

## Stand-alone Broadcasts

Communicate directly with AAA Members and prospects who have opted in to receive communication from organizations just like yours.

From events to accommodations, entertainment to travel, gifts to necessities, use one of today's best one-to-one communication tools to increase awareness with AAA Members and prospects.

Most any information that includes a clear, desirable offer, an attractive design and is communicated to the right audience will provide a predictable response. Take that same information, utilize e-mail as the communication medium and the predictable response becomes powerful—and potentially more effective.

Using our e-mail marketing technology, which focuses on deliverability straight to the inboxes of our AAA Members and prospects, your message is not only delivered more reliably more often, but reporting is more robust. We can tell you how many people opened your message and how many people clicked on which links in your message.

Include a stand-alone broadcast with other integrated media services components (like a micro site with a data capture option) and you can know the names and e-mail addresses of those responding—most likely the people who are the best targets for follow-up by your organization.

### Features

- Provide your own creative or use our designers to help create your e-mail message
- Schedule your message for broadcast when you want
- Target by ZIP codes, cities or states
- Utilize A/B broadcasting to test the effectiveness of different subject lines, copy and offers
- Receive summary report on the success of your broadcast

### Benefits

- Communicate one-to-one with opt-in AAA Members and prospects
- Boost effectiveness through inclusion in a complete integrated media campaign

### PRICING

- \$66/per thousand
- Creative design available at an additional charge

**LONG ISLAND**  
CONVENTION & VISITORS BUREAU  
AND SPORTS COMMISSION

**Win a FREE Gas Card!**

We are giving away gas at the gas station of your choice. One Grand Prize winner will receive a \$200 gas card and seven Second Place winners will each receive a \$100 gas card. The drawing will be held on August 1, 2009. That's 8 chances! Enter once a day and tell all your friends about this great opportunity.

**Suffolk County, NY**  
Escape to Long Island's Suffolk County for a surprisingly affordable family getaway. Stroll along our famous ocean beaches. Spend a carefree afternoon touring our vibrant wine country. Enjoy championship golf. Dine at a quaint seaside village. Shop sophisticated malls and factory outlets. Visit a historic lighthouse or one of our countless museums. And more. So come relax and recharge. It's time.

Visit [www.DiscoverLongIsland.com](http://www.DiscoverLongIsland.com) to order your free Long Island Travel Guide.



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