

RealDeals Rates and Dates 2026

Effective with the December 2025/January 2026 issue

50+ Edition

Rate Base 19,500,000

Line	B/W	4 Color
67 x 2	\$157,340	\$174,820
67	78,670	87,410
56	65,560	72,840
42	49,170	54,630
35 x 2 H*	81,940	91,060
35	40,970	45,530
28	32,780	36,420
21	24,580	27,320

50-59 Edition

Rate Base 3,250,000

Line	B/W	4 Color
67 x 2	\$29,740	\$33,040
67	14,870	16,520
56	12,390	13,770
42	9,290	10,330
35 x 2 H*	15,480	17,220
35	7,740	8,610
28	6,200	6,880
21	4,650	5,160

60-69 Edition

Rate Base 5,250,000

Line	B/W	4 Color
67 x 2	\$47,380	\$52,640
67	23,690	26,320
56	19,740	21,940
42	14,810	16,450
35 x 2 H*	24,680	27,420
35	12,340	13,710
28	9,870	10,970
21	7,400	8,230

70+ Edition

Rate Base 11,000,000

Line	B/W	4 Color
67 x 2	\$86,480	\$96,100
67	43,240	48,050
56	36,040	40,040
42	27,030	30,030
35 x 2 H*	45,040	50,060
35	22,520	25,030
28	18,020	20,020
21	13,510	15,020

50-69 Edition

Rate Base 8,500,000

Line	B/W	4 Color
67 x 2	\$72,860	\$80,960
67	36,430	40,480
56	30,360	33,740
42	22,770	25,300
35 x 2 H*	37,960	42,180
35	18,980	21,090
28	15,180	16,870
21	11,390	12,650

60+ Edition

Rate Base 16,250,000

Line	B/W	4 Color
67 x 2	\$133,720	\$148,580
67	66,860	74,290
56	55,720	61,910
42	41,790	46,430
35 x 2 H*	69,660	77,400
35	34,830	38,700
28	27,860	30,960
21	20,900	23,220

Frequency Discounts

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

2026 Closing Dates

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/17/25	9/24/25
Feb/Mar	11/10/25	11/17/25
Apr/May	1/15/26	1/22/26
Jun/July	3/16/26	3/23/26
Aug/Sept	5/15/26	5/22/26
Oct/Nov	7/17/26	7/24/26

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 file received without rule lines will be returned to advertiser to add them.

All requirements for digital files are the same as for display ads except that a .5 pt. rule must be used on all boxed ads for RealDeals ads.

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.