

# Special Editorial Focus Issues & Special Advertising Sections

## Themed Issues

**March 1, 2009** Closes *January 15, 2009*

*Special Road Warrior Issue* — Our most well-known and sought after issue will unveil the winners of our 7th Annual *American Way* Road Warrior search. Loaded with incredible tales and interesting anecdotes from our readers about life on the road.

## Special Advertising Sections

**July 15** Closes *June 2, 2009*

**November 15** Closes *October 1, 2009*

*Luxurious Trends* — These luxurious living advertorial-based sections have become a trusted resource for American Airlines customers. Focusing on the finer things in life including, travel, real estate, fine dining, jewelry, and automotive, these sections deliver timely information our customers want. Advertisers provide up to 200 words of copy and an image. Advertisers receive a website listing within the section and bonus online exposure. Half-page and full-page advertisements accepted.