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# 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

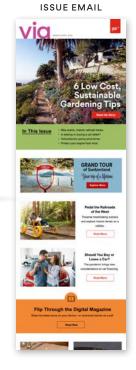
- Website
- Via e-newsletter
- Via issue email
- Digital magazine
- Annual print magazine







VIA



PRINT MAGAZINE

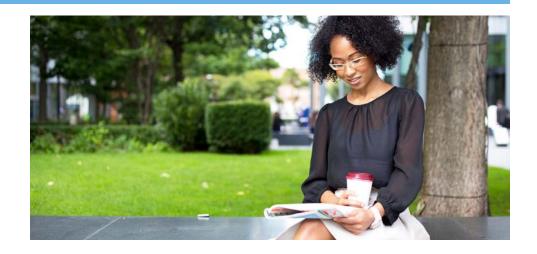




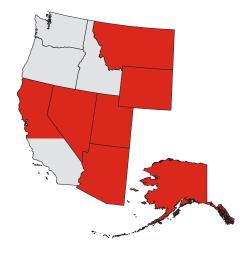




# 8 Million Readers



### 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

### Age Breakdown

**22-53** 39%

**54-72** 42%

**73+** 19%



51.3%



48.7%



27% higher than the U.S. average





Average home value

\$633,400

34% higher than the U.S. average



### Reader **Engagement**

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



### **Print Magazine**

Readers spend, on average, 29 minutes out of their busy schedules to read Via.

2.2 readers per copy

Via enjoys pass along readership with an average of 2.2 readers per copy.

### Email

40% open rate

Beats the national average of 17.92%

2.78%

click-through rate

Beats the national average of 2.69%

### Digital Magazine

Avg. opens/issue

17.6k

Avg. page views/issue

### Website

**1.28**m

Avg. uniques/ month

6.29m

Avg. page views/month

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

44.4%	Visited any websites included in <i>Via</i>
36.7%	Became aware of or used AAA discount(s)
34.0%	Visited AAA.com
31.4%	Visited/contacted AAA office
27.3%	Traveled to a destination advertised or written about



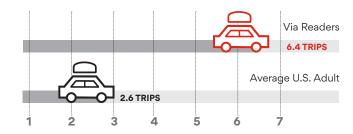
# Love to Travel

Via readers...





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.





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

Via Readers \$3,600

Average U.S. Adult \$2,000



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.

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

Via Readers

15.1 NIGHTS

_							
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14

**7.2 NIGHTS**Average
U.S. Adult

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**

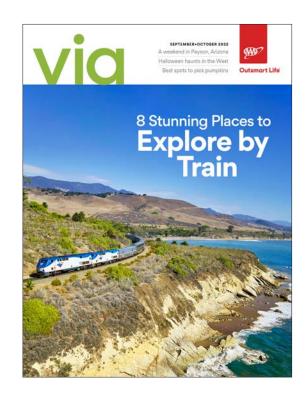
3.4 million

### **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

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:  $8" \times 10.5"$ Page bleed size:  $8.25" \times 10.75"$ 



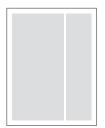
### **Full Spread** 15" (minus 1/2" gutter) x 9.5" (live copy area) or

or 16.25" x 10.75" (bleed)



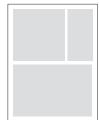
Full Page
7" x 9.5"
(live copy area)

or 1/3 Pag 8.25" x 10.75" 2.25" w (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  $7" w \times 4.625" h$ 

**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.

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### **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

- 1/3-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

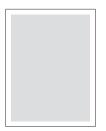
Please email ads, photos, and copy to: Natasha Alcala natasha.alcala@norcal.aaa.com

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

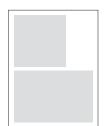
# DISCOVER ADS 1 page ad + 1 page advertorial \$16,000 1/2 page ad + 1/2 page advertorial \$9,500 1/3 page ad + 1/6 page advertorial \$5,700 Co-op page advertorial \$1,530

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"

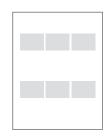






**1/2 Page** 7" w x 4.625" h

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



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





### ARIZONA TRAVEL SECTION

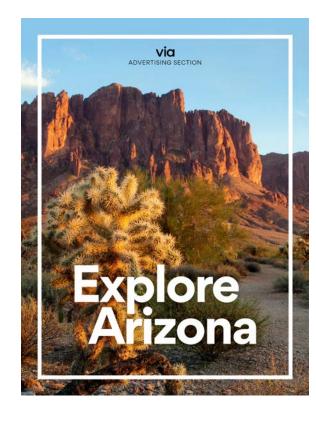
### Rates + Specs

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

- 1/3-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 Alcala natasha.alcala@norcal.aaa.com

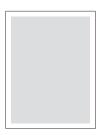
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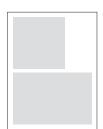
Close: Sept 22

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

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

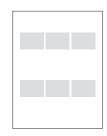


Full Page 7" x 9.5" (live copy area) 8.25" x 10.75" (bleed)



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:

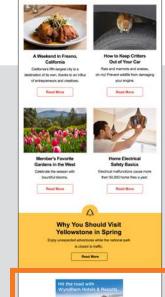
OR

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















### **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
- 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:

OR

- 600 x 500 pixelsmust be legible at 300 x 250 pixels
- jpg, png, or gif
- provide URL

### • 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























**Outsmart Life** 

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:

Povide 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)









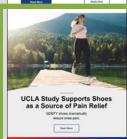














Package cost: \$10,000 net

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



#### via

### The Best Quiet National Forests in the West

Find space to adventure on your own.





Mandacine Sistems For

Often the point of getting outside is just to get away from it all. But with national park visitation records climbing higher year after year, it can be challenging to find a guist space to rate. Enter our outsidery, 156 national forests, in the West, millions of acres of tranquil, uncrowded national forest land awast solfluids seekers who don't mind going off the popular path to find maggical places in nature.

#### Mendocino National Forest, California

Mendocino National Forest is California's only national forest that Inst' crosses by a paved road or highway, so silence seskers are richly reverseded for making the scenic three-flour drive morth from San Francisco. Once in these 900,000 acres, you'll be surrounded by mystical old-growth forest, bath mesdows, and sparking witerways—environs perfect for uninterrupted forest bathing, camping, hiking, brysking, or riding hortesback.

#### Los Padres National Forest, California

Along the coest near Big Sur, Los Padres National Forest spans almost 2 million arers across two countries, its campgipunds are secluded but accessible, and the backpacking trails are equally sitent, weeding past redwood groves, takes and rivers, and a rugged coastline. Vicente Flat Camp gets bury, but beyond there, you won't see many other people, especially if you decide to traverse Pine Ridge Flat in Anal darther into the foxes, past Sylves Hot Springs. While on this remote and largely road-firee land, take in the salted

READ MORE: 11 Spots to Camp Without the Crowd





#### ATT LEGICLE - SALLTTERES

At the biggest national forest in the lower-88 states, there's planty of space to spread out-0. A milkino acres, to be east. This vast weeth of tragmant pine forest encompasses some of the Sierra Newadis's most diamatic snow-capped peaks, as well as wide-open sage steppes (acosystems characterized by abundant supplement beingside native thrubs, grasses, and flowering plants), replair with North America's largest alpine labar—Tahon—and the occasional with forest. Owner to these, camp, with xyayle, accreated the rock formations, or just pionio on the basels. When you're ready to see people again, jump over to Brown or facility labs. Tahon.

Humboldt-Toiyabe National Forest, Nevada

(Also nearby; Tahoe National Forest, whose vest network of hiking trails zigzags around the lake's piercing blue waters. To avoid crowds, go midweet