

2026

AACA Media Kit

Reach Engaged Classic Car Enthusiasts



TRUSTED SINCE 1935

Serving the collector-car community since 1935 as the nation's oldest and most respected automotive historical society.

DEDICATED AUDIENCE

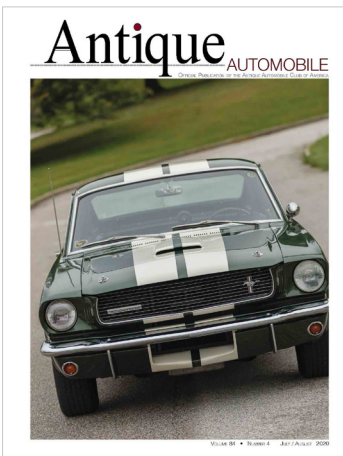
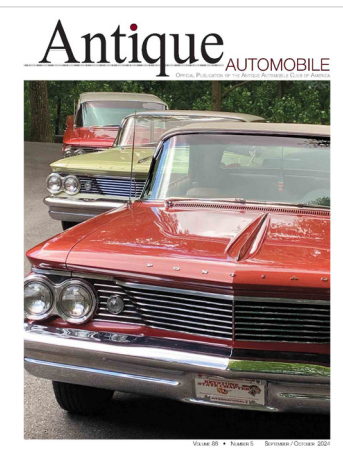
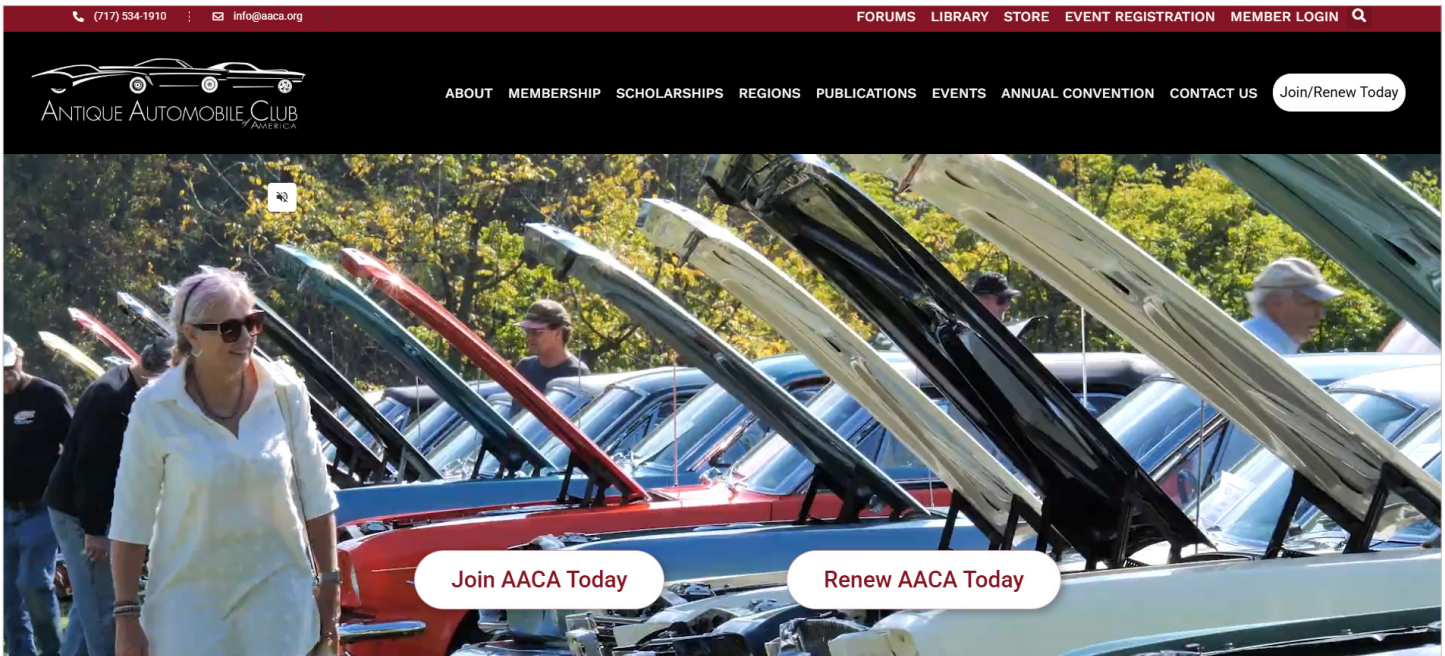
More than 45,000 AACA members who are affluent and passionate collectors and restorers. Most own multiple antique vehicles.

HIGHLY ENGAGED

National events, active online forums, & award-winning magazine keep members continually engaged with AACA content

PRINT & DIGITAL

Magazine, website, and email newsletter placements for maximum multi-channel impact in an actively engaged niche



MAGAZINE

27.6K

CIRCULATION

69K

2026 MAGAZINE
READERSHIP ESTIMATE



WEBSITE

31.4K

AACA.ORG AVG. MONTHLY
UNIQUE VISITORS

433K

FORUMS.AACA.ORG AVG.
MONTHLY UNIQUE VISITORS

EMAIL
NEWSLETTER

23.6K

NEWSLETTER
SUBSCRIBERS

52%

NEWSLETTER
OPEN RATE

MEMBER STATS

45,000+

AACA MEMBERS

>50%

OWN MULTIPLE
CLASSIC VEHICLES



\$95,000

AVERAGE HHI

55

AVG. AGE

80%

MALE

20%

FEMALE

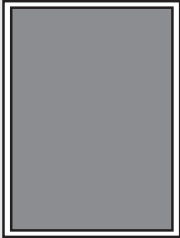

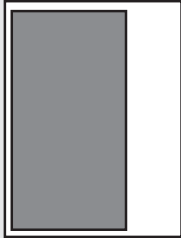
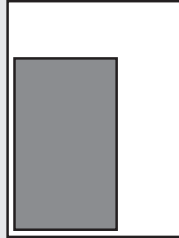

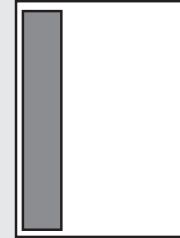
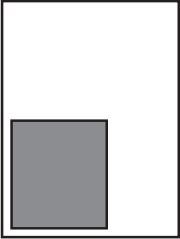
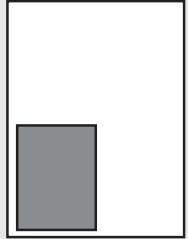
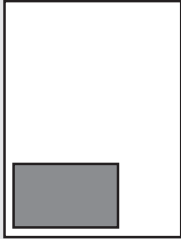

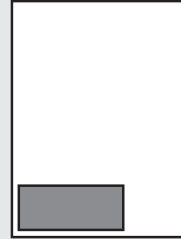
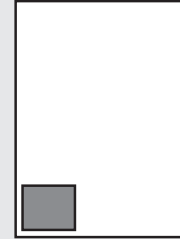
RATES

	1x	1x	3x	3x	6x	6x
AD SIZE	B&W	COLOR	B&W	COLOR	B&W	COLOR
Full Page	\$1,175	\$1,586	\$1,116	\$1,507	\$1,085	\$1,465
2/3 Page	823	1,111	781	1,054	740	999
1/2 Page	682	921	647	873	613	828
1/3 Page	435	587	413	558	391	528
1/4 Page	353	477	335	452	317	428
1/6 Page	270	365	257	347	243	328
1/12 Page	165	223	156	211	148	200
Directory	Text Business Listing (15-25 words)				60	
Polybag Insert	\$2,500 (advertiser supplies printed sheet - contact for details)					

PRINT DATES

ISSUE	AD DEADLINE	EST. IN-HOME
January/February	November 25	January 15-20
March/April	January 25	March 15-20
May/June	March 25	May 15-20
July/August	May 25	July 15-20
September/October	July 25	September 15-20
November/December	September 25	November 15-20

SPECS

<p>Full Page</p>  <p>7.375" x 9.825"</p>	<p>Full Bleed</p> <p>Trim Size 8.375" x 10.875"</p>  <p>8.625" x 11.125"</p>	<p>Vertical 2/3</p>  <p>4.85" x 9.85"</p>	<p>Vertical 1/2</p>  <p>4.85" x 7.35"</p>	<p>Horizontal 1/2</p>  <p>7.375" x 4.85"</p>	<p>Vertical 1/3</p>  <p>2.3" x 9.85"</p>
<p>Square 1/3</p>  <p>4.85" x 4.85"</p>	<p>Vertical 1/4</p>  <p>3.56" x 4.85"</p>	<p>Horizontal 1/4</p>  <p>4.85" x 3.2"</p>	<p>Vertical 1/6</p>  <p>2.35" x 4.85"</p>	<p>Horizontal 1/6</p>  <p>4.85" x 2.35"</p>	<p>1/12 Square</p>  <p>2.35" x 2.35"</p>

TERMS & GUIDELINES

Advertising space is available for **AUTOMOTIVE RELATED ADS ONLY**
(including products, events, and auctions)

FILE REQUIREMENTS

- Press-ready PDF preferred
- 300dpi JPEG/PNG acceptable
- CMYK only; convert spot to process
- Embed all fonts
- Flatten transparent objects

SUBMISSION

- Email to carnold@aca.org
- If file exceeds 10 MB, email link from shared drive to carnold@aca.org

PLACEMENT

- Full page advertisers may request general placement
- Guaranteed placement is available for an additional 15% fee per ad (subject to availability)

FINE PRINT

- All rates are per issue in US dollars
- NEW advertisers must PRE-PAY for first ad
- No cancellation/no refund after deadline

RATES & SPECS

PLACEMENT	AD UNIT	SPECS	FREQUENCY	RATE (per month)
AACA.org Homepage	leaderboard	980x90	2x	\$700
			6x	\$600
			12x	\$500
Forums.AACA.org Homepage	leaderboard	728x90	1x	\$2,000
SPEEDSTER (Monthly Email Newsletter) Sponsorship	leaderboard	600x100	1x	\$2,000
	advertiser supplied informational, educational, or editorial-style article with image	300 words 600x400		
	footer banner	600x100		

TERMS & GUIDELINES

Digital ads are AVAILABLE TO CURRENT PRINT ADVERTISERS ONLY
(advertisers with a confirmed print ad in the same campaign period)

WHAT'S INCLUDED

- Leaderboard and newsletter ads include link to advertiser URL

IMPORTANT DATES

- Digital and Newsletter ads are run on a calendar month basis
- Creative deadline is 10 business days prior to start date

FINE PRINT

- Digital ads are subject to availability
- Leaderboard inventory for AACA.org and Forums.AACA.org limited to 3 rotating advertisers each
- Must be running print ad in same month(s) as digital ad
- All rates are per month in US dollars
- No cancellation/no refund after deadline

RATES & SPECS

PACKAGE	AD UNITS	SPECS	FREQUENCY	BUNDLED RATE
Visibility	print ad	1/2-page color	1x	\$3,889 (\$4,321 value)
	AACA.org leaderboard	980x90	2x	
	newsletter sponsorship (leaderboard, sponsored content, footer banner)	600x100 300 words + 600x400 600x100	1x	
Consistent Presence	print ad	1/2-page color	3x	\$8,993 (\$10,219 value)
	AACA.org leaderboard	980x90	6x	
	newsletter sponsorship (leaderboard, sponsored content, footer banner)	600x100 300 words + 600x400 600x100	2x	
Premium Reach	print ad	full-page color	6x	\$19,372 (\$22,790 value)
	AACA.org leaderboard	980x90	12x	
	newsletter sponsorship (leaderboard, sponsored content, footer banner)	600x100 300 words + 600x400 600x100	4x	

Bundled rates are all inclusive and reflect the total cost of the package.

CUSTOM PACKAGES AVAILABLE

We can combine print, website, and newsletter placements for seasonal campaigns, event promotion, or ongoing brand presence.

Sponsorship opportunities for national AACA events and programs are also available.

RESERVE YOUR PLACEMENT:

Chrissy Arnold

Marketing & Advertising Coordinator

SPEEDSTER Editor

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717.534.1910



