

RealDeals Rates and Dates 2025

Effective with the December 2024/January 2025 issue

50+ Edition

Rate Base 21,500,000

Line	B/W	4 Color
67 x 2	\$168,420	\$187,120
67	84,210	93,560
56	70,170	77,970
42	52,630	58,480
35 x 2 H*	87,720	97,460
35	43,860	48,730
28	35,090	38,980
21	26,310	29,240

50-59 Edition

Rate Base 4,000,000

Line	B/W	4 Color
67 x 2	\$35,520	\$39,480
67	17,760	19,740
56	14,800	16,450
42	11,100	12,340
35 x 2 H*	18,500	20,560
35	9,250	10,280
28	7,400	8,220
21	5,550	6,170

60-69 Edition

Rate Base 6,000,000

Line	B/W	4 Color
67 x 2	\$52,560	\$58,400
67	26,280	29,200
56	21,900	24,340
42	16,430	18,250
35 x 2 H*	27,380	30,420
35	13,690	15,210
28	10,950	12,170
21	8,210	9,130

70+ Edition

Rate Base 11,500,000

Line	B/W	4 Color
67 x 2	\$87,580	\$97,340
67	43,790	48,670
56	36,580	40,640
42	27,430	30,480
35 x 2 H*	45,720	50,800
35	22,860	25,400
28	18,290	20,320
21	13,720	15,240

50-69 Edition

Rate Base 10,000,000

Line	B/W	4 Color
67 x 2	\$83,240	\$92,480
67	41,620	46,240
56	34,680	38,540
42	26,010	28,900
35 x 2 H*	43,360	48,180
35	21,680	24,090
28	17,340	19,270
21	13,010	14,450

60+ Edition

Rate Base 17,500,000

Line	B/W	4 Color
67 x 2	\$139,820	\$155,360
67	69,910	77,680
56	58,260	64,740
42	43,700	48,550
35 x 2 H*	72,820	80,920
35	36,410	40,460
28	29,130	32,370
21	21,850	24,280

Frequency Discounts

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

2025 Closing Dates

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/23/24	9/30/24
Feb/Mar	11/18/24	11/25/24
Apr/May	1/24/25	1/31/25
Jun/July	3/22/25	3/31/25
Aug/Sept	5/23/25	5/30/25
Oct/Nov	7/24/25	7/31/25

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.