

2016

MEDIA KIT

AAMVA



American Association of
Motor Vehicle Administrators

**MOVE Magazine
& MOVEmag.org**

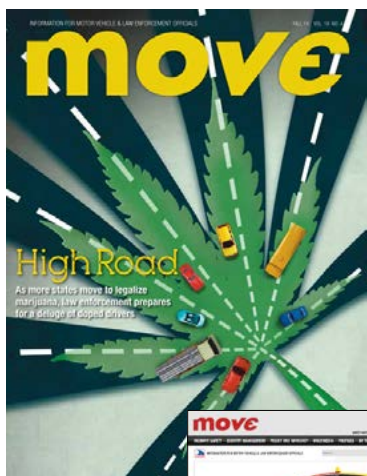
Winner
of a 2015
EXCEL Award, a
2014 APEX Award
of Excellence and a
2014 Pearl Award
from The Content
Council

**The Week in
Review (TWIR)**

**Regional
News**

WELCOME

Welcome to the 2016 American Association of Motor Vehicle Administrators' (AAMVA) media kit for:



MOVE Magazine & MOVEmag.org, AAMVA's award-winning quarterly publication. Recent honors include a 2015 AM&P EXCEL Gold Award, a 2014 APEX Award of Excellence and a 2014 Pearl Award from The Content Council.



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



Regional News, AAMVA's weekly jurisdictional 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.

ADVERTISE IN:

	Print. MOVE Magazine is an award-winning, quarterly publication that reaches up to 20,000 motor vehicle administrators and law enforcement officials across North America.
	Online. MOVEmag.org continues to attract web traffic, with an average of 2,155 page views per month in 2015.
	Email. The Week in Review (TWIR) and Regional News, AAMVA's two weekly e-newsletters, are distributed to more than 11,000 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.



Each issue of MOVE Magazine is distributed to about **20,000** motor vehicle and law enforcement administrators and staff across North America.

ADVERTISE TODAY

Contact Robert Stershic
t: 703-908-2825
f: 703-908-2821
e: rstershic@aamva.org

WHAT'S IN MOVE?

FEATURE STORIES

MOVE's feature stories take an in-depth look at hot topics within the industry. Here's a list of some recent feature article topics:

- ▶ Identity management, security and privacy
- ▶ Human trafficking
- ▶ Driver safety
- ▶ Transportation network companies
- ▶ Leadership training
- ▶ Marijuana legalization
- ▶ Customer service
- ▶ Motorcycle safety
- ▶ Emerging vehicle technologies
- ▶ CDL compliance
- ▶ DMV investigators
- ▶ Highway safety



EDITORIAL CALENDAR & MATERIALS DEADLINES

Fall 2015	Feature Article: Mobile Driver's Licenses
	Mail Date: Mid-November 2015
	Space Reservation: 9/25/2015
	Materials Deadline: 10/8/2015
Winter 2016	Feature Article: Motor Carrier Issues
	Mail Date: Early-March 2016
	Space Reservation: 1/8/2016
	Materials Deadline: 1/27/2016
Spring 2016	*Bonus distribution at AAMVA's Workshop & Law Institute
	Feature Article: State to State Early Adopters
	Mail Date: Mid-May 2016
	Space Reservation: 3/18/2016
Summer 2016	Materials Deadline: 4/8/2016
	*Bonus distribution at AAMVA's three summer conferences
	Feature Article: Changing Role of the DMV
	Mail Date: Early-August 2016
	Space Reservation: 6/10/2016
	Materials Deadline: 7/11/2016
	*Bonus distribution at AAMVA's Annual International Conference

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 AAMVA community.

INDUSTRY INSIGHT

Highlighting a partnership between a jurisdiction and a vendor that helps 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

Members and vendors share their 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.

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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 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	\$16,285 member / \$18,094 nonmember
Page 1 or OTOC	\$17,505 member / \$19,449 nonmember
Inside Front or Back Cover	\$17,717 member / \$19,685 nonmember
Back Cover	\$19,361 member / \$21,513 nonmember

Print display ad

Leaderboard ad

Text ad

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	\$13,658 member / \$15,176 nonmember
Page 1 or OTOC	\$14,852 member / \$16,503 nonmember
Inside Front or Back Cover	\$15,065 member / \$16,739 nonmember
Back Cover	\$16,709 member / \$18,566 nonmember

Print display ad

Secondary leaderboard ad

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 or square ad (\$8,000 value)

1/2 Page	\$8,858 member / \$9,843 nonmember
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Print display ad

Skyscraper ad

Square ad

AFTER SEEING AN ADVERTISEMENT IN *MOVE*, 58% OF READERS FILED THE ITEM FOR FUTURE REFERENCE.

ADVERTISE TODAY

Contact Robert Stershic

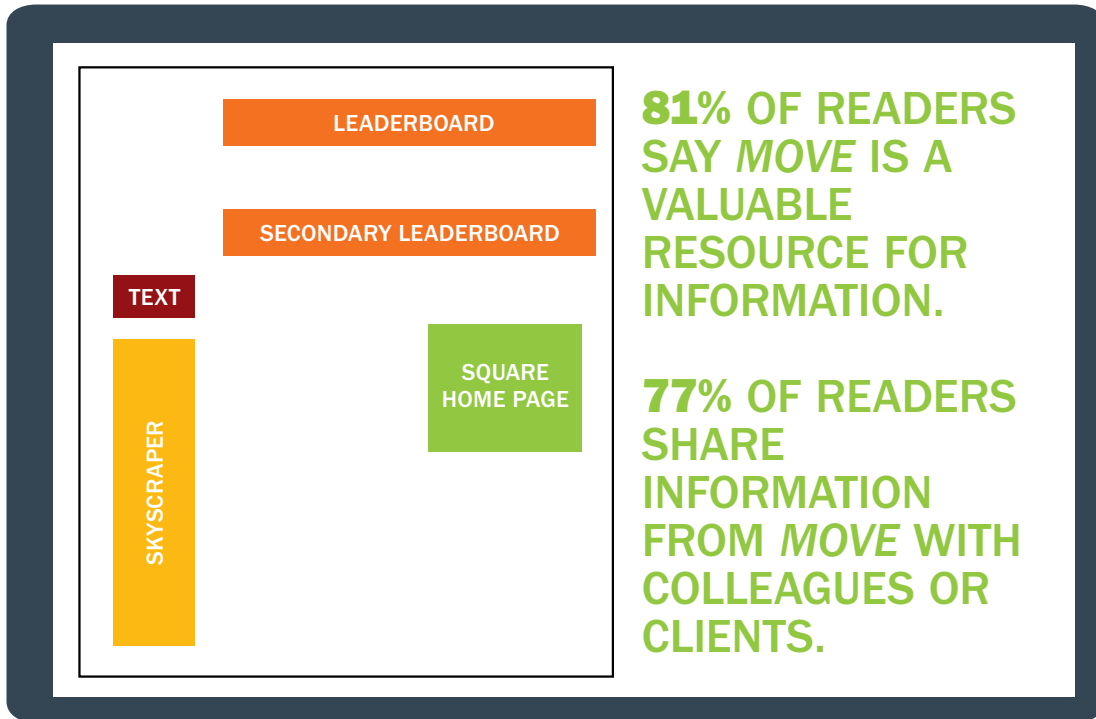
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f: 703-908-2821

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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 leader-board 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 leader-board ads, located just below the navigation bar, are available through the Market Share Package. They appear on seven category 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

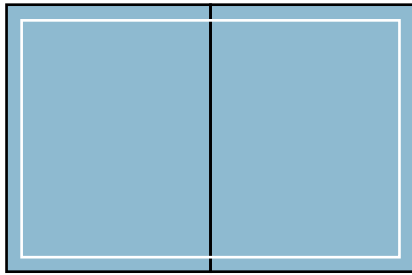
Acceptable file format

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

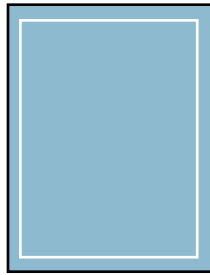
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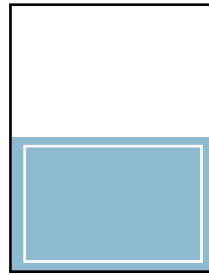
PRINT RATES & SIZES



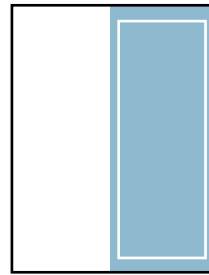
2-Page Spread



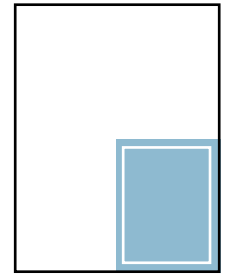
Full Page



1/2 Horizontal



1/2 Vertical



1/4 Vertical

COLOR	1x	2x	4x
2-Page Spread (graphics ad)	\$6,844	\$6,502	\$6,160
2-Page Advertorial (text ad)	\$7,529	\$7,152	\$6,776
Full Page	\$4,026	\$3,825	\$3,624
Full Page Advertorial (text ad)	\$4,429	\$4,207	\$3,986
1/2 Page	\$2,930	\$2,784	\$2,637
1/4 Page	\$2,284	\$2,169	\$2,055

AD SIZES

represented by
blue box above

represented by
white outline above

AD SIZE	with bleed	(live area)	no bleed
2-Page Spread	17" x 11.125"	(16.25" x 10.375")	16.25" x 10.375"
Full Page	8.625" x 11.125"	(7.875" x 10.375")	7.875" x 10.375"
1/2 Horizontal	8.625" x 5.4375"	(7.875" x 4.9375")	7.875" x 4.9375"
1/2 Vertical	4.25" x 11.125"	(3.75" x 10.375")	3.75" x 10.375"
1/4 Vertical	4.25" x 5.4375"	(3.75" x 4.9375")	3.75" x 4.9375"

- ▶ Trim Size: 8.375" x 10.875"
- ▶ Bleed: .125"
- ▶ Live Area: 7.875" x 10.375"
- ▶ Safety From Trim: Keep all text elements at least 0.25" inside all edges

**AFTER SEEING AN ADVERTISEMENT
IN MOVE, 36% OF READERS
VISITED THE ADVERTISER'S
WEBSITE.**



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SPECIFICATIONS & FILE SUBMITTAL

PRINT SPECS

MECHANICAL SPECIFICATIONS

- ▶ Trim Size: 8.375" x 10.875"
- ▶ Bleed: .125"
- ▶ Live Area: 7.875" x 10.375"
- ▶ Safety From Trim: Keep all text elements at least 0.25" inside 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 (.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)

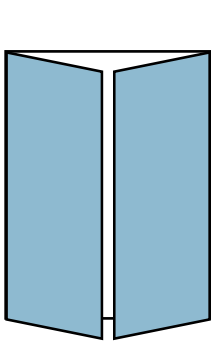
When the file upload is complete, please click on the email address below to send email notification:

glcadsubmit@glcdelivers.com

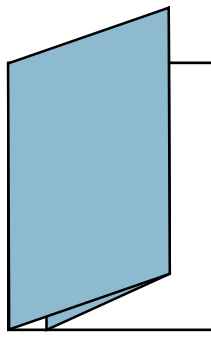
Indicate name of file, advertiser name and contact info, and any URL/link info. GLC will respond via email if ad passes preflight or needs corrections.

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

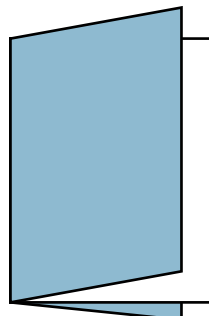
ADDITIONAL PRINT ADVERTISING OPPORTUNITIES



French Door



Gatefold



Cover wrap

COVER OPTIONS

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

INSERTS

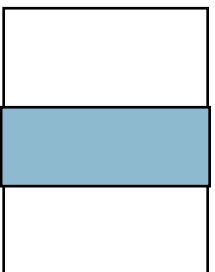
- ▶ Full page
- ▶ Postcard

OUTSERTS

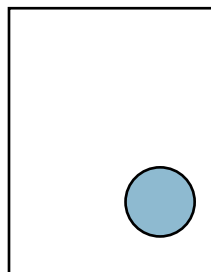
- ▶ Bellyband
- ▶ Sticker
- ▶ Sticky notes

OTHER OPTIONS

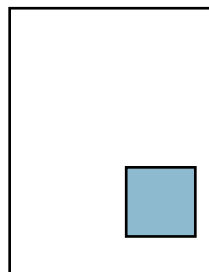
- ▶ Coatings ▶ Special Inks ▶ Partial Page
- ▶ Magnet ▶ Poster ▶ Reprints



Bellyband



Sticker



Sticky note

Interested in these special advertising opportunities or a form of advertising you don't see here?

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t: 703-908-2825

f: 703-908-2821

e: rstershic@aamva.org

THE WEEK IN REVIEW (TWIR)

TWIR is AAMVA's weekly e-newsletter providing jurisdictions with up-to-the-minute AAMVA announcements, member news and surveys, industry news, federal updates and much more. More than 11,000 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 11,000 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



REGIONAL NEWS

Regional News is AAMVA's weekly e-newsletter showcasing relevant stories from around the jurisdictions. This news outlet rounds up the latest pertinent 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 11,000 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 DISTRIBUTED TO MORE THAN 11,000 AAMVA MEMBERS.

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