

vid



# 2023 MEDIA KIT







# Trusted Brand + Loyal Audience

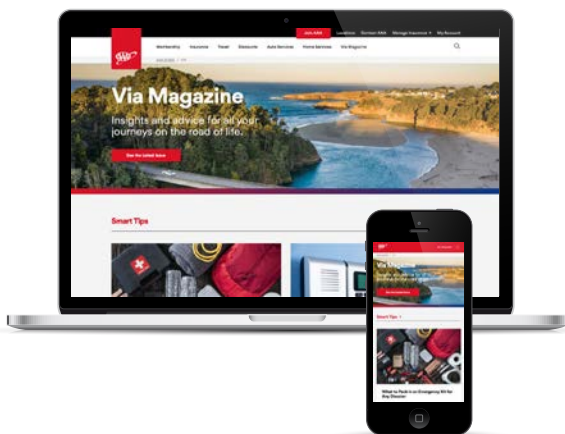
Reach a loyal and highly engaged audience of Members, who seek information and inspiration from a trusted source.

- ✓ AAA is one of the **most recognized brands** in the world
- ✓ Consistently **high Membership renewal** rates = loyalty and trust
- ✓ Via is the **No. 1 source of travel advice** for Members after friends and relatives
- ✓ 80% of Members **took action** after reading Via

## Multi-platform opportunities for ads and native content

- Website
- Via e-newsletter
- Via issue email
- Digital magazine
- Annual print magazine

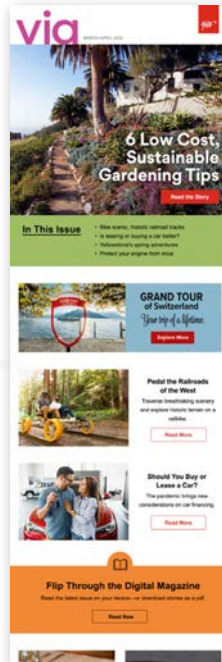
WEBSITE



DIGITAL MAGAZINE



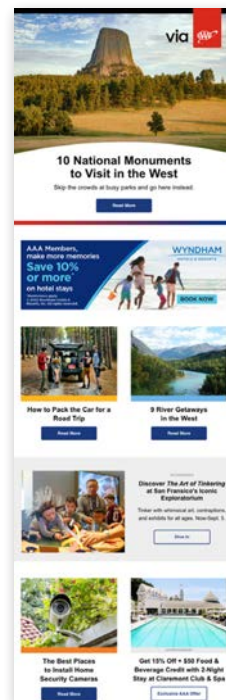
VIA ISSUE EMAIL



PRINT MAGAZINE



VIA E-NEWSLETTER



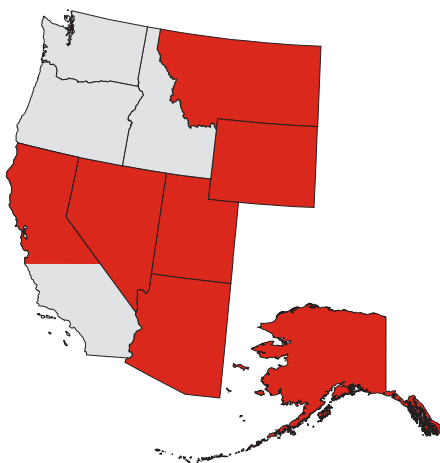
# via



## 8 Million Readers



### Coverage of 22 DMAs



### Circulation Breakdown

Northern California	2,322,080
Arizona	525,735
Nevada	247,788
Utah	128,367
Montana	72,000
Wyoming	24,300
Alaska	16,130



**1 out of 2 households**  
in Northern California



**\$111,800**  
Average income

27% higher than the U.S. average

### Age Breakdown

22-53	39%
54-72	42%
73+	19%



**69%**  
Homeowners



**51.3%**



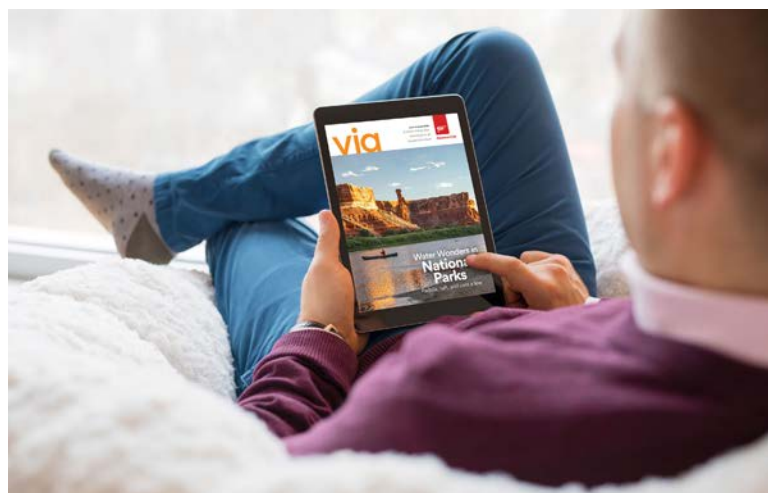
**48.7%**



Average home value  
**\$633,400**

34% higher than the U.S. average

AAA Members look forward to receiving *Via* content and return to it for travel, auto, and home inspiration.



Print Magazine	Email	Digital Magazine	Website
<div><div>29minutes</div><div>Readers spend, on average, 29 minutes out of their busy schedules to read Via.</div></div>	<div><div>40%open rate</div><div>Beats the national average of 17.92%</div></div>	<div><div>1.4k</div><div>Avg. opens/issue</div></div>	<div><div>1.28m</div><div>Avg. uniques/month</div></div>
<div><div>2.2readers per copy</div><div>Via enjoys pass along readership with an average of 2.2 readers per copy.</div></div>	<div><div>2.78%click-through rate</div><div>Beats the national average of 2.69%</div></div>	<div><div>17.6k</div><div>Avg. page views/issue</div></div>	<div><div>6.29m</div><div>Avg. page views/month</div></div>

**80%** of readers took an action  
as a result of reading Via.

[illegible]

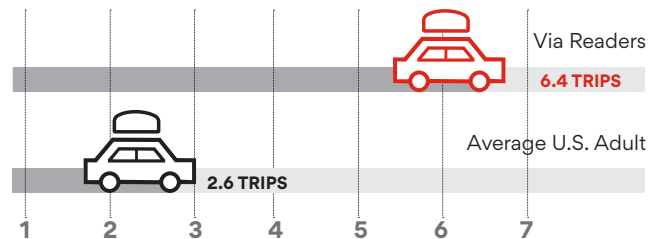
## Love to Travel

Via readers...



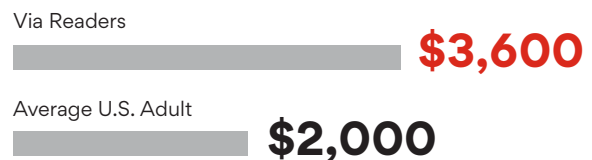
travel more

Via readers took an average of **6.4 trips** lasting 1+ day in 2019, which is two and a half times more than the average U.S. adult.



spend more

Via readers spent **80% more** than the average U.S. adult on domestic vacations.



stay longer

Via readers paid for an average of **15+ nights** of hotel or paid lodging in past year—**more than 2x** the national average for U.S. adults.



# 84%

of regular *Via* readers took at least one overnight domestic trip in 2018.

### Top areas visited in 2019 (%)

San Francisco Bay Area	50.0	Reno, NV	21.0
Monterey/Carmel	29.2	San Diego County	20.1
California Wine Country	29.0	Seattle, WA	17.8
Sacramento/Central Valley	28.4	Yosemite	15.8
Central California Coast	24.2	Phoenix/Scottsdale, AZ	12.2
Los Angeles Area	24.1	Big Sur	11.5
Lake Tahoe	23.3	Portland, OR	11.5
Las Vegas, NV	23.3	Shasta/Cascades	10.1
Half Moon Bay	23.2	Palm Springs	9.3



## ANNUAL PRINT ISSUE

# Rates + Specs

### RATE BASE

3.4 million

### TOTAL READERS

8 million

### CIRCULATION REGION

Northern California  
Arizona  
Nevada  
Utah  
Montana  
Wyoming  
Alaska



## Information + Instructions

### REQUIREMENTS

- High-resolution PDF with fonts embedded.
- CMYK or grayscale only (no spot colors, RGB, LAB, or ICC color profiles).
- Include trim and bleed marks, with bleed-mark offset at 0.1667 inch (1 pica).
- No extensions will be granted without prior approval.

### CONTACT

Please email ads to:  
Natasha Alcala  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

For extensions or questions,  
email or call Natasha at  
(415) 370-0591.

### DISPLAY ADS

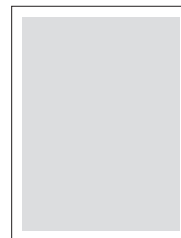
Full Page	\$25,823
2/3 Page	\$19,346
1/2 Page	\$15,274
1/3 Page	\$10,336
1/6 Page	\$5,686

**Close:** Sept 22  
**Materials due:** Sept 29  
**In-home:** Nov 21-24

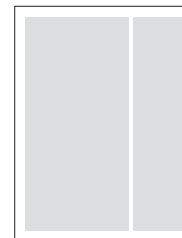
**Page trim size:** 8" x 10.5"  
**Page bleed size:** 8.25" x 10.75"



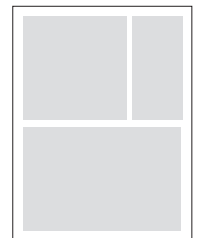
**Full Spread**  
15" (minus 1/2" gutter) x 9.5"  
(live copy area)  
or  
16.25" x 10.75"  
(bleed)



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



**2/3 Page Vertical**  
4.625" w x 9.5" h  
  
**1/3 Page Vertical**  
2.25" w x 9.5" h



**1/2 Page Horizontal**  
7" w x 4.625" h  
  
**1/3 Page Square**  
4.625" w x 4.625" h  
  
**1/6 Page Vertical**  
2.25" w x 4.625" h

## DISCOVER SECTION

# Rates + Specs

*Discover* is a special advertising section inserted into targeted copies of *Via*. Ad units include native content plus traditional ad space.

### CIRCULATION

1 million

500,000 affluent AAA homes in the greater Bay Area and Sacramento, plus a bonus of 500,000 in Arizona.



## Information + Instructions

### MATERIALS

#### Full page + full-page ad

- 1-page ad
- 2 photos
- 375 words of copy

#### Half page + half-page ad

- ½-page ad
- 1 photo
- 225 words of copy

#### 1/6 page + third-page ad

- ⅓-page ad
- 1 photo
- 50 words of copy

#### Co-op page ad

- 1 photo
- Photo will be cropped to fit.
- 50 words of copy, plus phone number and web address

See requirements and specs on previous page.

### CONTACT

Please email ads, photos, and copy to: Natasha Alcalá  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

For questions, email or call Natasha at (415) 370-0591.

### DISCOVER ADS

1 page ad + 1 page advertorial	\$16,000
1/2 page ad + 1/2 page advertorial	\$9,500
1/3 page ad + 1/6 page advertorial	\$5,700
Co-op page advertorial	\$1,530

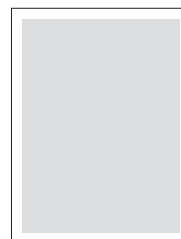
**Close:** Sept 22

**Materials due:** Sept 29

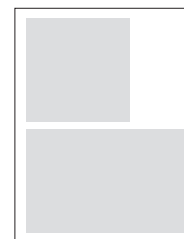
**In-home:** Nov 21-24

**Trim size:** 8" x 10.5"

**Bleed size:** 8.25" x 10.75"

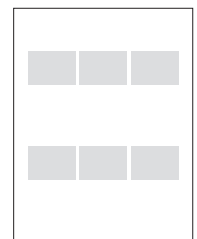


**Full Page**  
 7" x 9.5"  
 (live copy area)  
 or  
 8.25" x 10.75"  
 (bleed)



**1/2 Page**  
 7" w x 4.625" h

**1/3 Page**  
 4.625" w x 4.625" h



**Co-op Page**  
 2.125" w x 1.5" h  
 (photo)

## ARIZONA TRAVEL SECTION

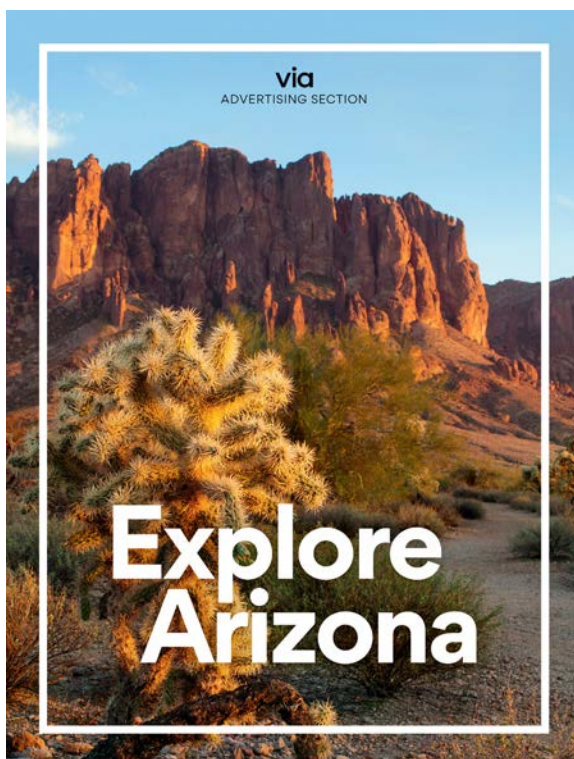
# Rates + Specs

*Arizona Travel* is a special advertising section inserted into targeted copies of *Via*. Ad units include native content plus traditional ad space.

### CIRCULATION

1 million

500,000 affluent AAA homes in Arizona, plus a bonus of 500,000 in the San Francisco Bay Area and Sacramento.



## Information + Instructions

### MATERIALS

#### Full page + full-page ad

- 1-page ad
- 2 photos
- 375 words of copy

#### Half page + half-page ad

- ½-page ad
- 1 photo
- 225 words of copy

#### 1/6 page + third-page ad

- ⅓-page ad
- 1 photo
- 50 words of copy

#### Co-op page ad

- 1 photo
- Photo will be cropped to fit.
- 50 words of copy, plus phone number and web address

See requirements and specs on previous page.

### CONTACT

Please email ads, photos, and copy to: Natasha Alcalá  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

For questions, email or call Natasha at (415) 370-0591.

### DISCOVER ADS

1 page ad + 1 page advertorial	\$16,000
1/2 page ad + 1/2 page advertorial	\$9,500
1/3 page ad + 1/6 page advertorial	\$5,700
Co-op page advertorial	\$1,530

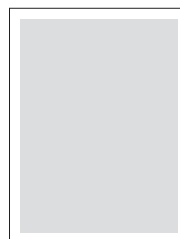
**Close:** Sept 22

**Materials due:** Sept 29

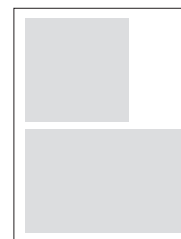
**In-home:** Nov 21-24

**Trim size:** 8" x 10.5"

**Bleed size:** 8.25" x 10.75"

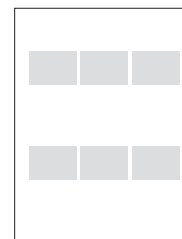


**Full Page**  
 7" x 9.5"  
 (live copy area)  
 or  
 8.25" x 10.75"  
 (bleed)



**1/2 Page**  
 7" w x 4.625" h

**1/3 Page**  
 4.625" w x 4.625" h



**Co-op Page**  
 2.125" w x 1.5" h  
 (photo)





# Digital Via

## THE FLIPBOOK

- ✓ Published – 5x per year
- ✓ Page Views – 17.6k per issue



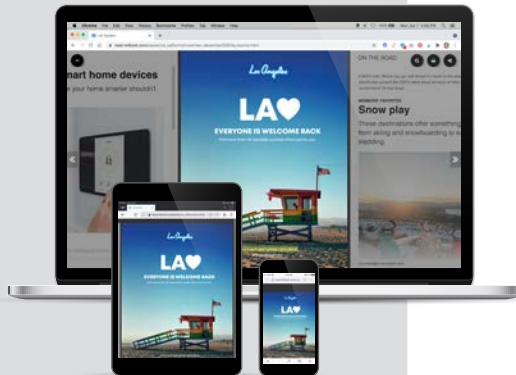
**FULL PAGE**  
1000 x 1313  
pixels  
\$3,000 net



**1/2 PAGE  
HORIZ.**  
1000 x 625  
pixels  
\$1,500 net



**1/2 PAGE  
VERT.**  
475 x 1313  
pixels  
\$1,500 net



## THE EMAIL

- ✓ Published – 5x per year
- ✓ Reach – 950k AAA Members
- ✓ Open Rate – 41%

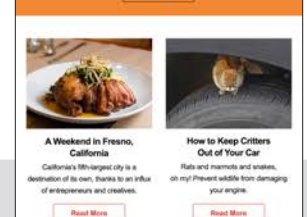
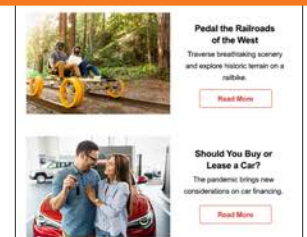
### LARGE SPACE

\$6,000 net

Two spots available  
per email.

### File requirements:

- 600 x 500 pixels
  - must be legible at 300 x 250 pixels
  - jpg, png, or gif
  - provide URL
- OR
- 1180 x 400 pixels
  - must be legible at 390 x 132 pixels
  - jpg, png, or gif
  - provide URL



**Ad close and creative deadline:** one month prior to issue date.

# E-Newsletter

- ✓ Published – 19x per year
- ✓ Reach – 950k AAA Members
- ✓ Open Rate – 40%

## LARGE SPACE

**\$9,500 net**

Two spots available per email.

## File requirements:

- 600 x 500 pixels
  - must be legible at 300 x 250 pixels
  - jpg, png, or gif
  - provide URL
- OR
- 1180 x 400 pixels
  - must be legible at 390 x 132 pixels
  - jpg, png, or gif
  - provide URL

## SPONSORED CONTENT

**\$7,500 net**

Two spots available per email.

## File requirements:

- 600 x 500 pixels
- jpg or png
- no text or logos on the image

**Headline:** 2-3 lines (about 10 words)

**Subhead:** 2-3 lines (about 15 words)

**Maximum:** 5 lines total

**Button:** 25 characters maximum (including spaces); provide URL

## SMALL SPACE

**\$3,000 net**

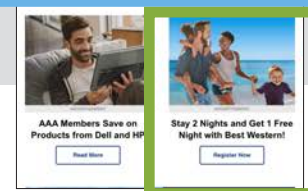
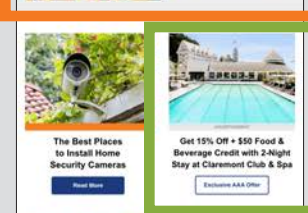
Two spots available per email.

## File requirements:

- 680 x 486 pixels
- jpg or png
- logo or image (no additional text)

**Headline:** 2 lines (about 8 words)

**Button:** 25 characters maximum (including spaces); provide URL



**Ad close and creative deadline:** one month prior to email date.



ARIZONA

# E-Newsletter

- ✓ Published – monthly
- ✓ Reach – 228k AAA Members
- ✓ Open Rate – 38%

## LARGE SPACE

**\$3,300 net**

Two spots available per email.

### File requirements:

- 600 x 500 pixels
  - must be legible at 300 x 250 pixels
  - jpg, png, or gif
  - provide URL
- OR
- 1180 x 400 pixels
  - must be legible at 390 x 132 pixels
  - jpg, png, or gif
  - provide URL

## SPONSORED CONTENT

**\$2,300 net**

Two spots available per email.

### File requirements:

- 600 x 500 pixels
- jpg or png
- no text or logos on the image

**Headline:** 2-3 lines (about 10 words)

**Subhead:** 2-3 lines (about 15 words)

**Maximum:** 5 lines total

**Button:** 25 characters maximum (including spaces); provide URL

## SMALL SPACE

**\$1,800 net**

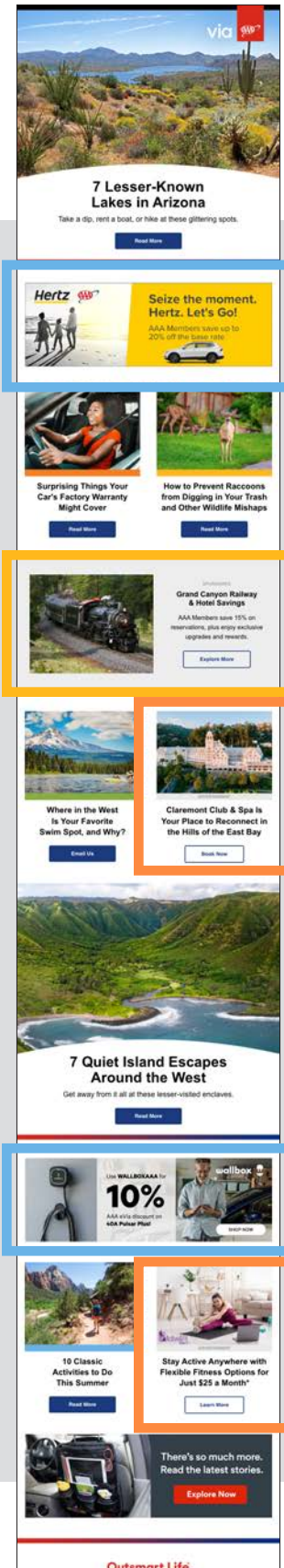
Two spots available per email.

### File requirements:

- 680 x 486 pixels
- jpg or png
- logo or image (no additional text)

**Headline:** 2-3 lines (about 14 words max)

**Button:** 25 characters maximum (including spaces); provide URL



**Ad close and creative deadline:** one month prior to email date.



## WEBSITE + E-NEWSLETTER

# Advertorial Content



### ADVERTORIAL CONTENT PAGE

#### Images:

- at least 5 photos for our team to choose from for the article & email (including at least 1 horizontal photo for the hero)
- minimum 1500 pixels wide
- jpg or png
- no text or logos on the images

#### Headline:

30-55 characters, including spaces

#### Subhead:

40-85 characters, including spaces

#### Body text:

700-1,000 words

#### Call-to action:

60-100 characters, including spaces

#### Links:

Provide all necessary URLs

### E-NEWSLETTER FEATURE

One spot available per email.

#### Image:

See requirements above

#### Headline:

2 lines max (about 8 words)

#### Subhead:

2 lines max (about 15 words)

#### Button:

25 characters max (including spaces)



Package cost: \$10,000 net

Ad close and creative deadline: one month prior to email date.

# AAA.COM/VIA Website

- ✓ **Reach Millennial (25-34) Demographic**
- ✓ **Uniques Per Month – 1.28m**
- ✓ **Page Views Per Month – 6.29m**
- ✓ **Can be targeted to specific articles and landing pages**

## LEADERBOARD

### DESKTOP

#### File requirements:

- 728 x 90 pixels
- jpg, png, or gif
- provide URL

### MOBILE

#### File requirements:

- 320 x 50 pixels
- jpg, png, or gif
- provide URL

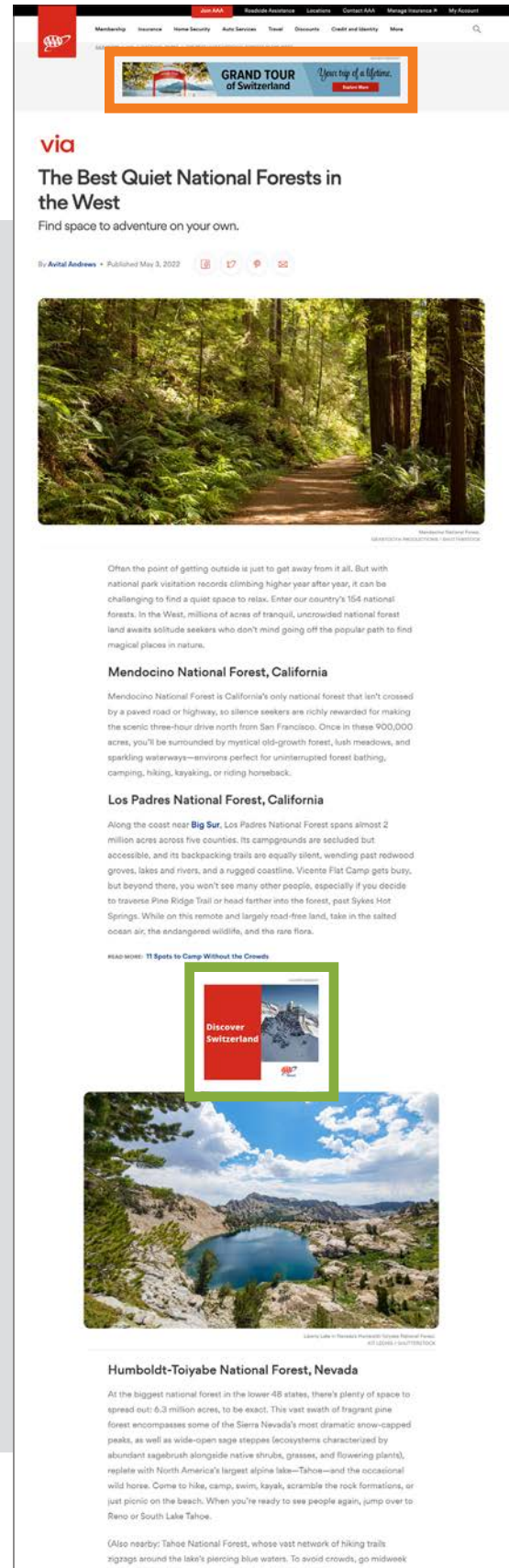
## MEDIUM RECTANGLE

### DESKTOP & MOBILE

#### File requirements:

- 300 x 250 pixels
- jpg, png, or gif
- provide URL

**Package cost:** \$600 per month



The screenshot shows the AAA.COM/VIA website interface. At the top, there's a navigation bar with links like Membership, Insurance, Home Security, Auto Services, Travel, Discounts, Credit and Identity, and More. Below this is a banner for the "GRAND TOUR of Switzerland" with the tagline "Your trip of a lifetime." The main content area features an article titled "The Best Quiet National Forests in the West" by Autil Andrews, published May 3, 2022. The article includes a large image of a forest path and text describing the benefits of visiting national forests. It lists several forests: Mendocino National Forest, California; Los Padres National Forest, California; and Humboldt-Toiyabe National Forest, Nevada. Each entry includes a brief description and a "READ MORE" link. There are also smaller images and a "Discover Switzerland" button.