	4.625 x 2.5
35	2.25 x 2.5
28	2.25 x 2
21	2.25 x 1.5

\*35 x 2 H only available as horizontal unit.

All ads must run with rule lines around them. Any copy received without rule lines will be returned to advertiser to add them.

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 RealDeals ads. A 600 dpi laser proof of the file is the minimum acceptable proof for type and line work ads only.

All rates are gross. All advertising orders are accepted subject to AARP's Advertising Terms and Conditions.

Due to limited space, we do not offer positioning guarantees. There may be coupon backups, blow-in cards facing ads, and/or competitive advertising nearby.