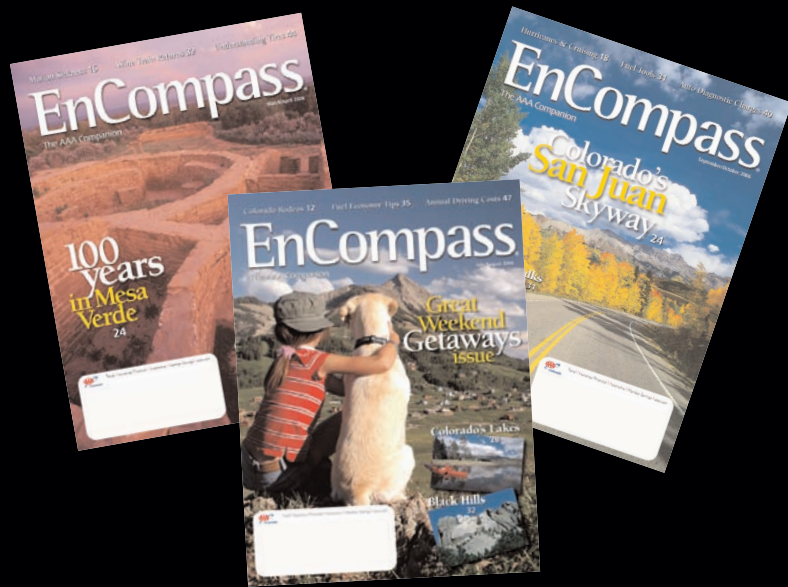


2007 RATE CARD

AAA Colorado EnCompass

Colorado's Largest Circulation Magazine
Reaching 1 in 4 Households



2007 Advertising Rates

Colorado EnCompass
General Advertising
ABC Rate Base: 315,000

Effective January 1, 2007
Rate Card #6

Four Color (gross)	1X - 2007	3X - 2007	6X - 2007
Full Page, 7" x 10" *	\$8,330	\$7,910	\$7,500
2/3 Page, (v) 4.5" x 9.5"	\$5,820	\$5,530	\$5,240
1/2 Page, (h) 6.875" x 4.625"	\$5,000	\$4,750	\$4,500
1/3 Page, (sq) 4.5" x 4.625"			
(v) 2.125" x 9.5"	\$3,170	\$3,010	\$2,850
1/6 Page, (v) 2.125" x 4.625"	\$1,920	\$1,820	\$1,730

Covers (gross)	1X - 2007	3X - 2007	6X - 2007
Inside Front Cover *	\$8,740	\$8,300	\$7,870
Inside Back Cover *	\$8,740	\$8,300	\$7,870
Back Cover *	\$9,170	\$8,710	\$8,250

*Full page: copy area: 7" x 9.625. Trim: 7.875" X 10.5". Bleed: 8.25" x 10.75"

Colorado EnCompass
Travel Guide Rates
ABC Rate Base: 315,000

Effective January 1, 2007
Rate Card #6

Travel Guide Four Color (net)	1X - 2007	3X - 2007	6X - 2007
6 inch, 2.125" x 6"	\$2,320	\$2,200	\$2,090
4 inch, 2.125" x 4"	\$1,590	\$1,510	\$1,430
3 inch, 2.125" x 3"	\$1,190	\$1,130	\$1,070
2 inch, 2.125" x 2"	\$ 820	\$ 780	\$ 740

Sweepstakes (net)	
1/3 page verticle (special specs)	\$2,750



ABC audited: 2007 Rate base guarantee, 315,000.

For production specifications and any questions, contact:

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Our Readers Are Your Best Customers

AAA Colorado readers are a highly desirable market. They're well educated, travel more than the national average, have a higher household income than the national average and are loyal to AAA and the brands it promotes. They're the heart of the Colorado travel market, wielding tremendous buying power and influence.

Circulation/Reach:

- 315,000 circulation
- 493,000+ AAA Colorado members
- 945,000 MRI Doublebase audience
- 88% along the Front Range
- 2 out of 3 in Metro Denver

Travel:

- 88% took a domestic trip
- 42% vacationed in Colorado
- 22% average market share of Colorado resort destination visits

Demographics:

- Median age is 48 years old
- Average HHI is \$90,000
- 34% exceed \$100,000 HHI

EnCompass Schedule for 2007

Issue	Space Reservation	Material	Mail Date
2007			
Jan./Feb.	Nov. 1, 2006	Nov. 8, 2006	Dec. 29, 2006
March/April	Jan. 3	Jan. 10	Feb. 23
May/June	March 1	March 8	April 25
July/Aug.	May 1	May 8	June 26
Sept./Oct.	July 2	July 9	Aug. 28
Nov./Dec.	Sept. 3	Sept. 10	Oct. 26