Welcome

WELCOME TO THE 2018 AMERICAN ASSOCIATION OF MOTOR VEHICLE ADMINISTRATORS (AAMVA) MEDIA KIT FOR:

› MOVE magazine & MOVEmag.org—AAMVA’s award-winning quarterly publication. Its latest honors include a 2017 Hermes Creative Award; 2017, 2016 and 2014 APEX Awards of Excellence; 2016 and 2015 AM&P EXCEL Awards; and a 2014 Pearl Award from The Content Council.

› Regional News—AAMVA’s weekly jurisdiction news e-newsletter.

› The Week in Review (TWIR)—AAMVA’s weekly member e-newsletter.

WHY SHOULD YOU ADVERTISE WITH AAMVA?
Since 1933, AAMVA has been the valued and trusted organization representing and serving the motor vehicle and law enforcement community across North America. By advertising with AAMVA, your products will be placed in front of federal, state, provincial and local motor vehicle and law enforcement agency officials; executives from other transportation and safety-related organizations; information technology managers; and members from local and foreign government agencies.

IN 2017, MOVE’S 20TH ANNIVERSARY ISSUE WON A GOLD HERMES CREATIVE AWARD FOR PUBLICATION COVER.

ADVERTISE VIA:
› PRINT. MOVE is an award-winning, quarterly magazine that reaches more than 20,000 motor vehicle administrators and law enforcement officials across North America. Redesigned in 2016, the publication continues to improve and stay relevant in the motor vehicle community.

› ONLINE. MOVEmag.org continues to attract web traffic with nearly 5,000 page views per quarter. In addition to featuring the content from the print magazine, the website also showcases web-exclusive video interviews with leaders in the industry.

› EMAIL. Regional News and The Week in Review (TWIR), AAMVA’s two weekly e-newsletters, are distributed to more than 15,000 members, providing them with timely, brief and relevant news—so they’re always in the know. MOVE quarterly updates also are sent to readers, steering them to new and fresh content on MOVEmag.org.

› VIDEO. AAMVA’s TWIRcast, The Week in Review’s weekly video newscast, continues to grow in popularity.

CONTACT ROBERT STERSHIC  ☎ 703-908-2825  ➡️ rstershic@aamva.org

ADVERTISE TODAY
AWARD-WINNING CONTENT

FEATURE STORIES

MOVE’s feature stories take an in-depth look at hot topics within the industry. Here are some recent feature article topics:

❯ Automated vehicle technology
❯ Marijuana legalization
❯ Mobile driver’s licenses
❯ Online customer service
❯ DMV information systems
❯ Changing role of the DMV
❯ System modernization
❯ Identity management
❯ Data security and privacy
❯ Noncommercial driver testing
❯ Leading a government agency

DEPARTMENTS

FROM THE PRESIDENT
AAMVA President & CEO Anne Ferro addresses the AAMVA membership.

MUSINGS
AAMVA members muse about current events and pressing issues.

IN THE HEADLIGHTS
Showcasing what AAMVA is doing to help the motor vehicle and law enforcement community.

JURISDICTION SPOTLIGHT
Highlighting projects taking place at jurisdictions around the AAMVA regions.

DASHBOARD
AAMVA’s Data Lady Janice Dluzynski shares popular survey questions and results with readers.

BEHIND THE WHEEL
Q&A with a compelling member of the motor vehicle community.

INDUSTRY INSIGHT
Highlighting a partnership between a jurisdiction and a vendor that helps to solve a business problem and enhances customer service.

CROSSWORD
The ever-popular AAMVA crossword puzzle created by Myles Mellor, one of the most well-known and published crossword writers.

CROSSROADS
Individuals from various parts of the transportation community share their unique views on important issues affecting the industry.

TAILLIGHTS
AAMVA’s Chair of the Board communicates important organization and industry news with members.

WEB EXCLUSIVES
Articles covering timely issues and events are available exclusively at MOVEmag.org and often include videos.

MULTIMEDIA
Video interviews with thought leaders and industry insiders.

Our list has grown! Each issue of MOVE is now distributed to MORE THAN 20,000 motor vehicle and law enforcement administrators and staff across North America.
## EDITORIAL CALENDAR & MATERIALS DEADLINES

<table>
<thead>
<tr>
<th>FALL 2017</th>
<th>WINTER 2018*</th>
<th>SPRING 2018*</th>
<th>SUMMER 2018*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FEATURE ARTICLE</strong></td>
<td><strong>FEATURE ARTICLE</strong></td>
<td><strong>FEATURE ARTICLE</strong></td>
<td><strong>FEATURE ARTICLE</strong></td>
</tr>
<tr>
<td>REAL ID</td>
<td>Improving Culture</td>
<td>Mobile Driver’s License Update</td>
<td>Imported Vehicles</td>
</tr>
<tr>
<td><strong>MAIL DATE</strong></td>
<td><strong>MAIL DATE</strong></td>
<td><strong>MAIL DATE</strong></td>
<td><strong>MAIL DATE</strong></td>
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<tr>
<td>Mid-November 2017</td>
<td>Early March 2018</td>
<td>Mid-May 2018</td>
<td>Early August 2018</td>
</tr>
<tr>
<td><strong>SPACE RESERVATION</strong></td>
<td><strong>SPACE RESERVATION</strong></td>
<td><strong>SPACE RESERVATION</strong></td>
<td><strong>SPACE RESERVATION</strong></td>
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<td><strong>MATERIALS DEADLINE</strong></td>
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*Bonus distribution at AAMVA’s Workshop & Law Institute

*Bonus distribution at AAMVA’s three summer Regional conferences

*Bonus distribution at AAMVA’s Annual International Conference

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76% of readers reacted positively to MOVE’s 2016 redesign.

90% of MOVE readers are satisfied with the relevance of the magazine’s content.
Integrated Packages

Spread your message across all MOVE platforms by investing in both print and digital advertising. These integrated packages make it easy to maximize your exposure and get the most out of your advertising dollars.

**COMPLETE PACKAGE**
($30,196 TOTAL VALUE)

- PRINT Full-page 4-color display in the four quarterly issues of MOVE ($14,496 value)
- WEBSITE One year of exposure on MOVEmag.org in the form of a rotating leaderboard ad (all pages) and rotating text ad (on category and article pages) ($13,200 value)
- EMAIL Logo/link inclusion in all MOVE email updates ($2,500 value)

*Only three Complete Packages available!*

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Member Price</th>
<th>Nonmember Price</th>
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</thead>
<tbody>
<tr>
<td>Standard Full Page</td>
<td>$16,774</td>
<td>$18,637</td>
</tr>
<tr>
<td>Page 1 or OTOC</td>
<td>$18,030</td>
<td>$20,032</td>
</tr>
<tr>
<td>Inside Front or Back Cover</td>
<td>$18,249</td>
<td>$20,276</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$19,942</td>
<td>$22,158</td>
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</table>

**MARKET SHARE PACKAGE**
($22,496 TOTAL VALUE)

- PRINT Full-page 4-color display in the four quarterly issues of MOVE ($14,496 value)
- WEBSITE One year of exposure on MOVEmag.org in the form of a rotating secondary leaderboard ad and rotating text ad (on category and article pages) ($8,000 value)

*Only seven Market Share Packages available!*

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Full Page</td>
<td>$14,068</td>
<td>$15,631</td>
</tr>
<tr>
<td>Page 1 or OTOC</td>
<td>$15,298</td>
<td>$16,998</td>
</tr>
<tr>
<td>Inside Front or Back Cover</td>
<td>$15,517</td>
<td>$17,241</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$17,210</td>
<td>$19,123</td>
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</tbody>
</table>

**SUCCESS PACKAGE**
($18,548 TOTAL VALUE)

- PRINT Half-page 4-color display in the four quarterly issues of MOVE ($10,548 value)
- WEBSITE One year of exposure on MOVEmag.org in the form of a rotating skyscraper ad (on category and article pages) or square ad (home page only) ($8,000 value)

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$9,124</td>
<td>$10,138</td>
</tr>
</tbody>
</table>

After seeing an advertisement in MOVE, 40% of readers passed along or discussed the ad with others, 16% filed the item for future reference and 12% visited the advertiser's website.
Digital Ads

Digital advertising on MOVEmag.org is only available with each integrated package.

**On average, MORE THAN 1,300 readers visit MOVEmag.org each month.**

- **LEADERBOARD (SIZE: 728 X 90 PIXELS)**
  Catch the eye of the MOVEmag.org reader immediately with the purchase of a leaderboard ad through the Complete Package. Positioned at the top of the home page, visitors to the website will see this ad just above the navigation bar on every page of the website.

- **SECONDARY LEADERBOARD (SIZE: 728 X 90 PIXELS)**
  Secondary leaderboard ads, located just below the navigation bar, are available through the Market Share Package. They appear on seven category pages and all individual article pages.

- **SKYSCRAPER (SIZE: 160 X 600 PIXELS)**
  A skyscraper ad appears in the left-hand column of MOVEmag.org on seven category pages and all individual article pages.

- **SQUARE (SIZE: 300 X 250 PIXELS)**
  A square advertisement is located on the right-hand side of the home page on MOVEmag.org, just below the rotating feature module.

- **TEXT (CUSTOM SIZE)**
  Create a custom text message (75 words or fewer) and provide a link to your website! Text ads appear in the left-hand sidebar of all category and article pages.

**MOVE DIGITAL SPECS**

**Acceptable file format**
- All web images must be 72 dpi
- RGB or indexed color format
- We will accept the following file types: .jpg, .png, .gif
- Click tags OK
- Must provide URL for click-through
- Max file size: 40KB

**Advertise Today**

**Contact Robert Stershic**

☎ 703-908-2825  
✉ rstershic@aamva.org
Print Rates & Sizes

<table>
<thead>
<tr>
<th>COLOR</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread (graphics ad)</td>
<td>$7,049</td>
<td>$6,697</td>
<td>$6,344</td>
</tr>
<tr>
<td>2-Page Advertorial (text ad)</td>
<td>$7,754</td>
<td>$7,367</td>
<td>$6,979</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,147</td>
<td>$3,939</td>
<td>$3,732</td>
</tr>
<tr>
<td>Full-Page Advertorial (text ad)</td>
<td>$4,561</td>
<td>$4,333</td>
<td>$4,105</td>
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<tr>
<td>½ Page</td>
<td>$3,018</td>
<td>$2,867</td>
<td>$2,716</td>
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<tr>
<td>¼ Page</td>
<td>$2,284</td>
<td>$2,169</td>
<td>$2,055</td>
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MECHANICAL SPECIFICATIONS

- **TRIM SIZE:** 8.375” x 10.875”
- **BLEED:** 0.125”
- **LIVE AREA:** 7.875” x 10.375”
- **SAFETY FROM TRIM:** Keep all text elements at least 0.25” inside of all edges

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>With Bleed (dimensions include 0.125” bleed on all sides)</th>
<th>No Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>17” x 11.125”</td>
<td>16.25” x 10.375”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.625” x 11.125”</td>
<td>7.875” x 10.375”</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>8.625” x 5.4375”</td>
<td>7.875” x 4.9375”</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>4.25” x 11.125”</td>
<td>3.75” x 10.375”</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>4.25” x 5.4375”</td>
<td>3.75” x 4.9375”</td>
</tr>
</tbody>
</table>

77% of readers say MOVE is a valuable resource for information.
PRINT SPECS
MECHANICAL SPECIFICATIONS
› TRIM SIZE: 8.375” x 10.875”
› BLEED: 0.125”
› LIVE AREA: 7.875” x 10.375”
› SAFETY FROM TRIM: Keep all text elements at least 0.25” inside of all edges
› BINDING: Saddle Stitch
› PRINTING: Offset
› SCREEN: Stochastic

ACCEPTABLE FILE FORMAT
› Please supply a hi-res print-ready PDF/X-1a file.
› View specifications at swop.org or adobe.com (search on PDF/X compliance).
› All fonts must be outlined or embedded.
› All images must be 300 dpi.
› Crop marks and color bars should be outside printable area (0.125” offset).
› Only one ad page per PDF document.

COLOR
› Color ads must use CMYK process color only; no RGB, LAB or Spot/PMS colors will be accepted.
› Ink density not to exceed 300%.
› Black text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).

SUBMITTING PRINT & DIGITAL FILES
DROPBOX SUBMITTAL
Dropbox, a cloud-based storage system that works seamlessly on all computer platforms, is the preferred method of submitting files.

To upload a file, simply click here:

OR
Sign into the Dropbox website and upload the file.
DROPBOX.COM/HOME/MOVE
USER: glcadsubmit@glcdelivers.com
PASSWORD: GLCADS-900
(password is case sensitive)

When the file upload is complete, please click on the email address below to send email notification: GLCADSUBMIT@GLCDELIVERS.COM

Indicate name of file, advertiser name and contact information, and any URL/link information. GLC will respond via email if ad passes preflight or needs corrections.

Files under 10MB can be submitted via email to glcadsubmit@glcdelivers.com.

ADDITIONAL PRINT ADVERTISING OPPORTUNITIES
COVER OPTIONS
› French Door
› Gatefold
› Tip-on
› Z-Fold
› Cover Wrap

INSERTS
› Full Page
› Postcard

OUTSERTS
› Bellyband
› Sticker
› Sticky Note

Contact ROBERT STERSHIC (below) if you’re interested in these special advertising opportunities or a form of advertising you don’t see here.
THE WEEK IN REVIEW (TWIR)

TWIR is AAMVA’s weekly e-newsletter providing jurisdictions with AAMVA announcements, member news and surveys, webinars and events, industry news, federal updates and much more. More than 13,000 administrators, directors, law enforcement and senior managers from motor vehicle agencies across North America depend on this newsletter for valuable, timely information. If your organization is trying to create greater visibility in an area where AAMVA members go for information, then sponsoring TWIR would be the perfect fit.

ONLY SIX SPONSORSHIPS AVAILABLE!

SPONSORSHIP INCLUDES:
❯ 4-color logo appears once in each weekly email above the fold with a link to your website
❯ Logo/link exposure on all archived issues of TWIR

SPONSORS:
Minimum 150 x 150 pixels
DEADLINES: Logos and links are due the 24th of the month prior to the month of sponsorship.
RATES: 12 months – $4,500 member / $5,000 nonmember

TWIRCAST SPONSORSHIP

Each week, The Week in Review is accompanied by a three-minute newscast, TWIRcast. This engaging newscast covers the breaking news of the week. Viewership continues to grow, and a link to each weekly video is also posted on the AAMVA.org home page. Additionally, TWIRcast is also promoted in each Regional News email. Sponsor the TWIRcast and your company will receive a verbal mention and a visual logo display, and will reach more than 13,000 members twice a week. ONLY THREE SPONSORSHIPS AVAILABLE!

SPONSORSHIP INCLUDES:
❯ 4-color logo appears once in each weekly email above the fold with a link to your website
❯ Logo/link exposure on all archived issues of TWIR

SPONSORS:
Minimum 150 x 150 pixels
DEADLINES: Logos are due the 24th of the month prior to the month of sponsorship.
RATES: 12 months – $3,000 member / $3,300 nonmember

E-Newsletters

The Week in Review (TWIR) and Regional News are now distributed to MORE THAN 13,000 AAMVA members.