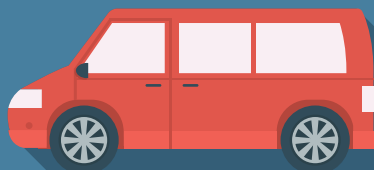
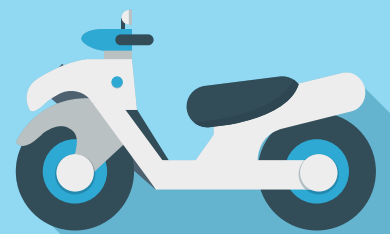
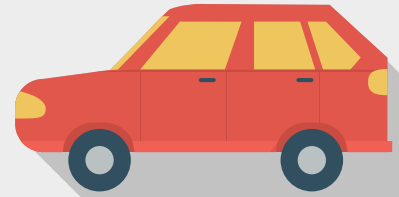


AAMVA 2018 MEDIA KIT

MOVE
MAGAZINE

THE WEEK
IN
REVIEW

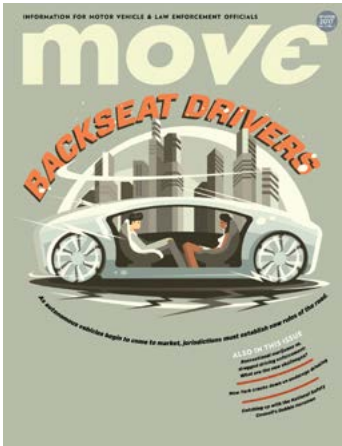
REGIONAL
NEWS



American Association of
Motor Vehicle Administrators

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.



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

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.

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 13,000 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.

ADVERTISE TODAY

CONTACT ROBERT STERSHC ☎ 703-908-2825 ✉ rstershc@aamva.org

MOVE Magazine

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 Druzynski 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.



ADVERTISE TODAY

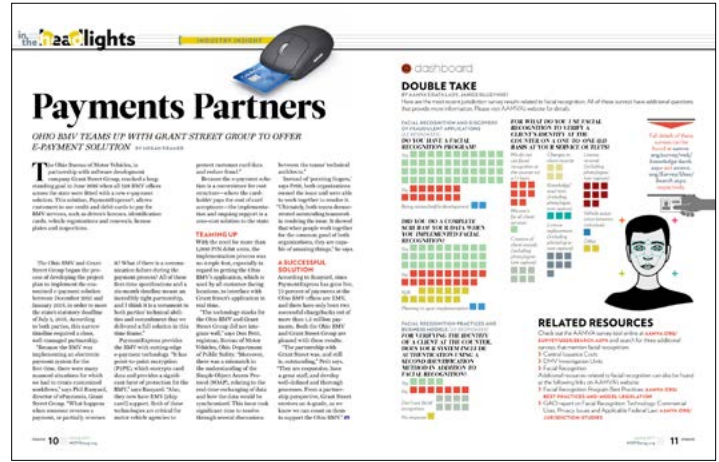
CONTACT ROBERT STERSHIC

703-908-2825

rstershic@aamva.org

MOVE Magazine

EDITORIAL CALENDAR & MATERIALS DEADLINES



FALL 2017

FEATURE ARTICLE

REAL ID

MAIL DATE

Mid-November 2017

SPACE RESERVATION

9/8/2017

MATERIALS DEADLINE

9/27/2017

WINTER 2018*

FEATURE ARTICLE

Improving Culture

MAIL DATE

Early March 2018

SPACE RESERVATION

1/8/2018

MATERIALS DEADLINE

1/24/2018

**Bonus distribution at AAMVA's Workshop & Law Institute*

SPRING 2018*

FEATURE ARTICLE

Mobile Driver's License Update

MAIL DATE

Mid-May 2018

SPACE RESERVATION

3/16/2018

MATERIALS DEADLINE

4/3/2018

**Bonus distribution at AAMVA's three summer Regional conferences*

SUMMER 2018*

FEATURE ARTICLE

Imported Vehicles

MAIL DATE

Early August 2018

SPACE RESERVATION

6/8/2018

MATERIALS DEADLINE

6/26/2018

**Bonus distribution at AAMVA's Annual International Conference*



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

90% of MOVE readers are satisfied with the relevance of the magazine's content.

ADVERTISE TODAY

CONTACT ROBERT STERSHC

703-908-2825

rstershc@aamva.org

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!

Standard Full Page	\$16,774 member \$18,637 nonmember
Page 1 or OTOC	\$18,030 member \$20,032 nonmember
Inside Front or Back Cover	\$18,249 member \$20,276 nonmember
Back Cover	\$19,942 member \$22,158 nonmember

1 Print display ad

2 Leaderboard ad

3 Text ad

4 Logo

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!

Standard Full Page	\$14,068 member \$15,631 nonmember
Page 1 or OTOC	\$15,298 member \$16,998 nonmember
Inside Front or Back Cover	\$15,517 member \$17,241 nonmember
Back Cover	\$17,210 member \$19,123 nonmember

1 Print display ad

2 Secondary leaderboard ad

3 Text ad

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)

1/2 Page | \$9,124 member
\$10,138 nonmember

1 Print display ad

2 Square ad

2 Skyscraper ad

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.

ADVERTISE TODAY

CONTACT ROBERT STERSHIC

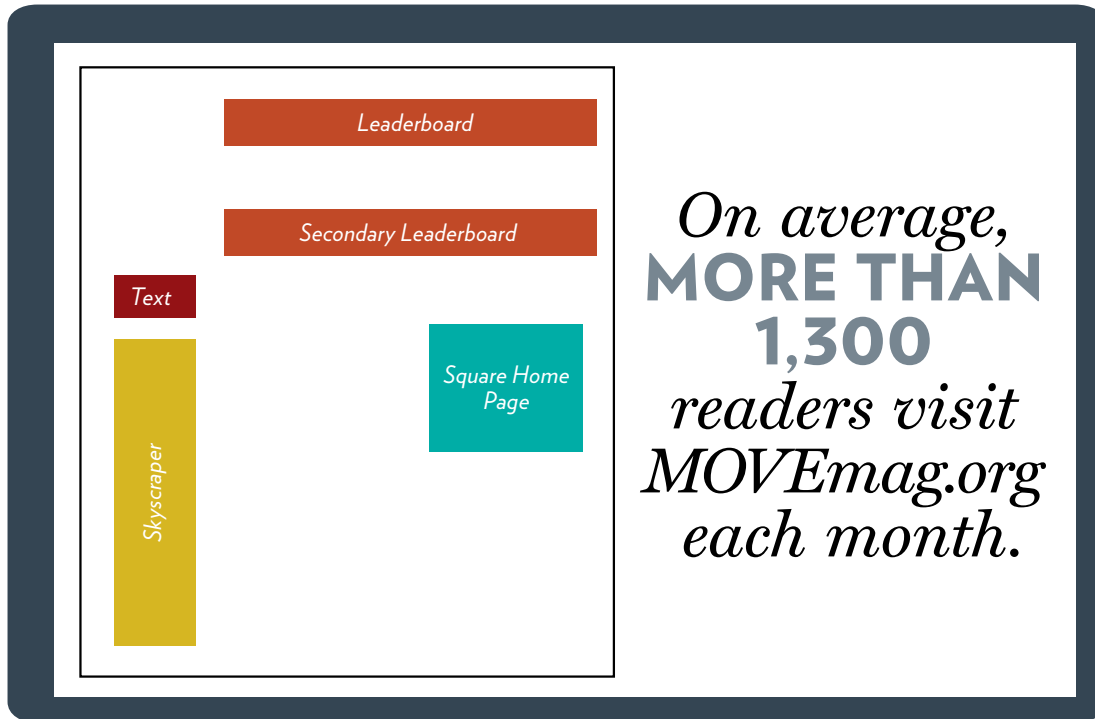
703-908-2825

rstershic@aamva.org

Digital Ads

move mag.org

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



● 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

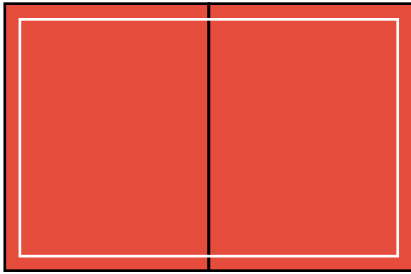
Acceptable file format

- › 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

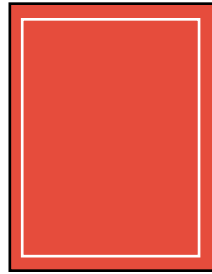
ADVERTISE TODAY

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

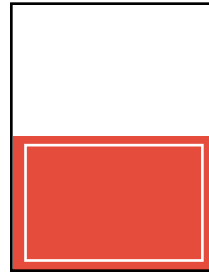
Print Rates & Sizes



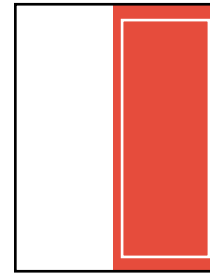
2-Page Spread



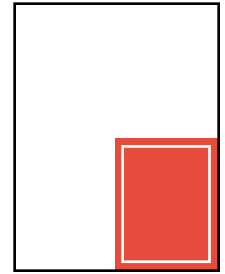
Full Page



1/2 Horizontal



1/2 Vertical



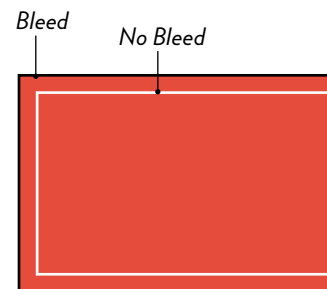
1/4 Vertical

COLOR	1x	2x	4x
2-Page Spread (graphics ad)	\$7,049	\$6,697	\$6,344
2-Page Advertorial (text ad)	\$7,754	\$7,367	\$6,979
Full Page	\$4,147	\$3,939	\$3,732
Full-Page Advertorial (text ad)	\$4,561	\$4,333	\$4,105
1/2 Page	\$3,018	\$2,867	\$2,716
1/4 Page	\$2,284	\$2,169	\$2,055

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

Ad Size	With Bleed (dimensions include 0.125" bleed on all sides)	No Bleed
2-Page Spread	17" x 11.125"	16.25" x 10.375"
Full Page	8.625" x 11.125"	7.875" x 10.375"
1/2 Horizontal	8.625" x 5.4375"	7.875" x 4.9375"
1/2 Vertical	4.25" x 11.125"	3.75" x 10.375"
1/4 Vertical	4.25" x 5.4375"	3.75" x 4.9375"



77% of readers say MOVE is a valuable resource for information.



ADVERTISE TODAY CONTACT **ROBERT STERSHIC** ☎ 703-908-2825 ✉ rstershic@aamva.org

Specifications & File Submittal

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: glcsubmit@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 glcsubmit@glcdelivers.com.

ADDITIONAL PRINT ADVERTISING OPPORTUNITIES

COVER OPTIONS

- › French Door
- › Gatefold
- › Tip-on
- › Z-Fold
- › Cover Wrap

OTHER OPTIONS

- › Coatings
- › Special Inks
- › Partial Page
- › Magnet
- › Poster
- › Reprints

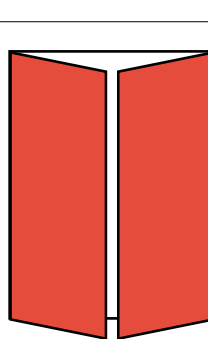
INSERTS

- › Full Page
- › Postcard

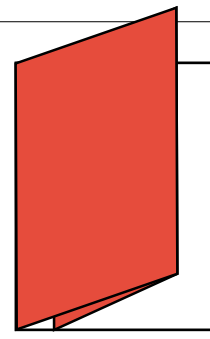
OUTSERTS

- › Bellyband
- › Sticker
- › Sticky Note

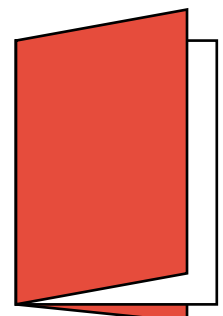
Contact **ROBERT STERSHIC** (below) if you're interested in these special advertising opportunities or a form of advertising you don't see here.



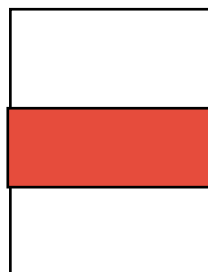
French Door



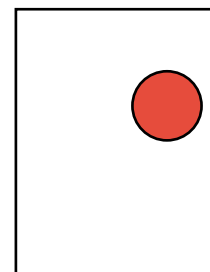
Gatefold



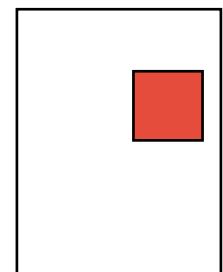
Cover Wrap



Bellyband



Sticker



Sticky Note

ADVERTISE TODAY

CONTACT **ROBERT STERSHIC**

703-908-2825

rstershic@aamva.org

E-Newsletters



REGIONAL NEWS

Regional News is AAMVA's weekly e-newsletter showcasing timely stories from around the jurisdictions. This news outlet rounds up the latest relevant news articles from around AAMVA's four regions, offering a short synopsis of each story, followed by a link to that particular article. More than 13,000 administrators, directors, law enforcement and senior managers from motor vehicle agencies across North America depend on this newsletter to learn what other jurisdictions are doing. If your organization is trying to create greater visibility in an area where AAMVA members go for information, then sponsoring Regional News would be the perfect fit. **ONLY SIX SPONSORSHIPS AVAILABLE!**

SPONSORSHIP INCLUDES:

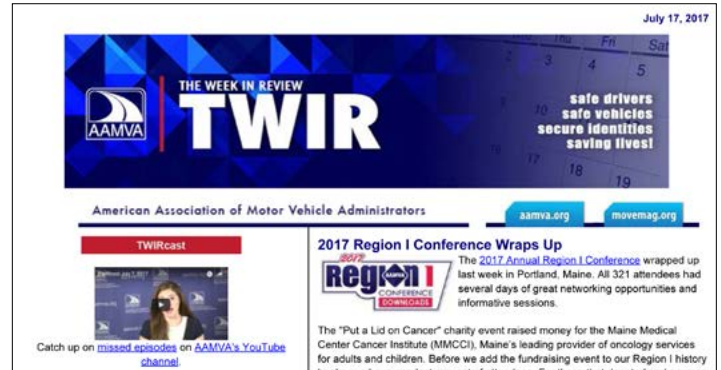
- › 4-color logo appears once in each weekly email above the fold with a link to your website
- › Logo/link exposure on all archived issues of Regional News

SPECS: 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

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



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

SPECS: 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!**

SPECS: 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

ADVERTISE TODAY

CONTACT ROBERT STERSHIC

703-908-2825

rstershic@aamva.org