

2021 AAMVA MEDIA PLANNER

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



American Association of
Motor Vehicle Administrators

Welcome

WELCOME TO THE 2021 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 2020 Hermes Creative Award; 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.

ADVERTISE VIA

➤ **PRINT.** *MOVE* is an award-winning, quarterly magazine that reaches **more than 24,000** motor vehicle administrators and law enforcement officials across North America.



➤ **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 more to offer.



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

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



➤ **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.

AAMVACAST
Safe drivers
Safe vehicles
Secure identities
Saving lives!

AAMVAcast—
AAMVA’s weekly
podcast.

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.

➤ **PODCAST.** AAMVAcast is AAMVA’s newly-launched 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

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 24,000** 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.

FEATURE STORIES

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

- › Human trafficking
- › COVID-19 response
- › License suspension for non-highway safety offenses
- › Ignition interlock and reciprocity across jurisdictions
- › Online vehicle sales
- › Fraudulent use of disability placards and plates
- › Disaster relief and recovery
- › Successful vendor partnerships
- › Automated vehicle technology

MOVE Magazine

EDITORIAL CALENDAR & MATERIALS DEADLINES

FALL 2020

FEATURE ARTICLES

Workplace Management
Change Management

MAIL DATE

Mid-December 2020

SPACE RESERVATION

10/9/2020

MATERIALS DEADLINE

10/27/2020



88% of readers are satisfied with the overall design and look of MOVE magazine.

WINTER 2021

FEATURE ARTICLES

Managing Relationships with Third Parties

MAIL DATE

Mid-March 2021

SPACE RESERVATION

1/7/2021

MATERIALS DEADLINE

1/25/2021

SPRING 2021*

FEATURE ARTICLES

State-to-State and Violation Processing
Artificial Intelligence

MAIL DATE

Early May 2021

SPACE RESERVATION

2/26/2021

MATERIALS DEADLINE

3/16/2021

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

SUMMER 2021*

FEATURE ARTICLES

mDL Trust Framework
Highway Safety

MAIL DATE

Early August 2021

SPACE RESERVATION

5/28/2021

MATERIALS DEADLINE

6/16/2021

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



87% of MOVE readers say MOVE magazine was a valuable source of 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.

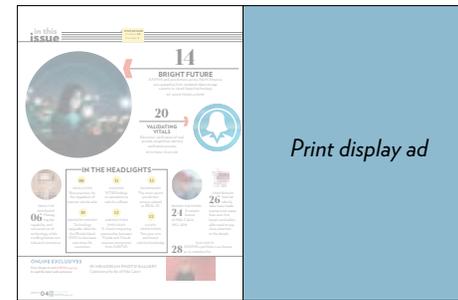
COMPLETE PACKAGE (\$30,196 TOTAL VALUE)

- › **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; top-of-page leaderboard ad above nameplate (\$13,200 value)
- › **EMAIL** Logo/link inclusion in all *MOVE* email updates (\$2,500 value)

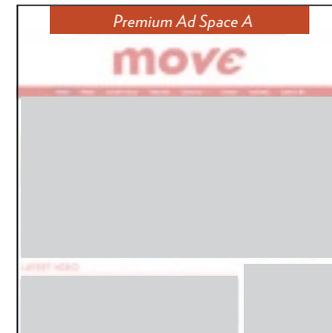
Only three Complete Packages available!

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

PRINT



DIGITAL



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; footer leaderboard ad (\$8,000 value)

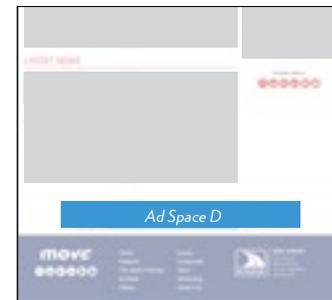
Only five Market Share Packages available!

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

PRINT



DIGITAL



SEASONAL PRINT PACKAGE

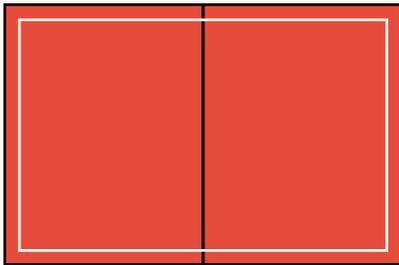
- › Winter/Fall
- › Spring/Summer

Ad Size	SEASONAL RATE		Ad Size	SEASONAL RATE	
	Rate	Discount		Rate	Discount
2-Page Spread (Graphics AD)	\$13,006	10%	Full Page Advertorial	\$8,416	10%
2-Page Spread (Text AD)	\$14,306	10%	1/2 Page	\$5,568	10%
Full Page	\$7,652	10%	1/4 Page	\$4,214	10%

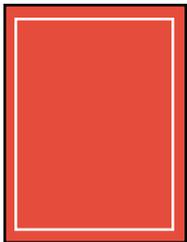
Print Rates & Sizes

MECHANICAL SPECIFICATIONS

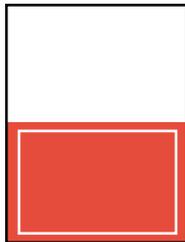
- > **TRIM SIZE:** 8.375" x 10.875"
- > **BLEED:** 0.125"
- > **LIVE AREA:** 7.875" x 10.375"
- > **SAFETY FROM TRIM:** Keep all text elements at least 0.25" inside of all edges



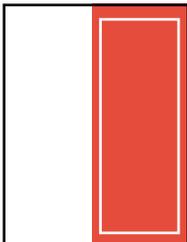
2-Page Spread



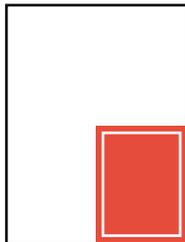
Full Page



1/2 Horizontal



1/2 Vertical



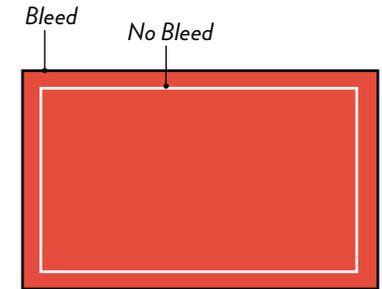
1/4 Vertical

RATES*

Ad Size	1x	2x	DISCOUNT	4x	DISCOUNT
2-Page Spread (graphics ad)	\$7,225	\$6,864	5%	\$6,503	10%
2-Page Advertorial (text ad)	\$7,948	\$7,550	5%	\$7,153	10%
Full Page	\$4,251	\$4,038	5%	\$3,826	10%
Full-Page Advertorial (text ad)	\$4,675	\$4,441	5%	\$4,208	10%
1/2 Page	\$3,093	\$2,939	5%	\$2,784	10%
1/4 Page	\$2,341	\$2,224	5%	\$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"



86% of readers say MOVE is a valuable benefit of AAMVA membership.



*All rates listed are non-members rates.
AAAMVA Associate members qualify for a 10% discount.

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 10mb or smaller may be emailed to GLC production at:

GLCADSUBMIT@GLCDELIVERS.COM

Files larger than 10mb, contact GLC Production at

GLCADSUBMIT@GLCDELIVERS.COM

for optional methods of file transfer.

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.

ADDITIONAL PRINT ADVERTISING OPPORTUNITIES

COVER OPTIONS

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

OUTSERTS

- › Bellyband
- › Sticker
- › Sticky Note

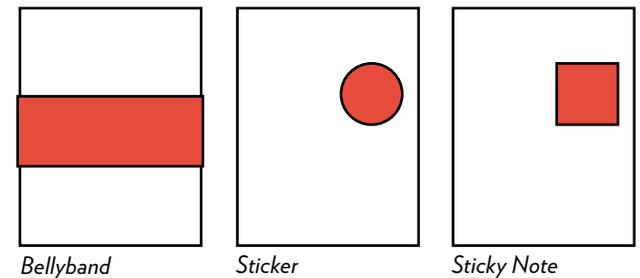
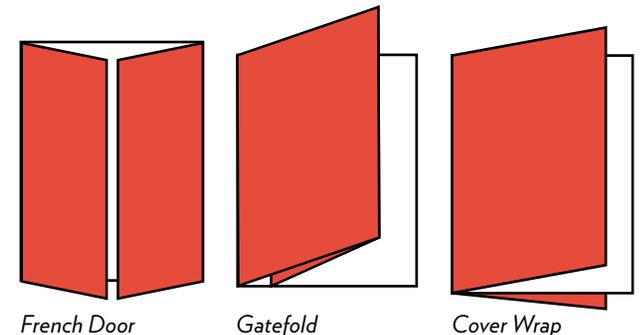
OTHER OPTIONS

- › 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.



Digital Ads

move mag.org

● **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.

MOVE DIGITAL RATES

Ad Space	1x	2x	4x
A	N/A	N/A	N/A
B	\$3,000	\$5,500	\$10,000
C	\$2,500	\$4,500	\$8,000
D	N/A	N/A	N/A



Immersive Web Page (IWP)

move *mag.org*

The immersive web page (IWP) includes up to six content modules for advertisers to showcase their products, services, demo videos, and more.

Featuring text animations and scroll-activated effects, the website visitor is immersed into an experience that compels engagement.

Choose from six different types of content modules to share case studies, photo galleries, videos, downloadable documents or presentations, and a contact form for visitors to schedule demos or request more information.

Plus, you can update your content on a quarterly basis to feature new products or change your marketing campaign.

Contact Robert Stershic for pricing: 703.839.0647, rstershic@aamva.org.

WHAT READERS SAY ABOUT THE IWP

“I like the move to the digital format. Expanding the website and the resources within it is a great way to go.”

“I am impressed by the feel of the website.”



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 5 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” is 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 vide 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 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



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!

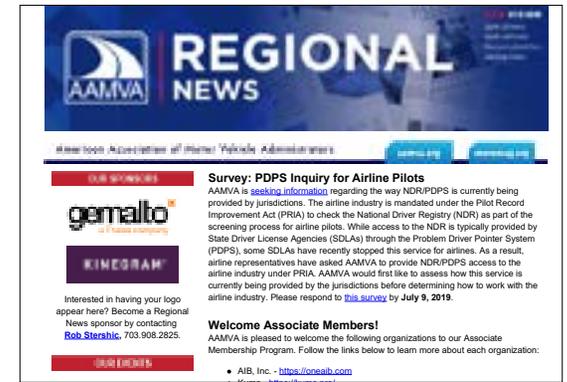
SPONSORSHIP INCLUDES:

- › 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



AAMVACAST
Safe drivers
Safe vehicles
Secure identities
Saving lives!

AAMVACAST

AAMVAcast is a new podcast series featuring news, information and expertise for the AAMVA Community. Sponsorship opportunities available. Contact Rob Stershic for pricing: 703.839.0647, rstershic@aamva.org.