



Rate Base:
2,700,000

Total Readers:
5,940,000

Circulation Region:
Northern California
Nevada
Utah
Montana
Wyoming
Alaska

1x 2x 4x

4 COLOR

Full Page	\$42,850	\$40,710	\$38,560
2/3 Page	31,620	30,040	28,450
1/2 Page	24,840	23,600	22,350
1/3 Page	16,930	16,090	15,240
1/6 Page	9,320	8,850	8,380

B&W

Full Page	\$33,760	\$32,070	\$30,380
2/3 Page	25,280	24,010	22,760
1/2 Page	19,970	18,970	17,970
1/3 Page	13,510	12,830	12,160
1/6 Page	7,430	7,050	6,690

All rates are gross

Digital Requirements

Ad materials will be accepted in the following digital formats:
InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CMYK.

High resolution PDF files are acceptable.
Email file to: natasha.alcala@norcal.aaa.com

Proof Requirements

Laser prints are acceptable.

Contact Information

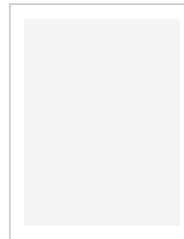
All ads sent must include a client name, contact person, phone number, fax number and email address.

Extensions

No extensions will be granted without approval. For extensions, contact:
Natasha Alcala on 925.274.8168,
or at natasha.alcala@norcal.aaa.com

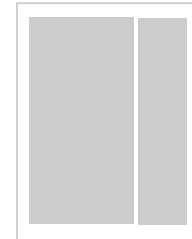
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)



2/3 Page Vertical
4.625" wide x 9.5" tall

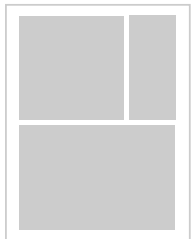
1/3 Page Vertical
2.25" wide x 9.5" tall



1/3 Square
4.625" wide x 4.625" tall

1/6 Page Vertical
2.25" wide x 4.625" tall

1/2 Page Horizontal
7" wide x 4.625" tall

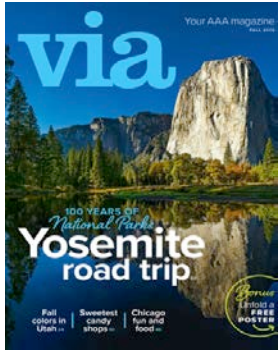


Spring 2018
In-Home February 21-24
Close: 1/3/18
Material: 1/9/18

Fall 2018
In-Home August 21-24
Close: 7/2/18
Material: 7/9/18

Summer 2018
In-Home May 5-9
Close: 3/1/18
Material: 3/8/18

Winter 2019
In-Home December 22-26
Close: 11/1/18
Material: 11/7/18



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4 COLOR

1/3 Page	\$11,040	\$10,490	\$9,940
4 inch	5,520	5,240	4,970
3 inch	4,160	3,950	3,740
2 inch	2,820	2,670	2,540
1 inch	1,460	1,380	1,310

B&W

1/3 Page	\$8,820	\$8,380	\$7,940
4 inch	4,410	4,190	3,970
3 inch	3,340	3,170	3,010
2 inch	2,250	2,130	2,020
1 inch	1,160	1,100	1,050

*All rates are net
No Agency Discounts

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Proof Requirements

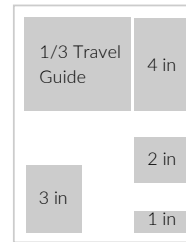
Laser prints are acceptable.

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Ads may not be less than 1 column inch in depth.

Columns are 2 1/8" wide.

Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.

- 1/3 Travel Guide:
4.5" wide x 4" tall
- 4-inch: 2.125" wide x 4" tall
- 3-inch: 2.125" wide x 3" tall
- 2-inch: 2.125" wide x 2" tall
- 1-inch: 2.125" wide x 1" tall

Spring 2018

In-Home February 21-24
Close: 1/3/18
Material: 1/9/18

Fall 2018

In-Home August 21-24
Close: 7/2/18
Material: 7/9/18

Summer 2018

In-Home May 5-9
Close: 3/1/18
Material: 3/8/18

Winter 2019

In-Home December 22-26
Close: 11/1/18
Material: 11/7/18

Discover is a special advertising section inserted into 500,000 targeted copies of each issue of Via

Loyal readers turn to Discover in search of new destinations and activities for everything from family vacations to weekend getaways. Advertiser participation includes no-charge space for client furnished advertorial.

Circulation:

500,000 affluent (\$75,000+) AAA homes in the Greater Bay Area and Sacramento



CLOSING DATES:

Discover Spring

Space: December 15, 2017
Materials: December 20, 2017

Discover Summer

Space: February 14, 2018
Materials: February 20, 2018

Discover Fall

Space: June 14, 2018
Materials: June 20, 2018

Discover Winter

Space: October 15, 2018
Materials: October 19, 2018

ISSUE/DATE	FULL-PAGE PLUS FULL-PAGE ADVERTORIAL	HALF-PAGE PLUS HALF-PAGE ADVERTORIAL	1/3 PAGE PLUS 1/6 PAGE ADVERTORIAL
Discover Spring In Home February 21-24	\$16,000	\$9,500	\$5,700
Discover Summer In Home May 5-9	\$16,000	\$9,500	\$5,700
Discover Fall In Home August 21-24	\$16,000	\$9,500	\$5,700
Discover Winter In Home December 22-26	\$16,000	\$9,500	\$5,700

All rates are net

ADVERTORIAL MATERIALS

Full-page (plus full-page ad)

- Two 4/c photos
- 500 words of copy

Half-page (plus half-page ad)

- One 4/c photo
- 300 words of copy

Co-op Page

- One 4/c photo 2.25"W x 1.75"H,
- 300 dpi, JPG (bigger photo will be cropped)
- 50 words of copy, phone # and website

PRODUCTION INFORMATION

8" x 10.5" (trim)

Full-page: 7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)

Half-page: 7"W x 4.625"H

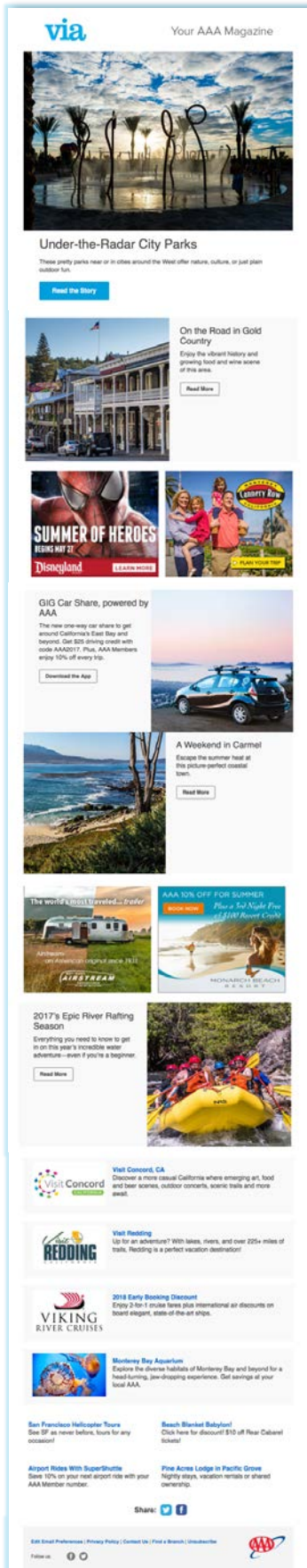
1/3 page: 4.625"W x 4.625"H

CONTACT INFORMATION

Please email Ad (High resolution PDF FILE) to:
Via Advertising
Attn: Natasha Alcala
natasha.alcala@norcal.aaa.com
AAA Northern CA, NV & UT
1277 Treat Blvd., Suite 1000,
Walnut Creek, CA 94597

Please submit photos and advertorial copy by email to:
natasha.alcala@norcal.aaa.com

For artwork information, contact:
Natasha Alcala on 925.274.8168,
or at natasha.alcala@norcal.aaa.com



Via's best digital option is our exciting E-Newsletter!

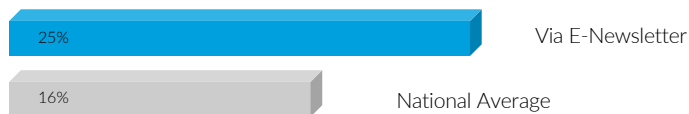
Via's E-Newsletter is sent on a bi-weekly basis to over one million members who have registered to receive Via's content online.

Via's well regarded E-Newsletter has been published since 2012 and offers the opportunity for advertisers to gain valuable online access to AAA members. The E-Newsletter editorial format carries the Via message to members in a mobile-responsive, visually stunning format, enjoying a very healthy open rate and activity rate with every issue.

The Via E-Newsletter not only extends the advertiser's reach to over one million members online but it also drives a high volume of website traffic by enticing readers to click and visit the website.

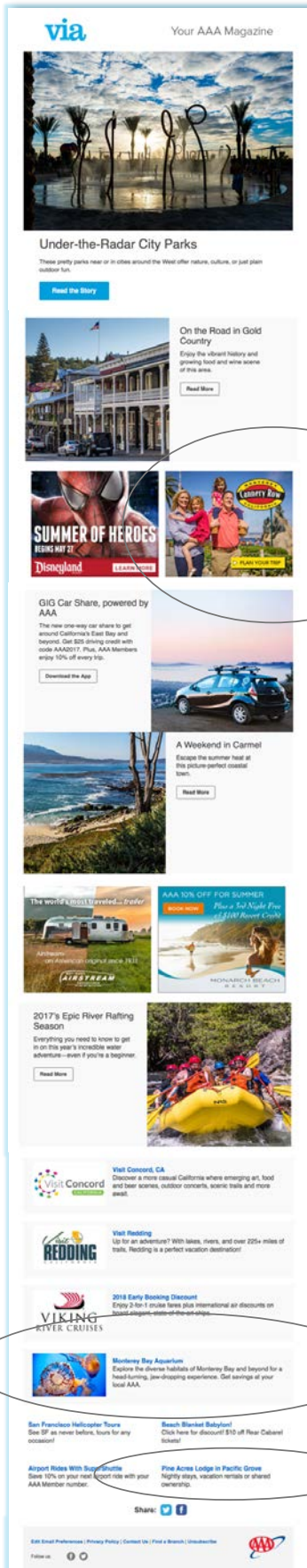
Via's E-Newsletter performance continues to go from strength to strength. In 2017, Via's E-Newsletter has delivered over 1 million each.

Via's average Open Rate of over 25% far exceeds the national average



Via's average Click-Through Rate of 2.93% outperforms the national average





Large Space:

(2 positions available)
\$12,000 net
300 x 250 rectangle,
JPEG or GIF



Small Space:

Small Space
(4 positions available) \$3,500 net
Headline: The name of your business/destination
Copy: 125 characters, including spaces and URL
Logo Specs: 225 px wide x 200 px tall, JPEG or GIF



Monterey Bay Aquarium
Explore the diverse habitats of Monterey Bay and beyond for a head-turning, jaw-dropping experience. Get savings at your local AAA.

Text Link:

Text Link
(4 positions available) \$1,000 net
Headline: The name of your business/destination
Copy: 44 characters, including spaces and URL

Airport Rides With SuperShuttle
Save 10% on your next airport ride with your AAA Member number.

CONTACT INFORMATION

Please send Ad materials to:
Natasha Alcalá at natasha.alcala@norcal.aaa.com

AD CLOSE AND MATERIAL DUE DATE

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Mid-January	12/15/17
LEAD: Cozy Restaurants	
FOOD: Tahoe Dining	
Late January	12/29/17
LEAD: Oregon	
BONUS: Hawaii Beaches	
Mid-February	1/12/18
LEAD: No-Ski Adventures	
BONUS: Top Five Mountain Towns	
Late February	1/26/18
LEAD: Inexpensive Eats: SF and Beyond	
BONUS: Spring Training	
Mid-March	2/15/18
LEAD: Spring Training	
BONUS: Scenic Hikes	
Late March	2/28/18
LEAD: Spring Break Road Trips	
BONUS: Wildflowers in the West	
Mid-April	3/15/18
LEAD: Top Photo Opps in the West	
BONUS: Waterfalls	
Late April	3/30/18
LEAD: Spring/Summer Camping	
BONUS: Gorgeous Gardens in the West	
Mid-May	4/13/18
LEAD: Summer Theme Parks	
BONUS: Best Disneyland Food	
Late May	4/27/18
LEAD: National Parks	
BONUS: Favorite State Parks in Summer	
Mid-June	5/15/18
LEAD: Iconic Locations (Film/Television)	
BONUS: Best National Parks Road Trips	
Late June	5/31/18
LEAD: Perfect Weekend: Seattle	
BONUS: Great Small-Town Escapes	

Mid-July	6/15/18
LEAD: Favorite Lakes in the West	
BONUS: Summer Day Trips from Tahoe	
Late July	6/29/18
LEAD: Old and New in LA	
BONUS: Top Beach Towns for Summer	
Mid-August	7/13/18
LEAD: Best Bike Tours in the West	
BONUS: Urban Hikes	
Late August	7/31/18
LEAD: Perfect Weekend: Portland	
BONUS: Old School Restaurants in the West	
Mid-September	8/15/18
LEAD: Cultural Celebrations in the West	
BONUS: 7 Ways to Experience Fall Fun in the West	
Late September	8/31/18
LEAD: Budget Getaway: Napa	
BONUS: Twelve Top Wine Country Outings	
Mid-October	9/14/18
LEAD: Perfect Weekend: San Diego	
BONUS: 5 San Diego Zoo Favorites	
Late October	9/28/18
LEAD: Perfect Weekend: Half Moon Bay	
BONUS: Spooky Spots in the West	
Mid-November	10/15/18
LEAD: Perfect Weekend: Las Vegas	
BONUS: 12 Favorite Places in the World	
Late November	10/31/18
LEAD: Travel Gifts	
BONUS: Best Union Square Restaurants for Holiday Shopping	
Mid-December	11/15/18
LEAD: Holiday Events in the West	
BONUS: Best Holiday Light Displays	
Late December	11/30/18
LEAD: 2018 Travel Bucket List	
BONUS: 20 New Year's Resolutions for Travelers	