2023

AAMVA
MEDIA PLANNER

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

AAMVA
American Association of
Motor Vehicle Administrators

Welcome

*WELCOME TO THE 2023 AMERICAN ASSOCIATION OF
MOTOR VEHICLE ADMINISTRATORS (AAMVA) MEDIA KIT FOR*

AAMVACAST

Safe drivers
Safe vehicles
Secure identities
Saving lives!

AAMVAcast—AAMVA's
weekly podcast.

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

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

***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 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
more to offer.

› **EMAIL.** Regional News and The Week
in Review (TWIR), AAMVA's two weekly
e-newsletters, are distributed to **more than
14,500 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 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:

- ❯ Resources for preparing new drivers
- ❯ Serving the deaf and hard of hearing
- ❯ Emergency resiliency and response
- ❯ mDL Digital Trust Framework
- ❯ CDL test modernization
- ❯ Innovations in driver testing
- ❯ Partnerships with highway safety offices
- ❯ The future of highway funding
- ❯ Successful vendor partnerships
- ❯ Management strategies
- ❯ COVID-19's impact on highway safety

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 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.

MOVE Magazine

EDITORIAL CALENDAR & MATERIALS DEADLINES

2023 ISSUE 1

FEATURE ARTICLES

Updated Strategic Framework; The Shrinking Globe

DISTRIBUTION DATE

Early March

SPACE RESERVATION

12/28/2022

MATERIALS DEADLINE

1/18/2023

*Distribution at Workshop & Law Institute

2023 ISSUE 2

FEATURE ARTICLES

Electronic Vehicles; Automated Vehicles

DISTRIBUTION DATE

Early May

SPACE RESERVATION

2/23/2023

MATERIALS DEADLINE

3/13/2022

*Distribution at summer Regional Conferences

2023 ISSUE 3

FEATURE ARTICLES

Contact Center; Driver History Record

DISTRIBUTION DATE

Late September

SPACE RESERVATION

7/13/2023

MATERIALS DEADLINE

8/1/2023

*Distribution at AAMVA's Annual International Conference

2023 ISSUE 4

FEATURE ARTICLES

Ignition Interlock; License Plate Standard

DISTRIBUTION DATE

Early November

SPACE RESERVATION

8/24/203

MATERIALS DEADLINE

9/12/2023

*Distribution at Region 3 Conference

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

91% *of* MOVE *readers say the magazine is a valuable resource 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

> **PRINT** Full-page 4-color display in the four quarterly issues of *MOVE*
> **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)

Standard Full Page │ $18,000 member rate

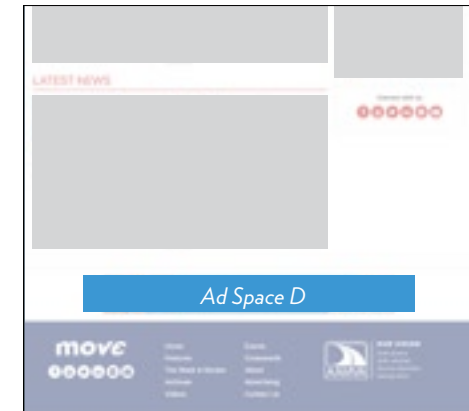Placements available: Outside Back Cover, Inside Back Cover, Inside Front Cover, Opposite Masthead

Only four complete packages available!

PRINT

Print display ad

DIGITAL

Premium Ad Space A

DIGITAL

Ad Space D
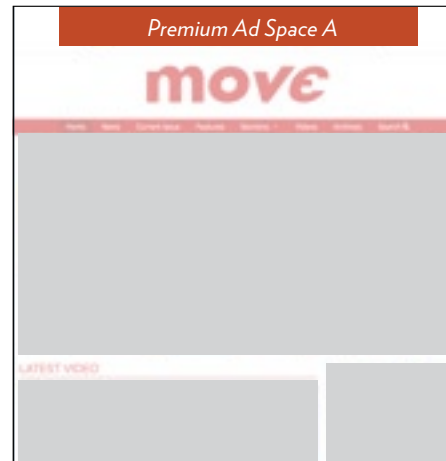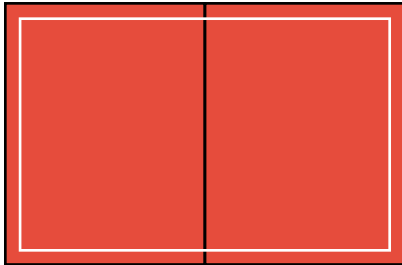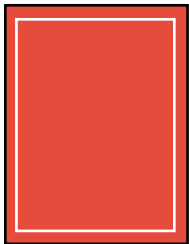
Advertorial Rates & Sizes

MECHANICAL SPECIFICATIONS

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

2-Page Spread

Full Page

RATES*

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

Bleed   No Bleed

Only two advertorials are available in each issue!
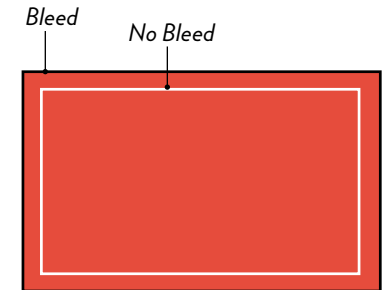
80% *of readers share MOVE content with their colleagues or clients.*

CONTACT ROBERT STERSHIC
☎ 703.839.0647   ✉ rstershic@aamva.org

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

Additional Print Advertising Opportunities

COVER OPTIONS
> French Door
> Gatefold
> Tip-on
> Z-Fold
> Cover Wrap

INSERTS
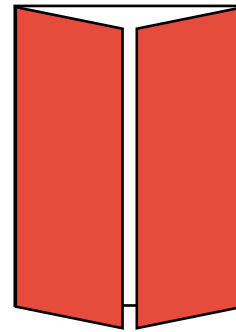> Full Page
> Postcard

OUTSERTS
> Bellyband
> Sticker
> Sticky Note

OTHER OPTIONS
> Coatings
> Special Inks
> Partial Page
> Magnet
> Poster
> Reprints
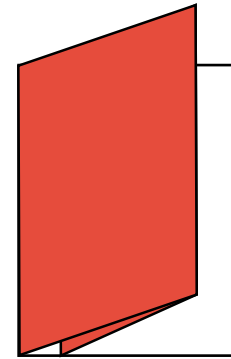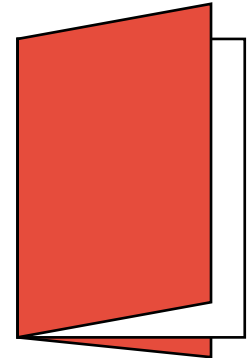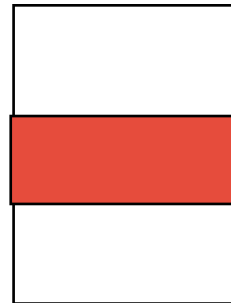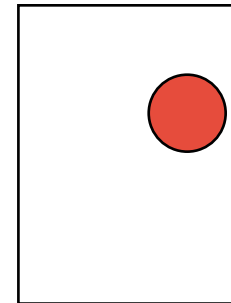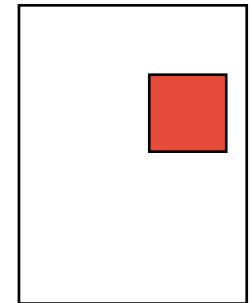
Contact **ROBERT STERSHIC** (below) if you're interested in these special advertising opportunities or a form of advertising you don't see here. Examples of these options can be provided.

French Door

Gatefold

Cover Wrap

Bellyband

Sticker

Sticky Note

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.

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. GLC accepts no responsibility for QR codes that malfunction as a result of press errors.

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)**
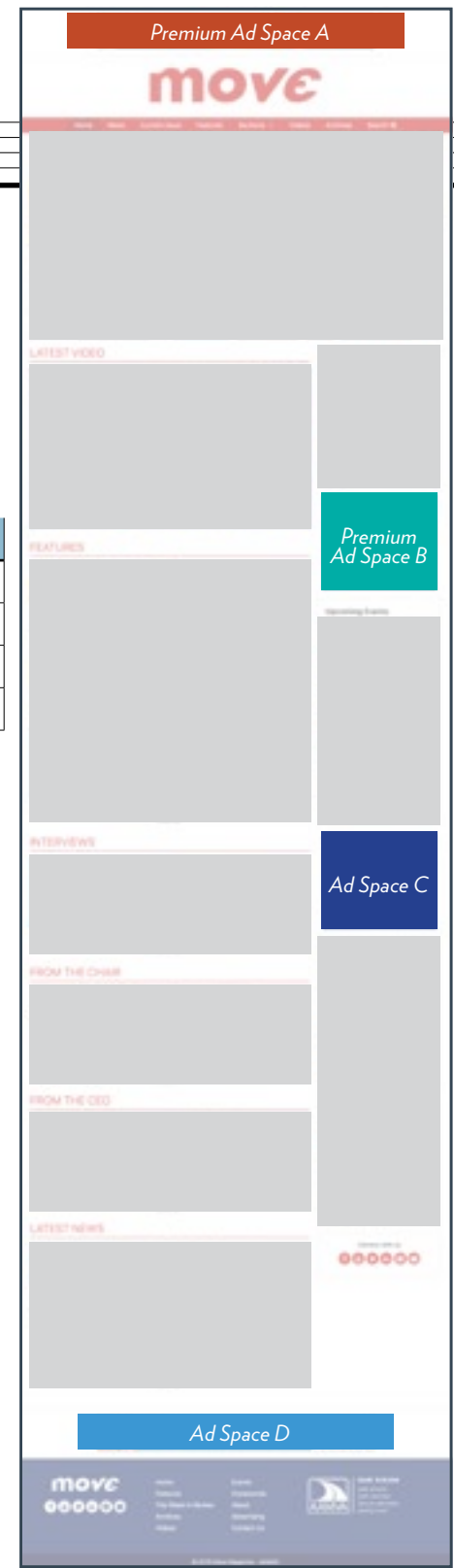**(DESKTOP: 728 X 90 PIXELS | TABLET: 468 X 60 | MOBILE: 320 X 100)**
Footer leaderboard ads are located at the bottom of all pages;
available with the Market Share Package purchase.
Maximum rotation of five ads.

MOVE DIGITAL RATES

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

Only four spots available outside of package participants!

"I love the content, and it's presented in a clean, easy to follow manner."

Associate Member Showcase

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.

Distributed 12 times a year.

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 character or fewer subject line
- Video and button optional

File types accepted: JPG, PNG, GIF, all images must be 72 dpi, RGB; must provide URL

Sponsored Content
Immersive Web Page (IWP)

move *mag.org*

Found in the main navigation menu under Sponsors, the immersive web page (IWP) advertising opportunity 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."

move

SECTION ❶

SECTION ❷

SECTION ❸

SECTION ❹
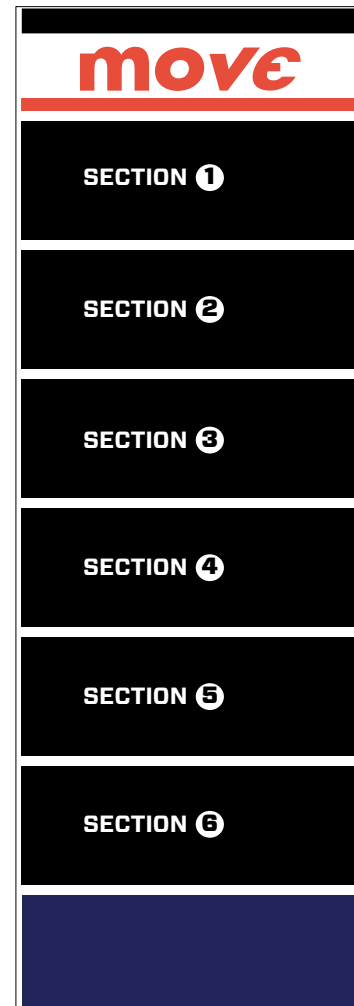
SECTION ❺

SECTION ❻

Select 1 Unit per Section
Repetition of Units is allowed

Optional Units & Recommendations

Recommendations:
Unit 1 in Section 1 and Unit 6 in last Section

UNIT 1
Main Image & Overview

UNIT 2
Brand Message

UNIT 3
Video

UNIT 4
Testimonial + Image Gallery

UNIT 5
External Links
(Blogs, Products, Services, Areas of Expertise)

UNIT 6
Inbound Marketing Contact Form

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-ilayer 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 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!

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
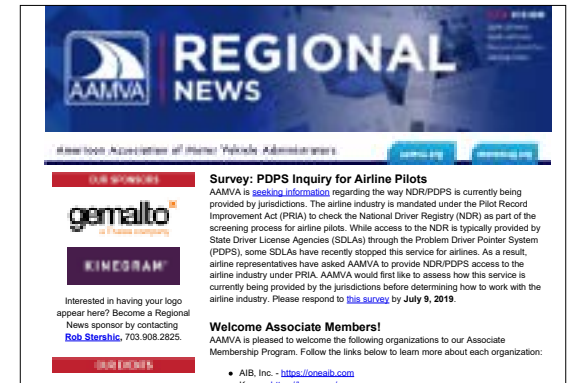
AAMVACAST

AAMVACAST

Safe drivers
Safe vehicles
Secure identities
Saving lives!

AAMVAcast is a podcast series featuring news, information and expertise for the AAMVA Community. The series comprises more than 130 episodes with over 25,000 downloads. Sponsorship opportunities available.
Contact Rob Stershic for pricing: 703.839.0647, rstershic@aamva.org.