

2025 AAMVA MEDIA PLANNER

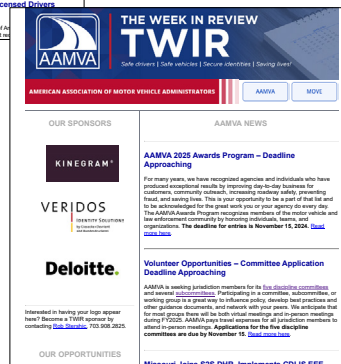
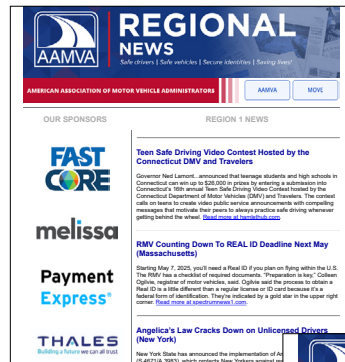
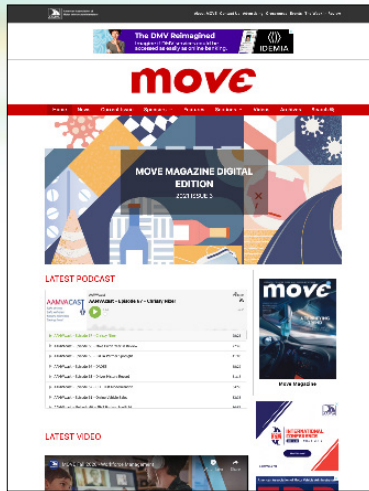
- MOVE Magazine
- Regional News
- The Week In Review
- AAMVAcast



American Association of
Motor Vehicle Administrators

Welcome

WELCOME TO THE 2025 AMERICAN ASSOCIATION OF MOTOR VEHICLE ADMINISTRATORS (AAMVA) MEDIA KIT FOR...



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

Regional News—AAMVA's weekly jurisdiction 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.

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 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 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
- › Electronic titling
- › Leadership development
- › Recruitment and retention
- › VIN cloning
- › Cyber fraud
- › Identity management
- › Preventing fraud with vehicle dealerships

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.

DEPARTMENTS

FROM THE PRESIDENT

AAMVA President & CEO Ian Grossman addresses the AAMVA membership.

MEMBER TOOLKIT

Case studies of 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.

MOVE Magazine

EDITORIAL CALENDAR & MATERIALS DEADLINES

2025 ISSUE 1

FEATURE ARTICLES

First Amendment Auditors; E-citations

DISTRIBUTION DATE

March 2025

SPACE RESERVATION

Target Jan. 1, 2025

MATERIALS DEADLINE

Target Jan. 15, 2025

2025 ISSUE 2

FEATURE ARTICLES

Working with Tribal Authorities; NRVC

DISTRIBUTION DATE

June 2025

SPACE RESERVATION

Target May 1, 2025

MATERIALS DEADLINE

Target May 15, 2025

2025 ISSUE 3

FEATURE ARTICLES

Data Management and Governance; Electric Vehicles

DISTRIBUTION DATE

September 2025

SPACE RESERVATION

Target July 1, 2025

MATERIALS DEADLINE

Target July 15, 2025

2025 ISSUE 4

FEATURE ARTICLES

Motorcycle Safety and Preventing Fatalities; DMV Community Outreach

DISTRIBUTION DATE

November 2025

SPACE RESERVATION

Target Sept. 1, 2025

MATERIALS DEADLINE

Target Sept. 15, 2025

*Distribution at Workshop & Law Institute

*Distribution at AAMVA's Annual International Conference



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

WAVES OF CHANGE

HOW JURISDICTIONS ARE PREPARING FOR A SURGE OF NEW FMCSA RULES

BY STEVE HENDERSON

Changes are gearing up for the implementation of a series of new rules designed by the Federal Motor Carrier Safety Administration designed to keep road drivers from operating commercial vehicles that are unsafe. The rules are set to take effect in an omnibus of instruments electronic data sharing that will enable jurisdictions to more quickly flag drivers who either should have their commercial licenses suspended, or whose applications for commercial licenses should be denied.

"Our mission is to ensure public safety and keep all drivers on the road, and these systems really help to make that a better process," says Bill Albig, IT and quality assurance manager within the Driver License Division of the Utah Department of Public Safety.

The biggest challenge is linking. States must be equipped with the right tools, including enhanced electronic exchange of data, between the individual jurisdictions and the FMCSA, and report to it the data. The second change, requiring participation in a national driver license data interchange program, and a third change, requiring participation in a national electronic registry of out-of-state commercial licenses, will help govern whether drivers

with conditions such as physical impairments are eligible for commercial licenses, as set to go live in June 2025.

"It's a little more complex to implement these very important and very sensitive changes, and each of those jurisdictions requires the Utah Driver's Licensing Agency to implement the data process and provide changes," says Pamela Doo, senior program manager for driver systems at AAMVA.

So, it's a little more complex, but a lot of work is being done. The Utah Department of Public Safety, for example, hired an external vendor to create a system to manage the data exchange.

"We appreciate the work that AAMVA is doing to get these systems in place to ensure that we can better manage our data and ensure that we are able to share it with the other jurisdictions," says Doo.

"All three of those data rules will drive long-term change, and we're looking forward to seeing how they will help us better manage our data and ensure public safety."

In each case, AAMVA is helping states prepare for the transition. These efforts include providing information, including how AAMVA can act as an ongoing partner facilitating communication and data transmission among states and with FMCSA.

Here's a look at what each change will accomplish, and how states are preparing for the transition.

EXCLUSIVE ELECTRONIC EXCHANGE

The first implementation date change for FMCSA's new Electronic Data Interchange (EDI), which goes into effect in June 2025, is the requirement that jurisdictions exchange data to get a new view of the data. The most significant of commercial driver data, already in commercial driver licenses, is the information on the Commercial Driver's License Information System (CDLIS). Instead, the key word driving the new rule is "exchange." EDI is focused on eliminating the silo cases where states sometimes still

91% of MOVE readers are satisfied with the relevance of content in MOVE magazine.

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

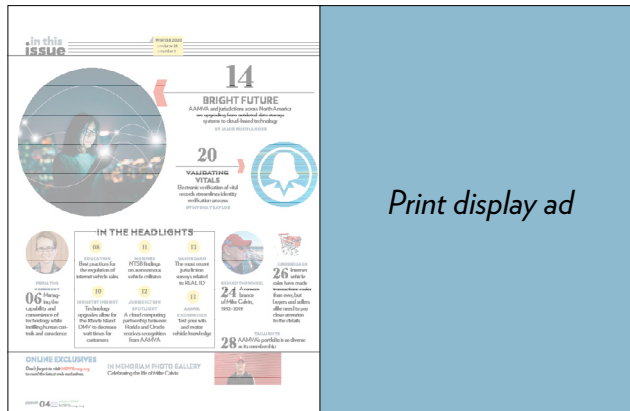
- › **PRINT** Full-page 4-color display in the four quarterly issues of *MOVE*
- › **WEBSITE** One year of exposure on MOVEmag.org; rotating top-of-page leaderboard ad above nameplate and footer leaderboard ad
- › **EMAIL** Logo/link inclusion in all *MOVE* email updates (\$2,500 value)

Standard Full Page | \$18,000 member rate

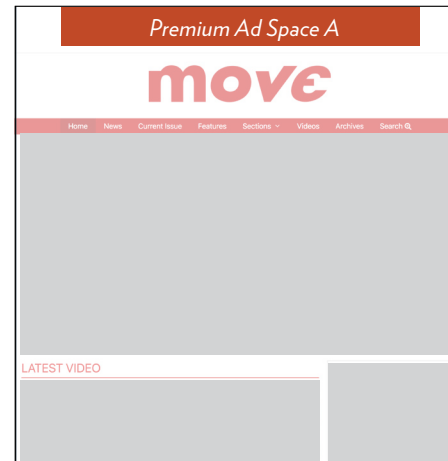
Placements available: Outside Back Cover, Inside Back Cover, Inside Front Cover, Opposite Masthead



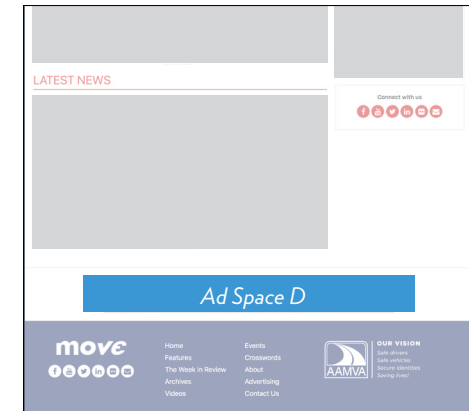
PRINT



DIGITAL



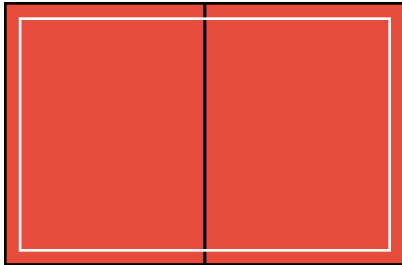
DIGITAL



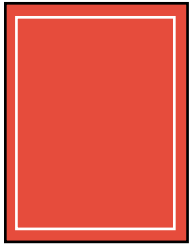
Advertorial Rates & Sizes

MECHANICAL SPECIFICATIONS

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



2-Page Spread



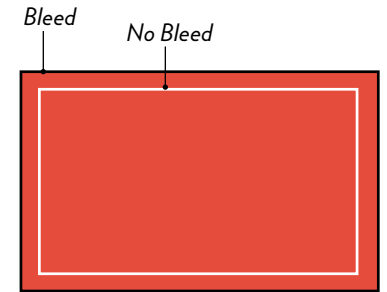
Full Page

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"



Only two advertorials are available in each issue!

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



*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

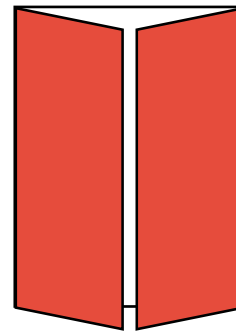
- › Full Page
- › Postcard

OUTSERTS

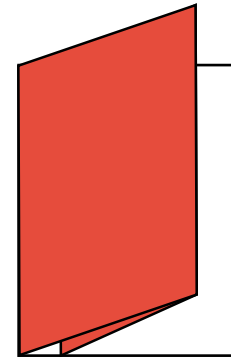
- › Bellyband
- › Sticker
- › Sticky Note

OTHER OPTIONS

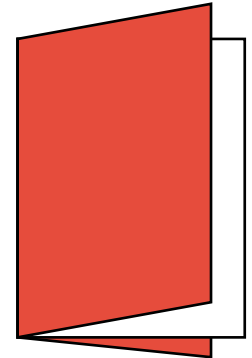
- › Coatings
- › Special Inks
- › Partial Page
- › Magnet
- › Poster
- › Reprints



French Door

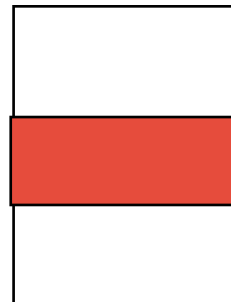


Gatefold

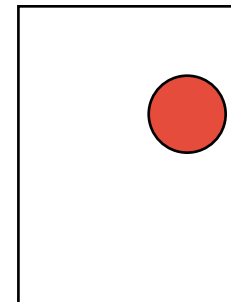


Cover Wrap

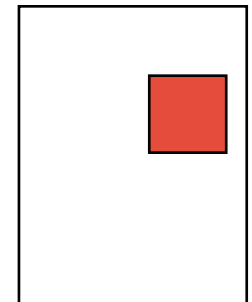
Contact **ROBERT STERSHIC** (below) if you're interested in these special advertising opportunities or a form of advertising you don't see here. Examples of these options can be provided.



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 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

● **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)

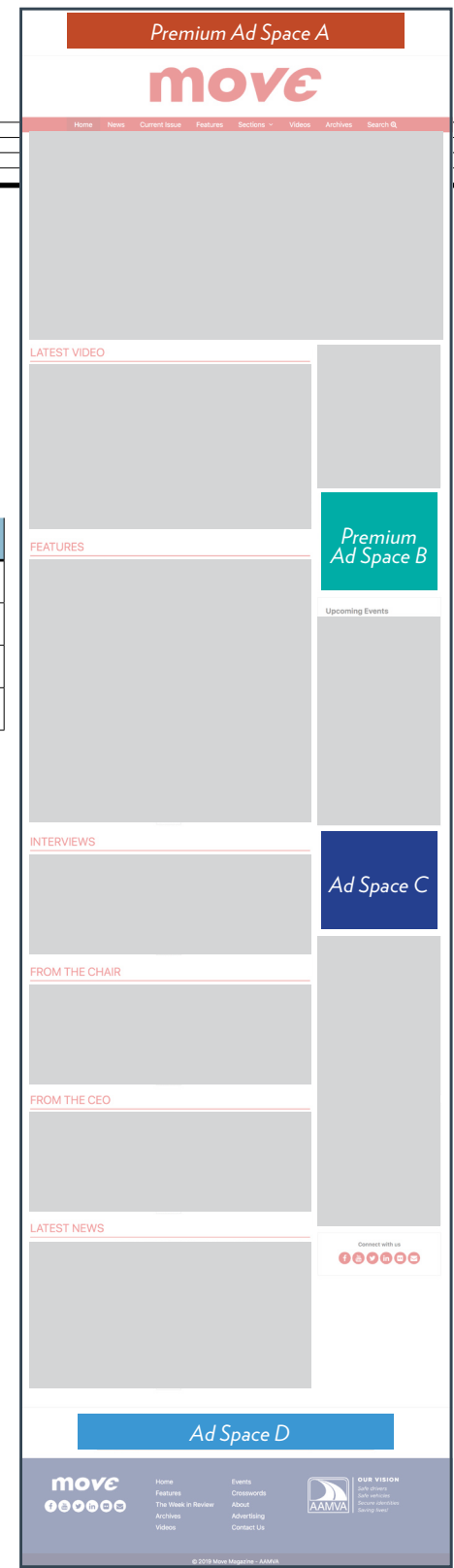
Footer leaderboard ads are located at the bottom of all pages; available with the Market Share Package purchase.
Maximum rotation of five ads.

Only four spots available outside of package participants!

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

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



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!

DMV's 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](#)



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.

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

All images must be 72 dpi, RGB; must provide URL

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

AAMVA MEDIA KIT
2025

10

CONTACT **ROBERT STERSHIC**

703.839.0647 rstershic@aamva.org

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.

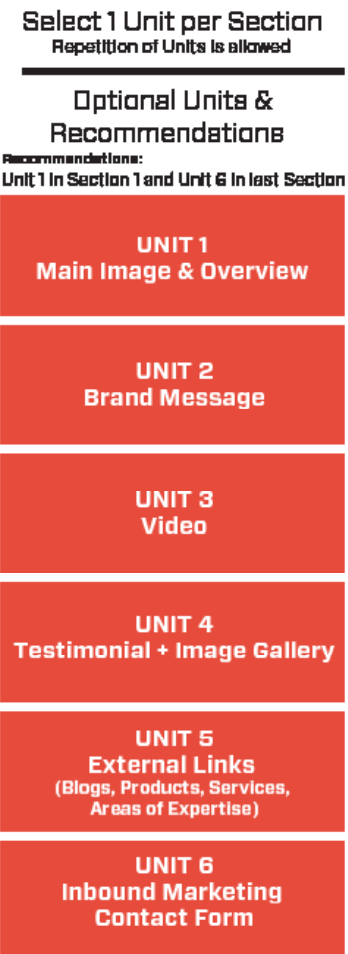
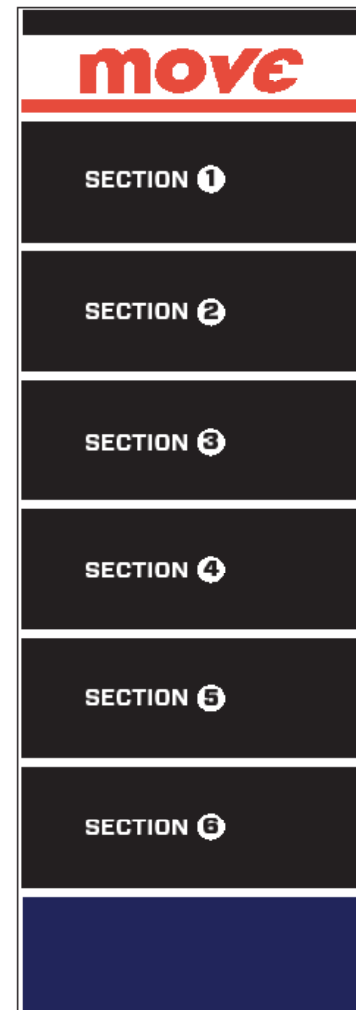
Choose from six different types of content modules to share case studies, photo galleries, videos, downloadable documents or presentations, and a contact form for visitors to schedule demos or request more information.

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.”



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 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!

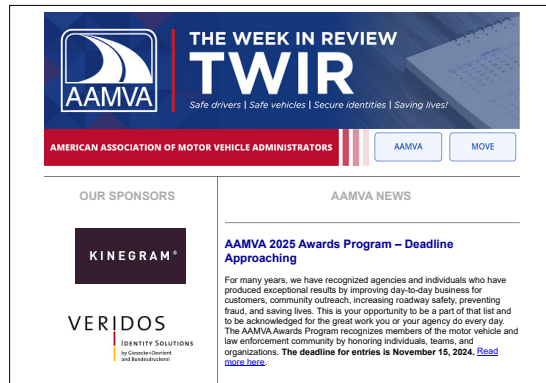
SPONSORSHIP INCLUDES:

- › 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!

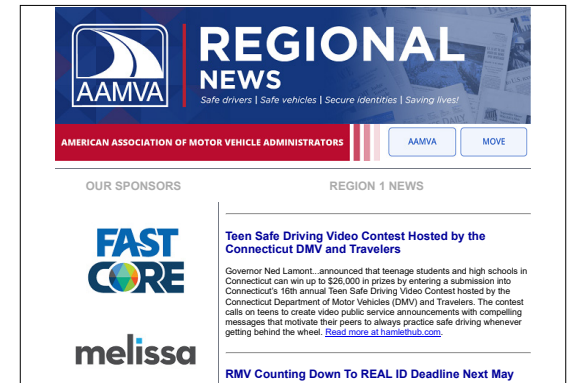
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AAMVACAST

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 Rob Stershic for pricing: 703.839.0647, rstershic@aamva.org.