

# RealDeals Rates and Dates 2023

Effective with the December 2022/January 2023 issue

## 50+ Edition

Rate Base 22,000,000

Line	B/W	4 Color
67 x 2	\$159,340	\$177,040
67	79,670	88,520
56	66,390	73,770
42	49,790	55,330
35 x 2 H*	82,980	92,220
35	41,490	46,110
28	33,200	36,880
21	24,900	27,660

## 50-59 Edition

Rate Base 4,000,000

Line	B/W	4 Color
67 x 2	\$32,840	\$36,500
67	16,420	18,250
56	13,690	15,210
42	10,270	11,410
35 x 2 H*	17,100	19,020
35	8,550	9,510
28	6,840	7,600
21	5,130	5,700

## 60-69 Edition

Rate Base 6,750,000

Line	B/W	4 Color
67 x 2	\$54,680	\$60,740
67	27,340	30,370
56	22,780	25,310
42	17,090	18,980
35 x 2 H*	28,480	31,640
35	14,240	15,820
28	11,390	12,660
21	8,540	9,490

## 70+ Edition

Rate Base 11,250,000

Line	B/W	4 Color
67 x 2	\$79,200	\$88,020
67	39,600	44,010
56	33,080	36,760
42	24,810	27,570
35 x 2 H*	41,360	45,960
35	20,680	22,980
28	16,540	18,380
21	12,410	13,790

## 50-69 Edition

Rate Base 10,750,000

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 18,000,000

Line	B/W	4 Color
67 x 2	\$132,980	\$147,760
67	66,490	73,880
56	55,410	61,570
42	41,560	46,180
35 x 2 H*	69,260	76,960
35	34,630	38,480
28	27,710	30,780
21	20,780	23,090

## Frequency Discounts

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

## Closing Dates

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/23/22	9/30/22
Feb/Mar	11/17/22	11/23/22
Apr/May	1/25/23	2/1/23
Jun/July	3/24/23	3/31/23
Aug/Sept	5/25/23	6/1/23
Oct/Nov	7/25/23	8/1/23

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 regional pages, we do not offer positioning guarantees. There may be coupon backups and/or competitive advertising nearby.

# Business Reply Card (BRC) Rates and Dates 2023

Effective with the December 2022/January 2023 issue

## 50+ Edition

Rate Base 22,000,000

Unit	4 Color
Small Card	\$604,480
Large Card	644,640

## 50-59 Edition

Rate Base 4,000,000

Small Card	\$145,310
Large Card	154,960

## 60-69 Edition

Rate Base 6,750,000

Small Card	\$231,060
Large Card	246,420

## 70+ Edition

Rate Base 11,250,000

Small Card	\$316,720
Large Card	337,770

## 50-69 Edition

Rate Base 10,750,000

Small Card	\$339,950
Large Card	362,540

## 60+ Edition

Rate Base 18,000,000

Small Card	\$509,360
Large Card	543,210

## Closing Dates

Issue	Space/Ad Copy Clearance
Dec/Jan	9/23/22
Feb/Mar*	11/17/22
Apr/May*	1/25/23
Jun/Jul	3/24/23
Aug/Sep	5/25/23
Oct/Nov*	7/25/23

Cancellation date is space closing date.

\*ShopIt Now Issue

BRC's may require an accompanying ad unit. BRC reservations must be confirmed in writing two weeks prior to national space closing date.

Paper is in short supply. If you want us to print your insert, you should provide as much notice as possible to secure paper. Once your order is placed, we cannot cancel the paper order.

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](http://advertise.aarp.org).

Not available for test markets. Prices are based on standard stock (75# Hi-Bulk) and sizes (small: 6" x 4.25"; large: 6" x 6"). All cards that are different sizes and stocks will automatically incur additional costs to be determined at time of review by Production. All prices are estimates pending final review upon receipt of materials due two weeks prior to national close date. All BRCs that are deemed "special units," such as envelopes, etc., will incur additional costs.

## BRC Creative Specifications

Unit	Dimensions
Small Card	6" W x 4.375" H*
Large Card	6 x 6.125*

\*Includes .125" foot trim. Keep live area .25" from foot trim.

Publication is saddle stitched. All cards must run with a partner (lo folio/hi folio) and be reviewed and approved by Production to ensure compliance with bindery specifications.

Copy and content of all BRCs and insert cards must be submitted to Ad Policies for review at the time of the BRCs space closing date.

We prefer insert cards to be supplied on paper that is certified by a recognized organization such as SFI, PEFC, or FSC.