

2026 AAMVA MEDIA PLANNER

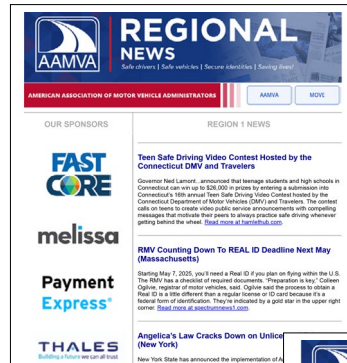
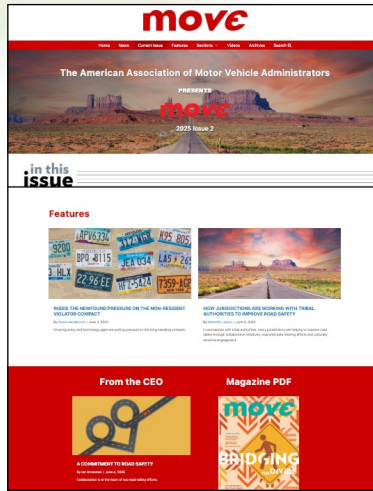
- › *MOVE* Magazine
- › Regional News
- › The Week In Review
- › AAMVAcast



American Association of
Motor Vehicle Administrators

Welcome

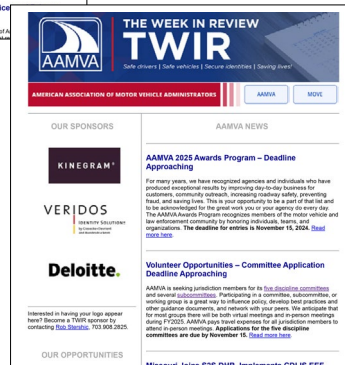
WELCOME TO THE 2026 AMERICAN ASSOCIATION OF MOTOR VEHICLE ADMINISTRATORS (AAMVA) MEDIA PLANNER



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.

Regional News—
AAMVA's weekly jurisdiction news e-newsletter

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



MOVE magazine & MOVEmag.org—AAMVA's award-winning quarterly publication. Its latest honors include an Apex Grand Award for writing, an Apex Excellence Award for design and layout and an Apex Excellence Award for cover design; a Tabbie Award for front cover illustration and a Tabbie Honorable Mention for Best Single Issue; a Hermes Gold Award for best magazine and a Hermes Platinum Award for cover design; and a Communicator Distinction Award for cover design.

ADVERTISE VIA

- **PRINT.** *MOVE* is an award-winning print publication available at conferences and events where members will be in attendance. The magazine will feature four advertisers in premium placements only.
- **ONLINE.** AAMVA's *MOVE* Magazine has a newer, sleeker web presence with enhanced features! Full of the same, high-quality content you're used to seeing in print—but now with even more only available online. The digital *MOVE* has even more to offer.
- **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 and frequent e-blasts announcing web exclusive articles and content are sent to readers to direct them to all MOVEmag.org has to offer.
- **PODCAST.** AAMVAcast is AAMVA's award-winning podcast, featuring news, information and expertise for the AAMVA Community. Published weekly, AAMVAcast's episodes routinely garner 150-200 listens each.

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:

- The fight against impaired driving
- E-citations
- Leadership development
- Data governance
- Working with tribal authorities
- Cyber fraud
- Identity management
- Intelligent speed assistance



DEPARTMENTS

FROM THE PRESIDENT

AAMVA President & CEO
Ian Grossman addresses the
AAMVA membership.

MEMBER TOOLKIT

Case studies about how members
use AAMVA resources to serve
their customers.

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 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.

MOVE Magazine

EDITORIAL CALENDAR & MATERIALS DEADLINES

2026 ISSUE 1

FEATURE ARTICLES

Employee Safety
The Shift in System Modernizations

DISTRIBUTION DATE

March 2026

SPACE RESERVATION

Target Jan. 2, 2026

MATERIALS DEADLINE

Target Jan. 16, 2026

**Distribution at Workshop & Law Institute*

2026 ISSUE 2

FEATURE ARTICLES

Marketing and Social Media Trends
Succession Planning/
Generational Turnover

DISTRIBUTION DATE

May 2026

SPACE RESERVATION

Target March 13, 2026

MATERIALS DEADLINE

Target March 27, 2026

2026 ISSUE 3

FEATURE ARTICLES

License Plate Readers
Auto Theft and Title Fraud at
Auto Dealerships

DISTRIBUTION DATE

September 2026

SPACE RESERVATION

Target July 6, 2026

MATERIALS DEADLINE

Target July 20, 2026

**Distribution at AAMVA's Annual
International Conference*

2026 ISSUE 4

FEATURE ARTICLES

MVA Interactions with Drivers Facing
Medical Challenges to Safe Operations
Law Enforcement Leveraging
Telematics Data

DISTRIBUTION DATE

December 2026

SPACE RESERVATION

Target Sept. 24, 2026

MATERIALS DEADLINE

Target Oct. 8, 2026

95% of readers are
satisfied with the
relevance of content
in MOVE magazine.



91% of MOVE
readers say the magazine
is a valuable resource
for information.

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

- **PRINT** Full-page 4-color display in the four quarterly issues of *MOVE*; each package advertiser gets a one-page advertorial in a select issue (\$4,000 value)
- **WEBSITE** One year of exposure on **MOVEmag.org**; rotating top-of-page leaderboard ad above nameplate and footer leaderboard ad
- **EMAIL** Logo/link inclusion in all *MOVE* email updates (\$2,500 value)

Package Price | \$14,400

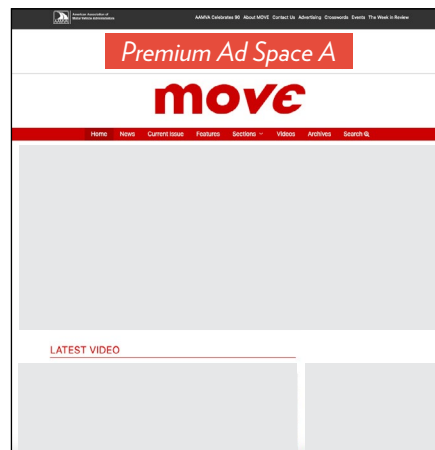
Placements available: Outside Back Cover, Inside Back Cover, Inside Front Cover, Opposite Masthead

Only four
complete
packages
available!

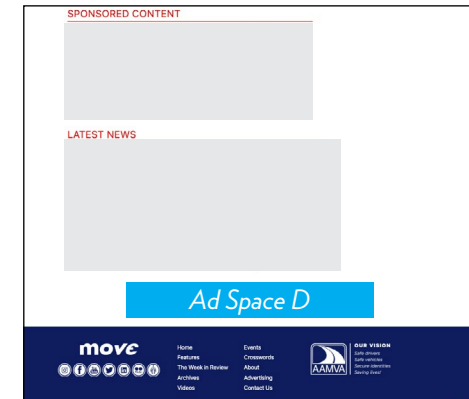
PRINT



DIGITAL



DIGITAL

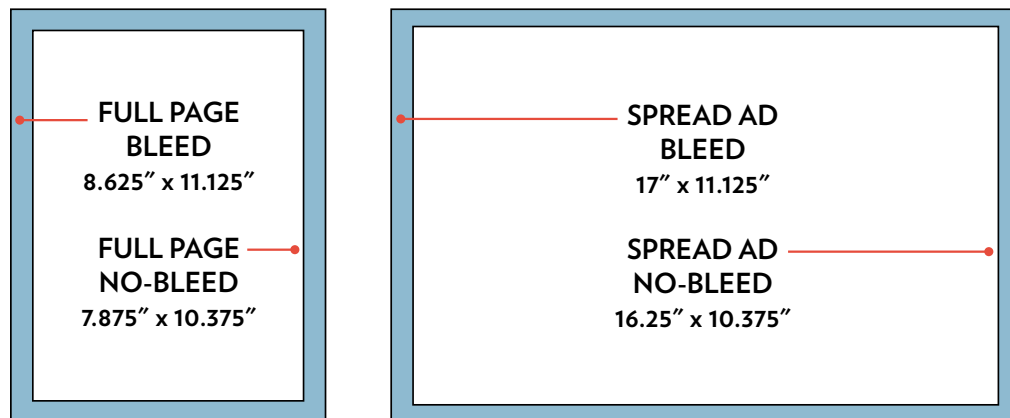


Advertorial Rates & Sizes

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8.375" x 10.875" **BLEED:** 0.125" **LIVE AREA:** 7.875" x 10.375" **SAFETY FROM TRIM:** min. 0.25"

Keep all important content away from trim.



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"

RATES

Ad Size	1x	2x	DISCOUNT
2-page Spread	\$6,000	\$10,800	10%
Full Page	\$4,000	\$7,200	10%

*Only two
advertorials
are available in
each issue!*

*80% of readers share
MOVE content with their
colleagues or clients.*

*All rates listed are nonmember rates.
AAMVA Associate members qualify for a 10% discount.

Additional Print Advertising Opportunities

COVER OPTIONS

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

INSERTS

- › Full Page
- › Postcard

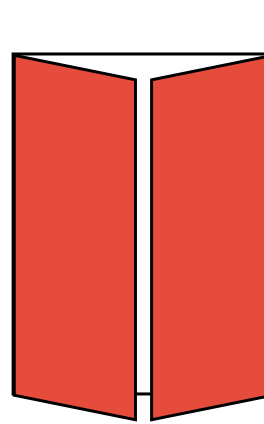
OUTSERTS

- › Bellyband
- › Sticker
- › Sticky Note

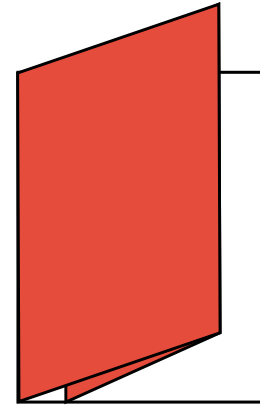
OTHER OPTIONS

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

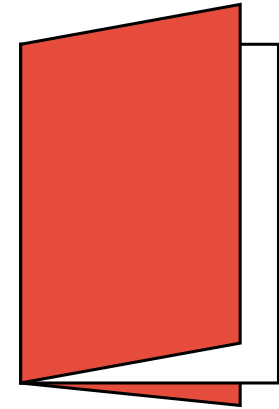
Contact **ROBERT STERSHIC** (info below) if you're interested in these special advertising opportunities or a form of advertising you don't see here. Examples of these options can be provided.



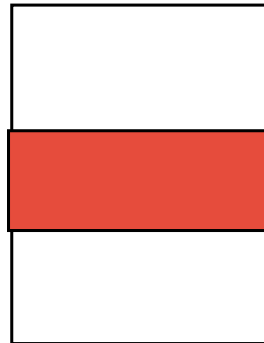
French Door



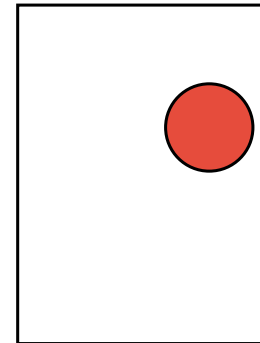
Gatefold



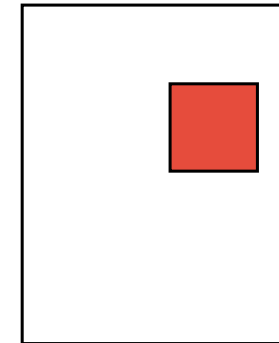
Cover Wrap



Belly Band



Sticker



Sticky Note

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

FILES MAY BE EMAILED TO:

MOVE@AAMVA.ORG

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

QR CODE SPECIFICATIONS

COLOR

Any QR code appearing in a print advertisement is required to be composed of one color. For the best QR code scanning results and to avoid registration issues on press, no multicolor, no RGB color format, no spot colors and no gradients will be accepted.

SIZE

To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75 inches wide by 0.75 inches long.

DISCLAIMER

Any unusual, branded, customized or multicolor QR codes could ultimately lead to an unscannable QR code in the printed magazine. AAMVA accepts no responsibility for QR codes that malfunction as a result of press errors.

Digital Ads

move mag.org

MOVE DIGITAL RATES

Ad Space	1x	2x	2x
A	N/A	N/A	N/A
B	\$1,500	\$2,750	\$5,000
C	\$1,250	\$2,250	\$4,000
D	N/A	N/A	N/A

“I love the content, and it’s presented in a clean, easy to follow manner.”

Only four
spots available
outside of package
participants!

PREMIUM AD SPACE A – LEADERBOARD (TOP OF PAGE)

(DESKTOP: 728 x 90 PIXELS | TABLET: 468 x 60 |
MOBILE: 320 x 100)

Catch the eye of MOVEmag.org visitors immediately with a top-of-page leaderboard ad, available only with Complete Package purchase.
Maximum rotation of three ads.

PREMIUM AD SPACE B – SQUARE SIZE: 300 x 250 PIXELS

A premium square advertisement is located above the Events Calendar in the sidebar on all pages.
Maximum rotation of three ads.

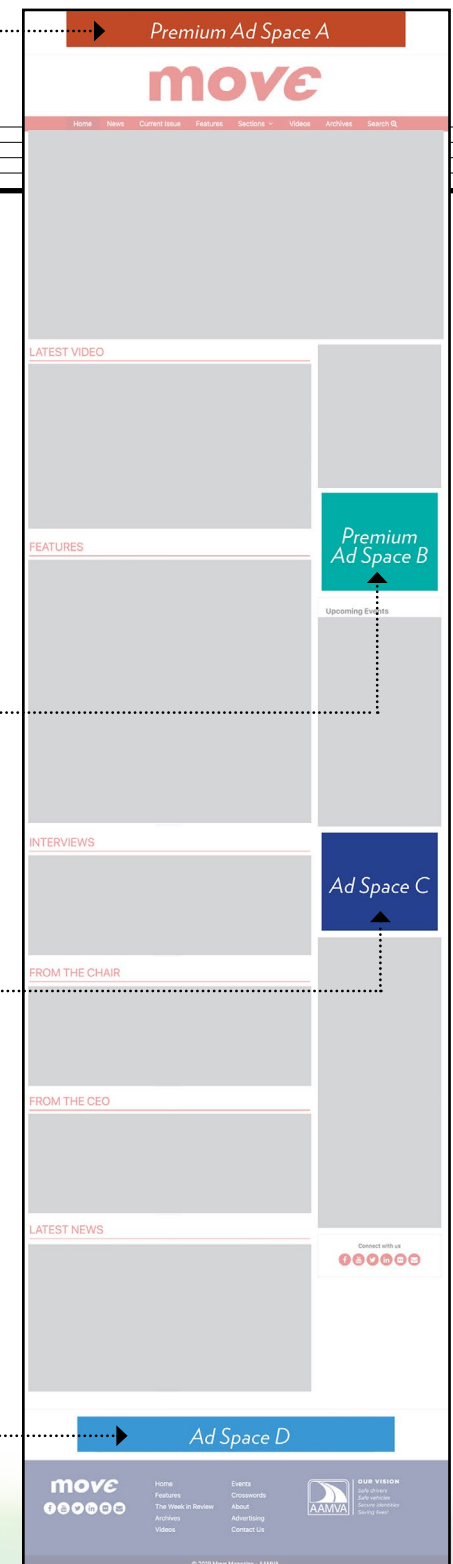
AD SPACE C – SQUARE / SIZE: 300 x 250 PIXELS

A standard square advertisement is located below the Events Calendar in the sidebar on all pages.
Maximum rotation of five ads.

AD SPACE D – LEADERBOARD (BOTTOM OF PAGE)

(DESKTOP: 728 x 90 PIXELS | TABLET: 468 x 60 |
MOBILE: 320 x 100)

Footer leaderboard ads are located at the bottom of all pages; available with the Market Share Package purchase. *Maximum rotation of five ads.*



Associate Member Showcase

Sponsored by Sample Company. This is a paid promotion. AAMVA does not endorse any of the products or services advertised below.

MOVE's Associate Member Showcase highlights products and services available from one of AAMVA's associate members. For more information, contact Rob Stershic, rstershic@aamva.org.

move
**ASSOCIATE MEMBER
SHOWCASE**

OUR PRODUCTS ARE WHAT YOU NEED movemag.org aamva.org

Our company provides the products and services motor vehicle administrations need to serve their customers more conveniently. With our technology, you can serve your community better than ever before.

[Sponsor Banner Image]

Sample Company is Here For You!

DMVs and Law Enforcement Agencies across North America are doing important work, and we are here to help! Our products and services are here to make your processes faster and more secure and your communities safer.

Sample Company has a catalogue of products and services to help you do your job better. With a long history of serving AAMVA's motor vehicle administration and law enforcement members, Sample Company is proud to offer our products and services to you.

Sample Company Can Help

Could you use help with your motor vehicle administration or law enforcement services? We would love to talk to you to show you how Sample Company can meet your needs. Contact us to schedule a demo and see how Sample Company can help you serve your customers better.

[Schedule a Demo](#)

 American Association of Motor Vehicle Administrators

move



This email was developed and distributed by the American Association of Motor Vehicle Administrators (AAMVA). Click to [unsubscribe](#) or [manage your subscriptions](#).

4401 Wilson Boulevard, Suite 700, Arlington, VA 22203

In our new digital product, the Associate Member Showcase email, AAMVA develops and distributes a custom email message to all AAMVA members using content provided by the advertiser.

EXCLUSIVE SPONSORED CONTENT OPPORTUNITY: \$3,000

- › Banner image: 625 x 75 px
- › Image for supporting text: 275 x 275 px
- › 75 words or fewer (recommended)
- › 35 characters or fewer subject line
- › Video and button optional
- › File types accepted: JPG, PNG
- › All images must be 72 dpi, RGB; must provide URL

*Distributed
12 times
a year*

*Associate Member Showcase content will
stay on **MOVEmag.org** for a full year
in the Sponsored Content section.*

Website Specifications

WEBSITE DIGITAL SPECIFICATIONS

(width x height in pixels)

- All ad sizes listed must be supplied per ad space.
- Must include one click-through URL.
- All website ad material must be submitted five business days prior to the intended start date and are subject to approval.
- File Type: .jpg, .png or .gif
- File limit: 90KB
- Resolution: 72ppi
- Color Format: RGB

PREMIUM AD SPACE A

- Desktop – Leaderboard: 728 x 90
- Tablet – 468 x 60
- Mobile Phone – 320 x 100

PREMIUM AD SPACE B

- Medium Rectangle: 300 x 250
(same size for all devices)

AD SPACE C

- Medium Rectangle: 300 x 250
(same size for all devices)

AD SPACE D

- Desktop – Leaderboard: 728 x 90
- Tablet – 468 x 60
- Mobile Phone – 320 x 100

WEBSITE ACCEPTABLE FILE FORMATS

Digital ads are designed to work across all modern browsers, but display support will vary across networks and firewall configurations. Digital ads are served using Google Ad Manager and may be blocked by some networks from view. The list of compatible browsers includes:

- Internet Explorer (IE) 7-10 (some IE7 and IE8 configurations are known to block Google ad sources)
- Chrome, Firefox, Safari
- iOS, Android, Win7 Mobile

Third-party Creative Code: Some advertisers may be working with a third-party ad server such as Atlas or Mediaplex to serve their creatives. If an advertiser sends a piece of creative code (also known as an ad tag) that calls another ad server, we will traffic that creative as a third-party creative.

File Type	Creative Type
.jpg, .png or .gif	Image
.txt or .html	Third-party or Campaign Manager Tag
.js (JavaScript)	Third-party

SUPPORTED CREATIVE TYPES:

- **IMAGE:** An image creative is based on an image file in GIF, JPG, or PNG format. Acceptable File Formats: .jpg, .png, .gif; 72 dpi resolution; RGB or indexed color format. Max file size 90KB. Must submit one click-through URL.
- **GIF:** Animation length must be 30 seconds or shorter; animations can be looped, but the animations must stop after 30 seconds; animated GIF ads must be slower than 5 FPS; for animated GIF ads, we recommend 3 rotations, but can vary depending on advertising content.
- **CAMPAIGN MANAGER TAG:** Sometimes called an “internal redirect,” it’s a creative that is hosted by Google Campaign Manager. Similar to third-party creatives, a Campaign Manager tag is used to retrieve a creative asset. However, Campaign Manager tags are not sent to the user’s browser. Instead, they are processed internally within the Google Ad Manager system.

- **JAVASCRIPT AND IFRAME TAGS:** JavaScript and iframe ad tags enable rich content creatives and backup static images to be served to ad slots. JavaScript and iframe ad tags are configured using JavaScript, frames, an iframe/layer-ilyer combination, or an iframe/JavaScript combination.
- **HTML5:** Google Ad Manager can deliver HTML5. However, since an HTML5 creative should be trafficked as a third-party creative, any HTML5 code should work as long as the user’s browser can handle it, regardless of where the code is hosted, whether in Google Ad Manager or with a third-party service.
- **CUSTOM:** A custom creative is based on custom code that’s added in the form of a snippet, either by cutting and pasting or by adding text files. Rich content must be supplied by a third party ad vendor, such as 24/7 Real Media. We haven’t established any parameters for rich media (kinds that we accept, such as video preroll or interstitial).

Tracking Pixels: In some scenarios, an agency, advertiser or third party might decide to track impressions with a tracking pixel. A tracking pixel is simply code inserted into a custom or third-party creative that makes a server call and returns a transparent 1x1 image (normally a GIF file). Google Ad Manager allows for this type of tracking.

Digital Opportunities

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 15,000 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!

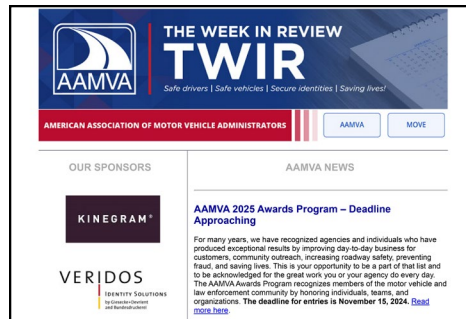
SPONSORSHIP INCLUDES:

- 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 – \$6,000 member / \$7,200 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 15,000 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!

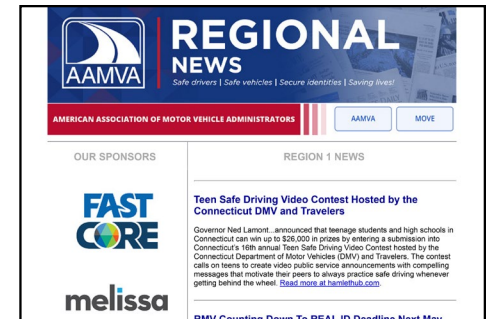
SPONSORSHIP INCLUDES:

- 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 – \$6,000 member / \$7,200 nonmember



AAMVACAST

AAMVAcast is a podcast series featuring news, information and expertise for the AAMVA Community. The series comprises more than 230 episodes with over 48,000 downloads. Sponsorship opportunities available.

Contact **ROBERT STERSHIC** for pricing:
703.839.0647 | **RSTERSHIC@AAMVA.ORG**.