

AARP BULLETIN Rates & Dates 2017



Rates

Full Run rate base 22,500,000		
UNIT	B&W	4 COLOR
Page	\$643,320	\$714,800
2/3	484,630	538,480
1/2	427,810	475,340
1/3	289,490	321,660
1/4	225,160	250,180
Billboard	—	214,550
2nd Cover	—	822,020
3rd Cover	—	786,280
4th Cover	—	857,760

Half Circ rate base 11,250,000		
UNIT	B&W	4 COLOR
Page	\$360,260	\$400,290
1/2	239,570	266,190

NOTE Half Circ ads are pending partnership. They are random and alternate every 10,000–13,000 copies. Due to limited pages, positioning cannot be guaranteed. There may be coupon backups and/or competitive advertising nearby.

BRC/Insert Units rate base 22,500,000	
UNIT	4 COLOR
Business Reply Card (BRC)*	\$714,800
Dutch Door	1,442,700
Single Sheet Insert (SSI)	1,072,200
Free Standing Insert (FSI) (4 Pages)	1,250,900

* Must be accompanied by a full page of advertising.

NOTE BRC/insert unit reservations must be confirmed in writing one month prior to space closing date. Production charges may apply.

Closing Dates

ISSUE	AD COPY CLEARANCE	SPACE/MATERIAL	ESTIMATED IN-HOME
Jan/Feb	11/1/16	11/8/16	1/3-1/17
Mar	1/2/17	1/9/17	3/4-3/17
Apr	2/1/17	2/8/17	4/1-4/14
May	3/1/17	3/8/17	5/4-5/16
Jun	3/31/17	4/7/17	6/2-6/15
Jul/Aug	5/1/17	5/8/17	7/2-7/16
Sep	6/30/17	7/7/17	9/1-9/15
Oct	8/1/17	8/8/17	10/3-10/15
Nov	9/1/17	9/8/17	11/2-11/14
Dec	10/2/17	10/10/17	12/3-12/16

NOTE Cancellation date is space closing date.

NEW

UNIT SIZE	DIMENSIONS
Spread*	17.5 x 10.4375
Full Page	8.5625 x 10.4375
2/3 Horizontal	8.5625 x 6.75
2/3 Vertical	5.5625 x 10.4375
1/2 Horizontal Spread	17.5 x 5.125
1/2 Horizontal	8.5625 x 5.125
1/2 Vertical	4.1875 x 10.4375
1/3 Horizontal	8.5625 x 3.3125
1/3 Vertical	2.8125 x 10.4375
1/3 Square	5.5625 x 5.125
1/3 Digest	4.1875 x 6.75
1/4 Vertical	2 x 10.4375
1/4 Square	4.1875 x 5.125
Billboard	8.5625 x 1.75
BRC **	8 x 6
Dutch Door *	17.5 x 5.5
SSI **	7.5 x 10.5
FSI ***	6 x 9

*Gutter Bleed Only; **75# Hi-Bulk Uncoated Text; ***60# Gloss Text
Ad sizes based on a trim size of 9.0" x 10.8125"

Ad File Submission

Please upload all ad files to: <https://aarp.sendmyad.com>

It is preferred that ad files be transmitted in PDF/X-1a file format. Proofs are not required for PDF/X-1a file submission.

If native files are submitted, you must send a proof to arrive next day to:

For material questions or extension requests, contact:

Trevor Myers

AARP Publications
c/o RR Donnelley
Lancaster DSG
216 Greenfield Road
Lancaster, PA 17601
p 717.293.2266 (for FedEx)

Judy Rutherford

AARP Production
Department
e jrutherford@aarp.org
p 202.434.6894

Publisher will not be responsible for color or content if the client declines to provide a contract proof for guidance.

For insert creative specifications and shipping instructions, contact the Production Department, 202.434.6836

Insertion Orders

Send all insertion orders to:

Marilyn Goldman, Advertising Services,
AARP Media Sales, e mgoldman@aarp.org