

**AAMVA**

**2019 MEDIA  
PLANNER**

**MOVE MAGAZINE**  
**REGIONAL NEWS**  
**THE WEEK IN REVIEW**

# Welcome

## WELCOME TO THE 2019 AMERICAN ASSOCIATION OF MOTOR VEHICLE ADMINISTRATORS (AAMVA) MEDIA KIT FOR:



**Regional News—**  
AAMVA's weekly jurisdiction news 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.

**MOVE magazine & MOVEmag.org**—AAMVA's award-winning quarterly publication. Its latest honors include a 2017 Hermes Creative Award; a 2017 Folio (Ozzie) 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.

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

### ADVERTISE VIA:

- **PRINT.** *MOVE* is an award-winning, quarterly magazine that reaches **more than 22,000** 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 14,000 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.

# 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
- Importing vehicles
- Leading a government agency
- System modernization
- Reducing traffic fatalities
- Community service
- Expanding services
- Identity management
- Data security and privacy
- Commercial and noncommercial driver testing

## 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](http://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 22,000** motor vehicle and law enforcement administrators and staff across North America.

## 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.

# MOVE Magazine

## EDITORIAL CALENDAR & MATERIALS DEADLINES

### FALL 2018

#### FEATURE ARTICLE

Ignition Interlock

#### MAIL DATE

Mid-November 2018

#### SPACE RESERVATION

9/21/2018

#### MATERIALS DEADLINE

10/9/2018



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

### WINTER 2019\*

#### FEATURE ARTICLE

Suspended and Revoked

#### MAIL DATE

Mid-March 2019

#### SPACE RESERVATION

1/7/2019

#### MATERIALS DEADLINE

1/23/2019

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

### SPRING 2019\*

#### FEATURE ARTICLE

Internet Vehicle Sales

#### MAIL DATE

Mid-May 2019

#### SPACE RESERVATION

3/8/2019

#### MATERIALS DEADLINE

3/26/2019

*\*Bonus distribution at AAMVA's three summer Regional Conferences*

### SUMMER 2019\*

#### FEATURE ARTICLE

Customer Service

#### MAIL DATE

Early August 2019

#### SPACE RESERVATION

5/24/2019

#### MATERIALS DEADLINE

6/12/2019

*\*Bonus distribution at AAMVA's Annual International Conference and fall Regional Conference*



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

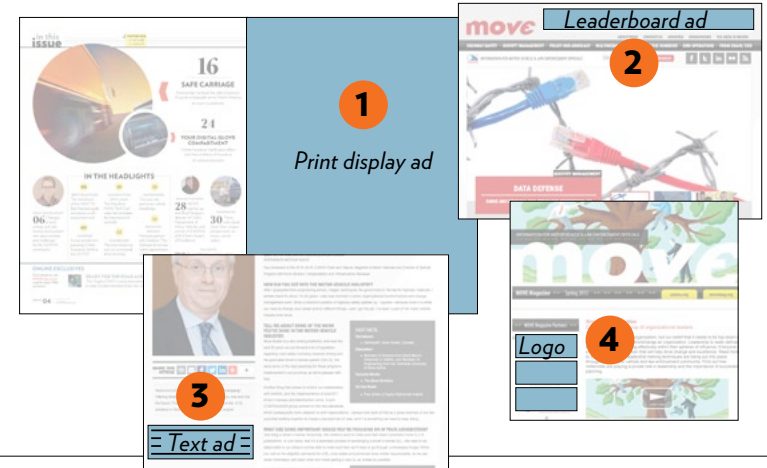
# Integrated Packages

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 *MOVE*mag.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)

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

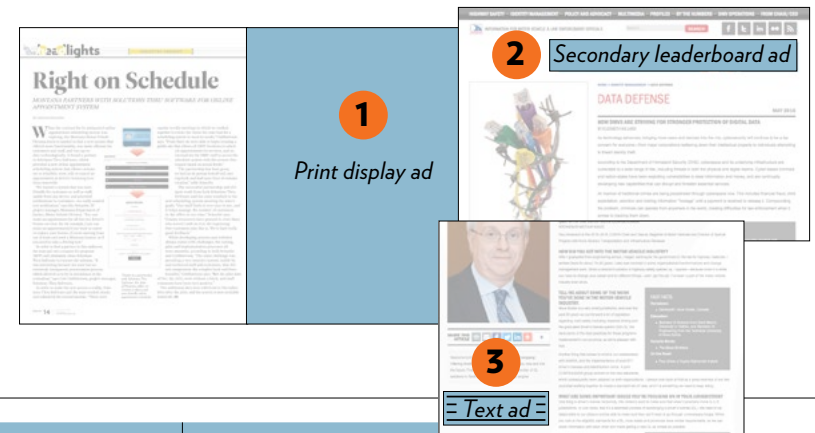


Only three Complete Packages available!

## 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 *MOVE*mag.org in the form of a rotating secondary leaderboard ad and rotating text ad (on category and article pages) (\$8,000 value)

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



Only seven Market Share Packages available!

## SEASONAL PRINT PACKAGE

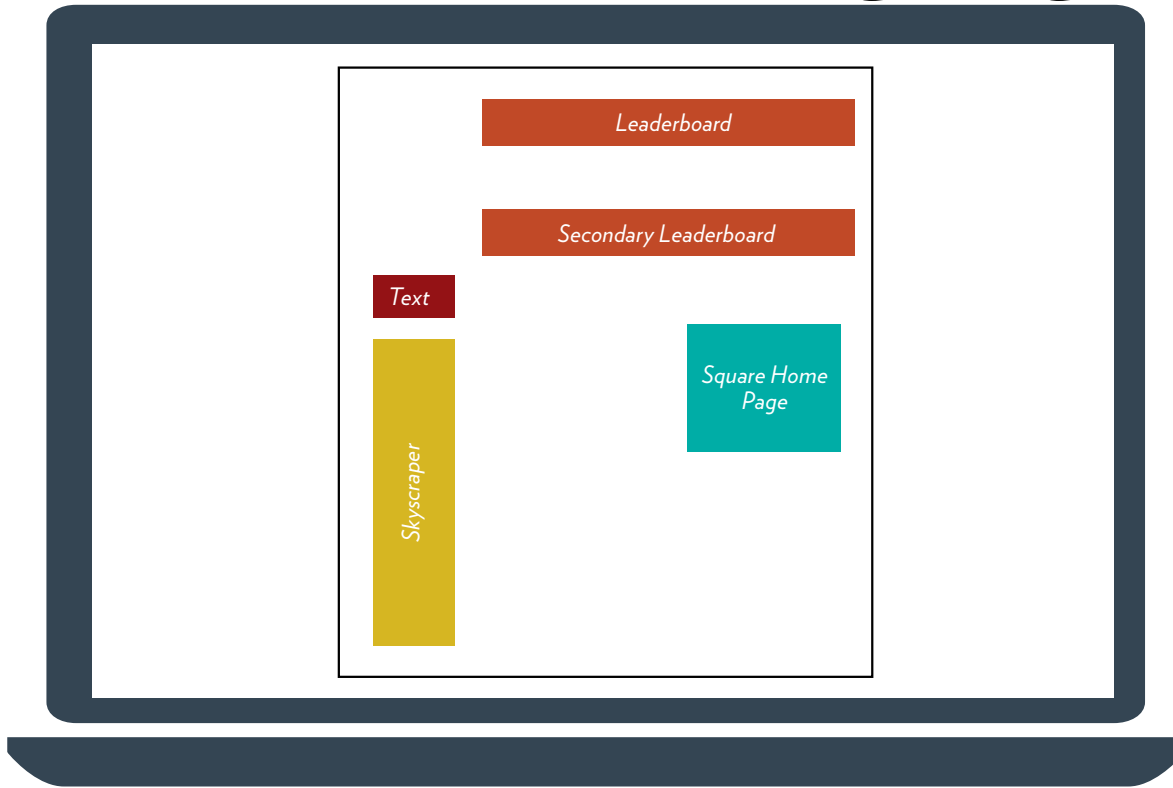
- › Winter/Fall
- › Spring/Summer

COLOR	SEASONAL RATE	
	Rate	Percent Discount
2-Page Spread (Graphics AD)	\$13,006	10%
2-Page Spread (Text AD)	\$14,306	10%
Full Page	\$7,652	10%

COLOR	SEASONAL RATE	
	Rate	Percent Discount
Full Page Advertorial	\$8,416	10%
1/2 Page	\$5,568	10%
1/4 Page	\$4,214	10%

# 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.

*On average, **MORE THAN 2,000** readers visit MOVEmag.org each month.*

## MOVE DIGITAL SPECS

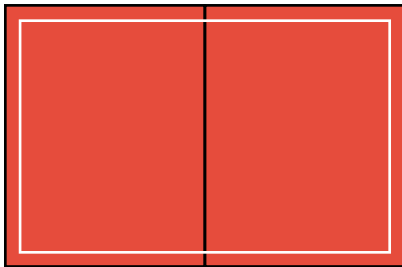
### Acceptable file format

- 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

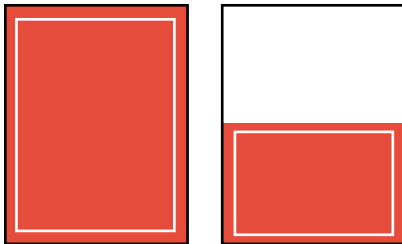
# Print Rates & Sizes

## 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

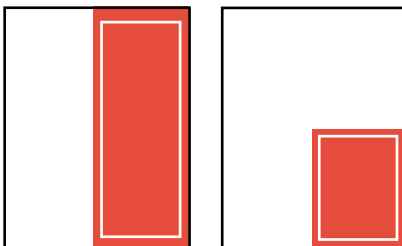


2-Page Spread



Full Page

1/2 Horizontal



1/2 Vertical

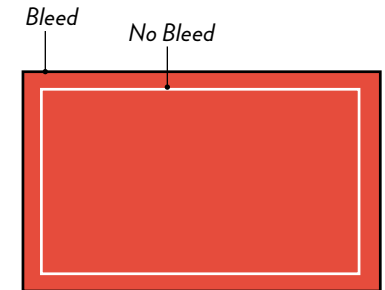
1/4 Vertical

## RATES

COLOR	1x	2x	% DISCOUNT	4x	% DISCOUNT
2-Page Spread (graphics ad)	\$7,225	\$6,864	5.00%	\$6,503	10%
2-Page Advertorial (text ad)	\$7,948	\$7,550	5.00%	\$7,153	10%
Full Page	\$4,251	\$4,038	5.00%	\$3,826	10%
Full-Page Advertorial (text ad)	\$4,675	\$4,441	5.00%	\$4,208	10%
1/2 Page	\$3,093	\$2,939	5.00%	\$2,784	10%
1/4 Page	\$2,341	\$2,224	5.00%	\$2,107	10%

## SIZES

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.*



# 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](https://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](mailto: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](mailto:glcadsubmit@glcdelivers.com).

## ADDITIONAL PRINT ADVERTISING OPPORTUNITIES

### COVER OPTIONS

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

### OUTSERTS

- › Bellyband
- › Sticker
- › Sticky Note

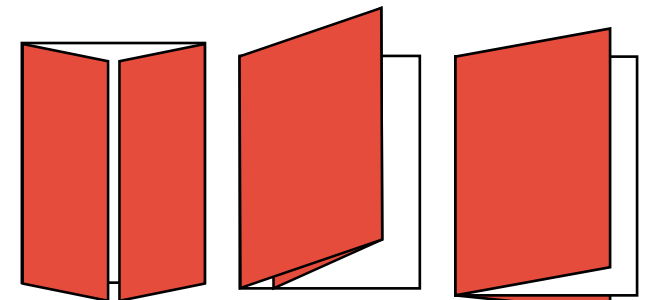
### OTHER OPTIONS

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

### INSERTS

- › Full Page
- › Postcard

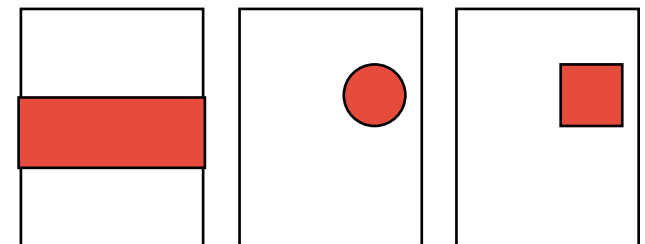
Contact **ROBERT STERSHIC** (below) if you're interested in these special advertising opportunities or a form of advertising you don't see here. Examples of these options can be provided.



French Door

Gatefold

Cover Wrap



Bellyband

Sticker

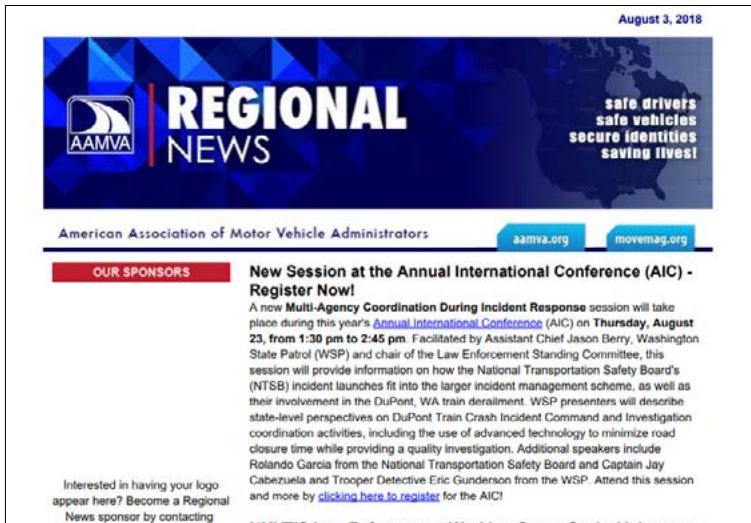
Sticky Note



# E-Newsletters



The Week in Review (TWIR) and Regional News are now distributed to *more than 14,000 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 14,000 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

## 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 14,000 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!**

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