

# Shoppers' Deals and Destinations 2026

Effective with the Jan/Feb 2026 issue

## Rates

Small space advertising for mail order products and services, retirement communities, tourist boards, travel, and travel-related services.

**Rate Base 19,500,000**

Unit	B/W	4 Color
66 lines x 2 columns	\$128,520	\$142,800
66 lines	64,260	71,400
32 lines	32,960	36,620

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

## Closing Dates

Issue	Ad Copy Clearance	Space/ Material	Estimated in-home
Jan/Feb	10/20/25	10/27/25	1/7/26–1/24/26
Mar/Apr	12/19/25	12/23/25	3/9/26–3/21/26
May/Jun	2/17/26	2/23/26	5/11/26–5/23/26
Jul/Aug	4/17/26	4/24/26	7/8/26–7/23/26
Sep/Oct	6/17/26	6/24/26	9/8/26–9/19/26
Nov/Dec*	8/14/26	8/21/26	11/9/26–11/21/26

Cancellation date is space closing date. \*ShopIt Now issue.

## 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 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.

## Ad File Submission

**Upload all ad files to: [adshuttle.com/aarp](http://adshuttle.com/aarp)**

File format: PDFX-1a file is required.

For ad material questions or extension requests, contact **Judy Rutherford**, AARP Production Department, [jrutherford@aarp.org](mailto:jrutherford@aarp.org), 202-434-6894.