

# vid

**AAA NCNU**

Northern California,  
Nevada, Utah,  
Arizona, Montana,  
Wyoming, Alaska



# 2024 Media Kit

# Trusted Brand & Loyal Audience

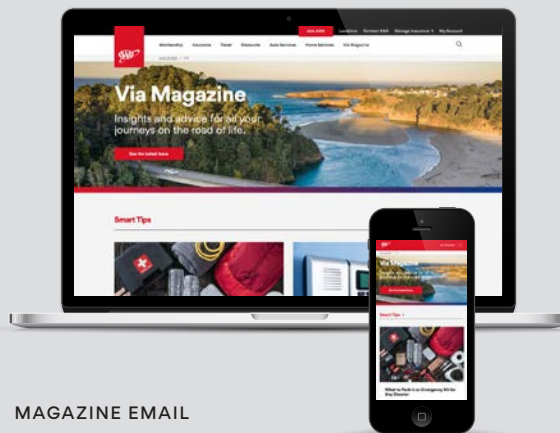
Reach a loyal and highly engaged audience of Members, who seek information and inspiration from a trusted source.

- ✓ 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

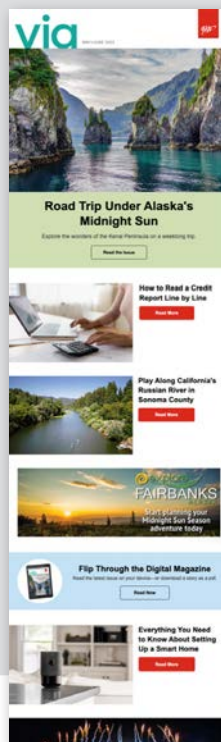
## Multi-Platform Opportunities

- ✓ Website
- ✓ Email (24x per year)
- ✓ Digital magazine (4x per year)
- ✓ Print magazine (1x per year)

### WEBSITE



### MAGAZINE EMAIL



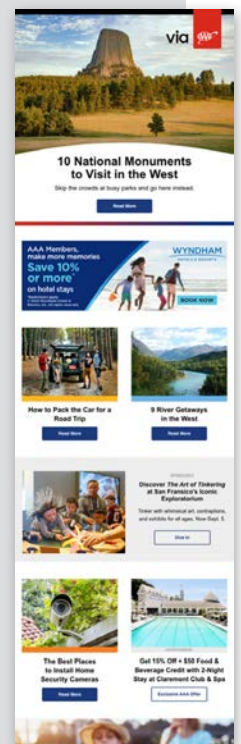
### DIGITAL MAGAZINE



### PRINT MAGAZINE

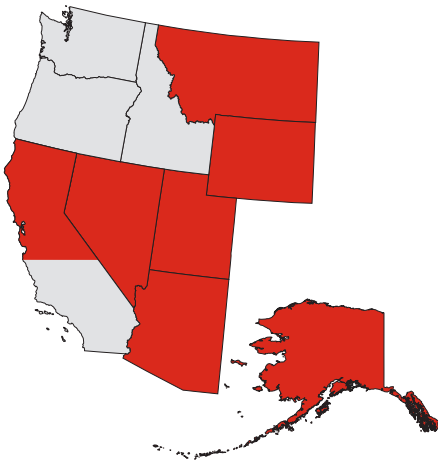


### E-NEWSLETTER



# 7 Million Readers

## Coverage of 22 DMAs



## Circulation Breakdown

Northern California	2,244,707
Arizona	487,119
Nevada	272,396
Utah	135,512
Montana	70,871
Wyoming	21,219
Alaska	16,393



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



**\$124,230**  
Average Income

27% higher than the U.S. average


## Age Breakdown

<b>22-53</b>	35%
<b>54-72</b>	42%
<b>73+</b>	22%



**57%**  
Homeowners

 **50.4%**

 **49.6%**



Average Home Value  
**\$628,451**

34% higher than the U.S. average

# Digital Issue

## THE FLIPBOOK

✔ **Page Views** 17.6k per issue

### FULL-PAGE AD

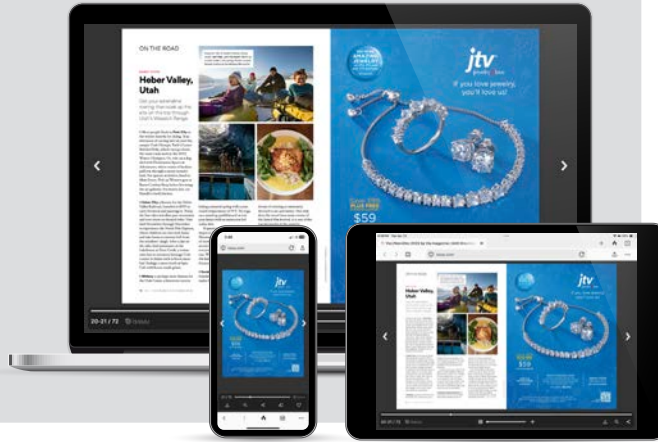
**\$1,500 net**

#### File requirements:

- high-resolution PDF with fonts embedded (8 x 10.5 inches)

OR

- high-resolution JPG (2400 x 3150 pixels)



## THE EMAIL

✔ **Reach** 1.6 million opt-in AAA Members

✔ **Open Rate** 48%

25.92% better than the national average

✔ **Click-Through Rate** 2.78%

2.69% better than the national average

### LARGE SPACE

**\$6,000 net**

Two spots available per email.

#### File requirements:

- 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

- ✓ **Reach** 1.657 million opt-in AAA Members
- ✓ **Open Rate** 48%  
25.92% better than the national average
- ✓ **Click-Through Rate** 2.78%  
2.69% better than the national average

**LARGE SPACE**  
**\$9,500 net**  
 Two spots available per email.

**File requirements:**

- 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

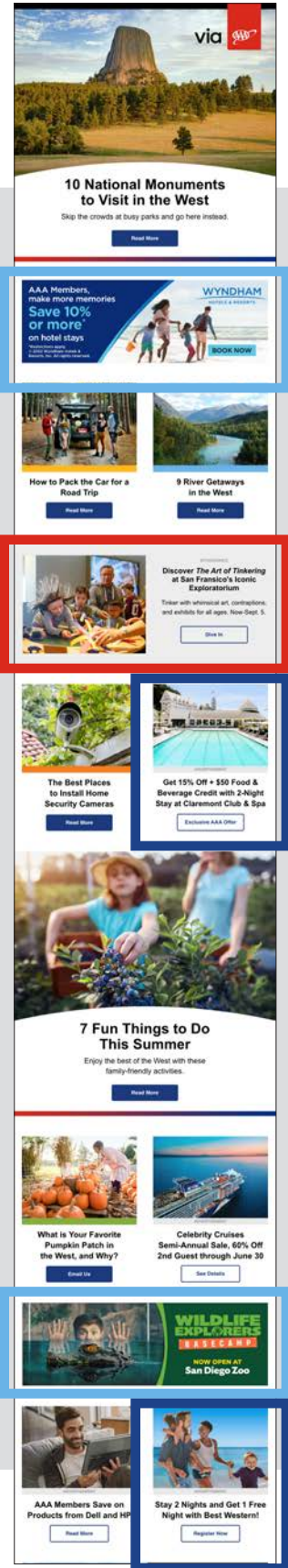
**Headline:** 2-3 lines (about 10 words)  
**Subhead:** 2-3 lines (about 15 words)  
**Maximum:** 5 lines total  
**Button:** 25 characters maximum (including spaces); provide URL

**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

- ✓ **Reach** 300k opt-in AAA Members
- ✓ **Open Rate** 48%  
25.92% better than the national average
- ✓ **Click-Through Rate** 2.78%  
2.69% better than the national average

**LARGE SPACE**  
\$3,300 net  
Two spots available per email.

**File requirements:**

- 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

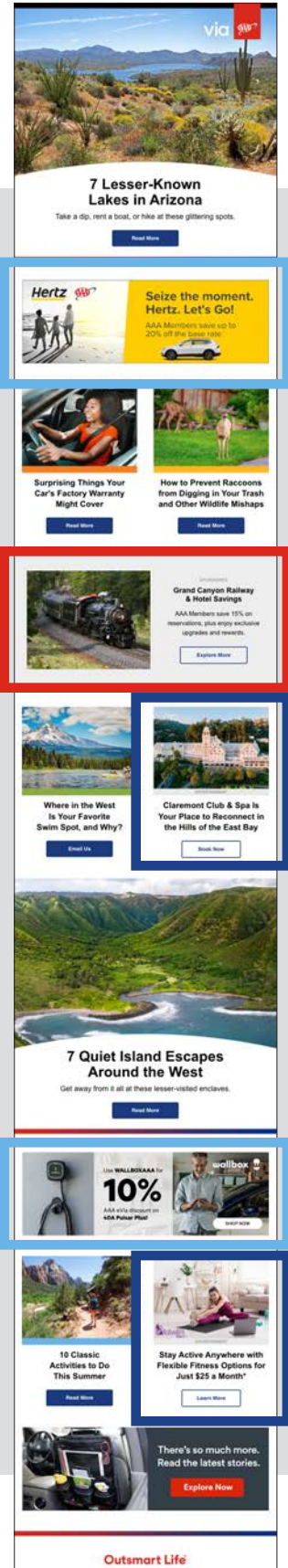
**SMALL SPACE**  
\$1,800 net  
Two spots available per email.

**File requirements:**

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

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

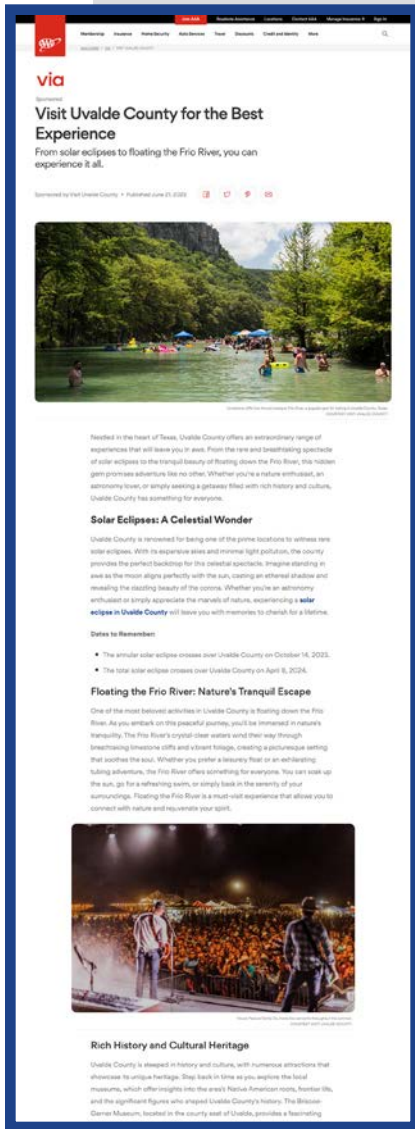
**Button:** 25 characters maximum (including spaces); provide URL



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

WEBSITE + E-NEWSLETTER

# Advertorial Content



**FEATURED ADVERTISER 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:**

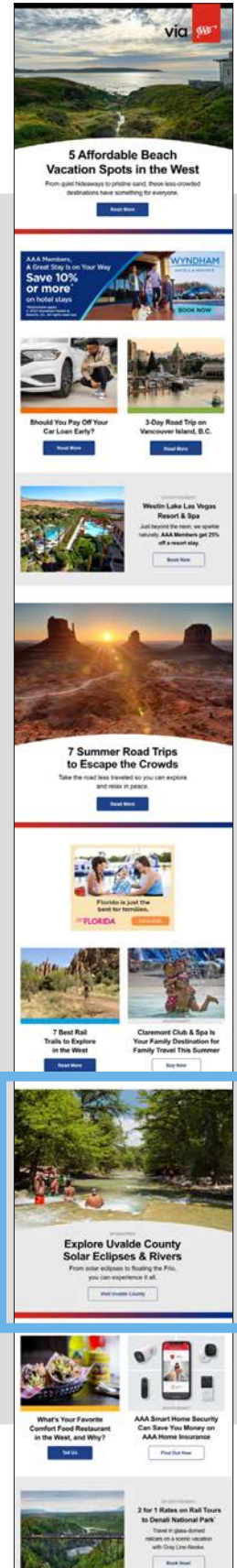
2 lines max (about 8 words)

**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

- ✓ 358,535 impressions per month averaging 250 clicks
- ✓ Reach millennial (25-34) demographic
- ✓ 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

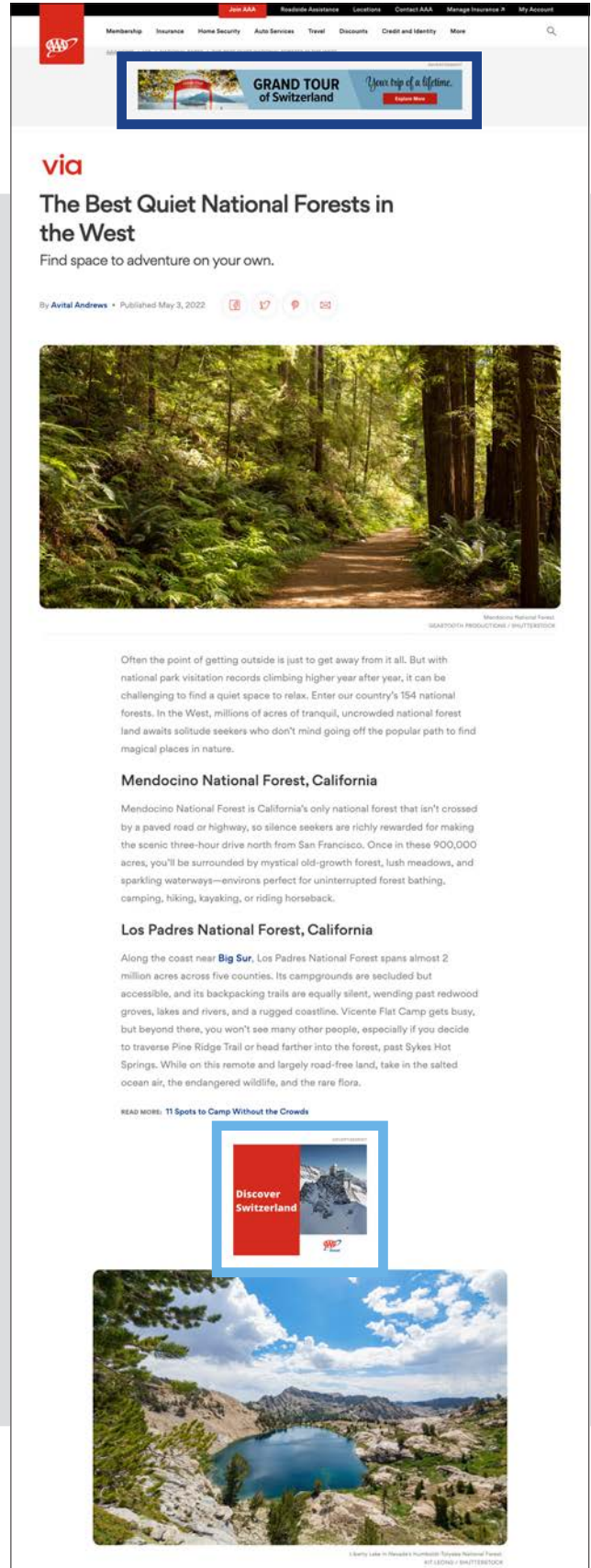
## MEDIUM RECTANGLE

### DESKTOP & MOBILE

#### File requirements:

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

Package cost: \$600 per month







Ad close and material due date

Ad close and material due date

JANUARY	<b>Mid January</b> <span style="float: right;">12/14/23</span> <ul style="list-style-type: none"> <li>• Top Cars for 2024</li> <li>• Winter Camping</li> <li>• <b>Arizona:</b> Arizona Winter Camping</li> </ul>
	<b>Late January</b> <span style="float: right;">12/27/23</span> <ul style="list-style-type: none"> <li>• Best State Parks to Visit in Winter</li> <li>• How to Stay Safe during Winter Power Outage</li> </ul>
FEBRUARY	<b>Mid February</b> <span style="float: right;">1/11/24</span> <ul style="list-style-type: none"> <li>• Free/Affordable Valentine's Date Ideas</li> <li>• How to Detect a Gas Leak</li> <li>• <b>Arizona:</b> Free/Affordable Valentine's Date Ideas in AZ</li> </ul>
	<b>Late February</b> <span style="float: right;">1/25/24</span> <ul style="list-style-type: none"> <li>• Places to Travel Instead of Popular/Crowded Spots</li> <li>• Best Montana Experiences</li> </ul>
MARCH	<b>March + April Via</b> <span style="float: right;">2/10/24</span> <b>DIGITAL ONLY</b> <ul style="list-style-type: none"> <li>• Hidden gems in the West by state</li> <li>• Four Corners road trip featuring Colorado, Utah, Arizona, and New Mexico</li> </ul>
	<b>Late March</b> <span style="float: right;">2/23/24</span> <ul style="list-style-type: none"> <li>• Cruise Myths</li> <li>• How to Avoid Ticks</li> <li>• <b>Arizona:</b> Arizona Spring Break</li> </ul>
APRIL	<b>Mid April</b> <span style="float: right;">3/14/24</span> <ul style="list-style-type: none"> <li>• Best Walking Tours Across the West</li> <li>• E-Mobility (Scooters and e-Bikes) Safety</li> <li>• <b>Arizona:</b> Arizona Festivals</li> </ul>
	<b>Late April</b> <span style="float: right;">3/28/24</span> <ul style="list-style-type: none"> <li>• 2024 Food and Wine Festivals</li> <li>• How to Stay Safe Hiking in Summer</li> </ul>
MAY	<b>Mid May</b> <span style="float: right;">4/12/24</span> <ul style="list-style-type: none"> <li>• Where to Escape the Heat</li> <li>• How to Avoid Fraud and Scams While Traveling</li> <li>• <b>Arizona:</b> High-Elevation Escapes</li> </ul>
	<b>May + June Via</b> <span style="float: right;">4/26/24</span> <b>DIGITAL ONLY</b> <ul style="list-style-type: none"> <li>• Best hikes in the West's favorite National and State Parks</li> <li>• Creature comforts: How to get up close and personal with critters</li> </ul>
JUNE	<b>Mid June</b> <span style="float: right;">5/16/24</span> <ul style="list-style-type: none"> <li>• Tips to Avoid Flight Delays</li> <li>• Best Utah Drives/Road Trips</li> <li>• <b>Arizona:</b> Unexpected Places to Cool Off in AZ</li> </ul>
	<b>Late June</b> <span style="float: right;">5/30/24</span> <ul style="list-style-type: none"> <li>• Fireworks Shows</li> <li>• Coastal Escapes</li> </ul>

JULY	<b>Mid July</b> <span style="float: right;">6/14/24</span> <ul style="list-style-type: none"> <li>• Lesser-known Places to Cool Down</li> <li>• Mt Rainier National Park Guide</li> <li>• <b>Arizona:</b> Indoor Family Fun</li> </ul>
	<b>Late July</b> <span style="float: right;">6/28/24</span> <ul style="list-style-type: none"> <li>• I-5 Food Stops</li> <li>• New National Monuments in the West</li> </ul>
AUGUST	<b>Mid August</b> <span style="float: right;">7/12/24</span> <ul style="list-style-type: none"> <li>• Day Trips to Cooler Spots</li> <li>• Best International Destinations for Fall</li> <li>• <b>Arizona:</b> Day Trips to Cooler Spots in AZ</li> </ul>
	<b>Late August</b> <span style="float: right;">7/25/24</span> <ul style="list-style-type: none"> <li>• Halloween at Disneyland</li> <li>• Las Vegas to Grand Canyon Road Trip</li> </ul>
SEPTEMBER	<b>September + October Via</b> <span style="float: right;">8/8/24</span> <b>DIGITAL ONLY</b> <ul style="list-style-type: none"> <li>• Why your next road trip should be on a train</li> <li>• State capitals of the West travel round up</li> </ul>
	<b>Late September</b> <span style="float: right;">8/22/24</span> <ul style="list-style-type: none"> <li>• Best International Destinations for Fall</li> <li>• Disneyland Dining for Adults</li> <li>• <b>Arizona:</b> Best EV road trips in Arizona</li> </ul>
OCTOBER	<b>Mid October</b> <span style="float: right;">9/6/24</span> <ul style="list-style-type: none"> <li>• Best Towns for Halloween Fun in the West</li> <li>• How to Avoid Driving Distractions</li> <li>• <b>Arizona:</b> Arizona Halloween Spots</li> </ul>
	<b>Late October</b> <span style="float: right;">9/20/24</span> <ul style="list-style-type: none"> <li>• Car-Buying Myths &amp; Mistakes</li> <li>• Holiday Travel</li> </ul>
NOVEMBER	<b>Mid November</b> <span style="float: right;">10/3/24</span> <ul style="list-style-type: none"> <li>• Family-Owned Ski Resorts</li> <li>• Winter Prep</li> <li>• <b>Arizona:</b> Grand Avenue, Phoenix</li> </ul>
	<b>November + December Via</b> <span style="float: right;">10/17/24</span> <b>PRINT + DIGITAL</b> <ul style="list-style-type: none"> <li>• Off the beaten path places to go in 2025</li> <li>• Members' car buying tips and tricks</li> </ul>
DECEMBER	<b>Mid December</b> <span style="float: right;">11/1/24</span> <ul style="list-style-type: none"> <li>• Affordable Winter Escapes</li> <li>• Winter Car</li> <li>• <b>Arizona:</b> Affordable Winter Escapes in Arizona</li> </ul>
	<b>Late December</b> <span style="float: right;">11/15/24</span> <ul style="list-style-type: none"> <li>• Off-the-Beaten Path Places to Visit Outside the West in 2025</li> <li>• Cities to Visit in the Winter</li> </ul>

# Print Issue

**RATE BASE**

3.2 million

**TOTAL READERS**

7 million

**TIME SPENT**

29 minutes

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

**PASS ALONG**

2.2 readers per copy

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

**ACTIONS**

80%

of readers took an action as a result of reading Via.

**44.4%** Visited any website included in Via

**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



**CIRCULATION REGION**

Northern California, Arizona, Nevada, Utah, Montana, Wyoming, Alaska

**DISPLAY ADS**

Full Page	\$27,000
2/3 Page	\$20,000
1/2 Page	\$16,000
1/3 Page	\$11,000
Co-op page	\$3,000

**FILE REQUIREMENTS**

- High-resolution PDF with fonts embedded.
- CMYK (no spot colors, RGB, LAB, or ICC color profiles).
- For full-bleed ads, include trim and bleed marks, with bleed-mark offset at 0.1667 inch (1 pica).

**CONTACT**

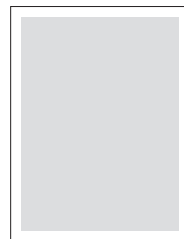
Please email ads to Natasha Alcalá [natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com) (415) 370-0591.

**AD CLOSE** Aug 21

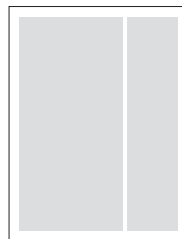
**MATERIALS DUE** Sept 4

**IN-HOME** Nov 15

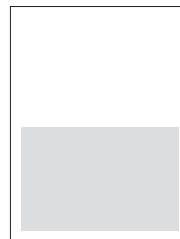
**Page trim size:** 8" x 10.5"  
**Page bleed size:** 8.25" x 10.75"



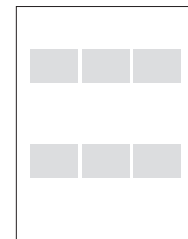
**Full Page**  
 7" x 9.5"  
 (live copy area)  
 or  
 8.25" x 10.75"  
 (full bleed)



**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



**Co-op Page**  
 2.125" w x 1.5" h  
 (photo)  
 50 words of copy,  
 plus phone number  
 and/or URL

# Discover Ad Section

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

**CIRCULATION**

1.05 million

affluent AAA homes in the greater Bay Area, Sacramento, Las Vegas, and Arizona.



**MATERIALS**

See file requirements on the print issue page.

**Full-page article + full-page ad**

- 1-page ad
- 1-2 photos
- 300-375 words of copy
- Headline (20 to 40 characters, including spaces)

**Half-page article + half-page ad**

- 1/2-page ad
- 1 photo
- 175-225 words of copy
- Headline (20 to 40 characters, including spaces)

**1/6-page article + 1/3-page ad**

- 1/3-page ad
- 1 photo
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

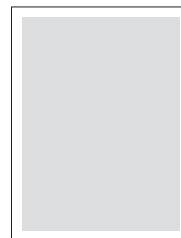
**Co-op page ad**

- 1 photo  
(Photo will be cropped to fit)
- 30-50 words of copy, plus phone number and/or URL

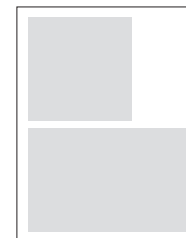
**DISCOVER ADS**

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

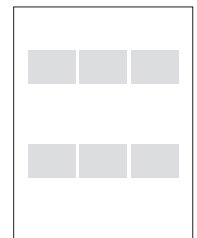
**Trim size:** 8" x 10.5"  
**Bleed size:** 8.25" x 10.75"



**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

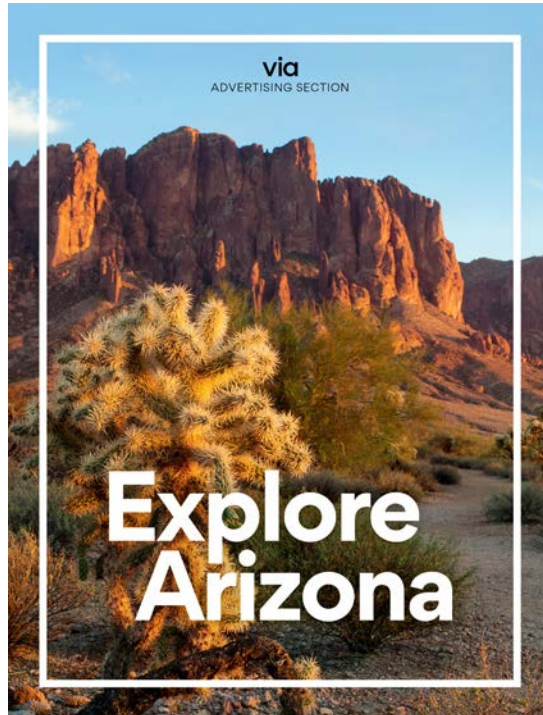
**Co-op Page**  
2.125" w x 1.5" h  
(photo)

**AD CLOSE** Aug 9  
**MATERIALS DUE** Aug 16  
**IN-HOME** Nov 15

**CONTACT**  
Please email ads, photos, and copy to Natasha Alcala  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)  
(415) 370-0591.

# Arizona Ad Section

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



**CIRCULATION**

1.05 million

500,000 affluent AAA homes in Arizona, plus a bonus of 550,000 in the greater Bay Area, Las Vegas, and Sacramento.

**MATERIALS**

See file requirements on the print issue page.

**Full-page article + full-page ad**

- 1-page ad
- 1-2 photos
- 300-375 words of copy
- Headline (20 to 40 characters, including spaces)

**Half-page article + half-page ad**

- 1/2-page ad
- 1 photo
- 175-225 words of copy
- Headline (20 to 40 characters, including spaces)

**1/6-page article + 1/3-page ad**

- 1/3-page ad
- 1 photo
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

**Co-op page ad**

- 1 photo  
(Photo will be cropped to fit)
- 30-50 words of copy, plus phone number and/or URL

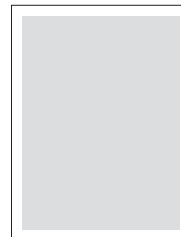
**EXPLORE ARIZONA ADS**

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

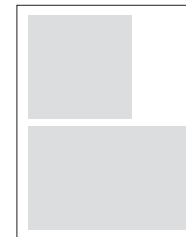
**AD CLOSE** Aug 9  
**MATERIALS DUE** Aug 16  
**IN-HOME** Nov 15

**CONTACT**  
 Please email ads, photos, and copy to Natasha Alcalá and copy to Natasha Alcalá  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)  
 (415) 370-0591.

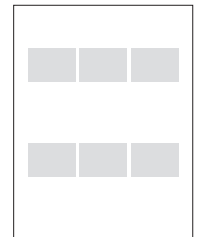
**Trim size:** 8" x 10.5"  
**Bleed size:** 8.25" x 10.75"



**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)



	VIA PRODUCT	FREQUENCY	DESCRIPTION	EXAMPLE	ADVERTISING OPPORTUNITIES
MAGAZINE	Via print magazine	1x per year (Nov/Dec issue)	The flagship publication beloved by AAA Members.	<a href="https://issuu.com/aaa_mwg/docs/nd23_via_final">https://issuu.com/aaa_mwg/docs/nd23_via_final</a>	<p><b>FULL PRINT RUN</b> Ad sizes range for small co-op ads to full-page ads. <i>See page 10 for details.</i></p> <p><b>DISCOVER AD SECTION</b> Ad opportunities include advertorial content along with traditional ads. <i>See page 11 for details.</i></p> <p><b>ARIZONA AD SECTION</b> Ad opportunities include advertorial content along with traditional ads. <i>See page 12 for details.</i></p>
	Via digital magazine (flipbook)	4x per year (March/April, May/June, Sept/Oct, Nov/Dec)	The online version of the flagship publication.	<a href="https://issuu.com/aaa_mwg/docs/marchapril2024_via">https://issuu.com/aaa_mwg/docs/marchapril2024_via</a>	Full-page ads available. <i>See page 4 for details.</i>
EMAIL	eVia (magazine email, Via issue email)	4x per year (March, May, Sept, Nov)	Delivers the Via flipbook and the online articles from that issue to AAA Members.	<a href="https://assets.goaaa.com/image/upload/v1713830481/0310_MarchApril_2024_eVia.png">https://assets.goaaa.com/image/upload/v1713830481/0310_MarchApril_2024_eVia.png</a>	Two large space ads available per email. <i>See page 4 for details.</i>
	e-Newsletter	20x per year (twice a month except for the 4x when eVia goes out instead)	Delivers online Via content (not published in the magazine) to AAA Members.	<a href="https://assets.goaaa.com/image/upload/v1713830752/0324_Mar2024_Via_eNewsletter.png">https://assets.goaaa.com/image/upload/v1713830752/0324_Mar2024_Via_eNewsletter.png</a>	Four ad types available per email: large space, advertorial, sponsored content, and small space. <i>See pages 5 and 7 for details.</i>
	Arizona-only e-Newsletter	12x per year (once a month)	AAA Members who live in Arizona get their own version of the e-Newsletter.	<a href="https://assets.goaaa.com/image/upload/v1713830750/0324_Mar2024_Via_AZ_eNewsletter.png">https://assets.goaaa.com/image/upload/v1713830750/0324_Mar2024_Via_AZ_eNewsletter.png</a>	Three ad types available per email: large space, sponsored content, and small space. <i>See page 6 for details.</i>
ONLINE	Via articles	Ongoing	All Via content, including each article that is published in the magazine, is published on the AAA website.	<a href="https://mwg.aaa.com/via/places-visit-these-less-crowded-destinations-instead">https://mwg.aaa.com/via/places-visit-these-less-crowded-destinations-instead</a>	Two banner ad sizes available. Can be targeted to specific pages. <i>See page 8 for details.</i>
	Advertorial articles	Ongoing	Content provided by the advertiser is hosted on the AAA website.	<a href="https://mwg.aaa.com/via/advertorial/pismo-beach-california">https://mwg.aaa.com/via/advertorial/pismo-beach-california</a>	Advertorial articles available, which are promoted in the e-Newsletter. <i>See page 7 for details.</i>

# Discover Monterey

The Monterey Bay / Carmel Area is visited by a whopping 30% of *Via* readers, making it the 2nd most popular travel destination for AAA Members!

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


## CIRCULATION

1 million


affluent AAA homes in the greater Bay Area, Sacramento, and Arizona.

ADVERTISING SECTION


### Explore the Monterey Peninsula & Vicinity




**PINE ACRES LODGE**  
Nestled in the pines between Monterey and Pacific Beach and near the 17-Mile Drive is Pine Acres Lodge—a timeless community. Within walking distance of renowned beaches, exceptional dining and world-class golf, *Via* readers can discover shared ownership at only \$500. Call for details. Year-round rentals are always available.  
→ (831) 372-6651  
pinesresortlodge.com




**CANTERBURY WOODS—YOUR HOME ON THE COAST**  
Nestled on an beautifully landscaped acre just a short walk from downtown Pacific Grove, Canterbury Woods is a senior living community offering the charm of small town life in a vibrant coastal neighborhood. With cozy, eclectic apartments and cottages, no entrance fees, and engaged and welcoming residents, you can live the way you want for today and tomorrow. For a personal tour or to learn more, please call or visit our website.  
→ (831) 657-4224  
covia.org/canterbury-woods




**BIG SUR ADVENTURES**  
Big Sur Adventures offers one-of-a-kind tours of all of the area's best sight! See Carmel, Monterey, and Pacific Grove on the back of one of our electric bikes—the 750-watt motor makes climbing the region's hills and inclines a breeze! Take the scenic route on the 17-Mile Drive. Tour and see one of the country's most picturesque rides.  
→ (831) 244-0169  
BikeBigSur.com



**PINE INN**  
Surrounded by quaint shops, art galleries, hidden courtyards and—only four blocks to Carmel's white sand beach—this offers breathtaking views of Pebble Beach and Point Lobos—Pine Inn offers a \$20 per person dinner credit at our in-house restaurant, El Formoso (limit 2 dinner coupons per room per day).  
→ (800) 228-3851  
pineinn.com



**MONTEREY TOURING VEHICLES**  
Monterey Touring Vehicles is the only company in the Monterey, Carmel, Big Sur, Pebble Beach area that provides the opportunity to rent classic cars. Our fleet of over 20 vintage cars is like no other! This area boasts some of the most iconic drives in the world. Driving these roads in a classic car transforms the experiential. Revive your adventure.  
→ (831) 337-8800  
montereytouringvehicles.com



**TALLY HO INN**  
Tally Ho, located in the heart of Carmel, is reminiscent of a quaint English B&B, with beautifully decorated rooms, spectacular ocean views, plush pillow-top mattresses, complimentary Wi-Fi access and whirlpool tubs. Guests receive a \$20 per person dinner credit at El Formoso (limit 2 dinner coupons per room per day).  
→ (800) 652-2632  
tallyho-inn.com

2 VIA | MARCH/APRIL 2021

## MATERIALS

See file requirements on the print issue page.

### Full-page article + full-page ad

- 1-page ad
- 1-2 photos
- 300-375 words of copy
- Headline (20 to 40 characters, including spaces)

### Half-page article + half-page ad

- 1/2-page ad
- 1 photo
- 175-225 words of copy
- Headline (20 to 40 characters, including spaces)

### 1/6-page article + 1/3-page ad

- 1/3-page ad
- 1 photo
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

### Co-op page ad

- 1 photo (Photo will be cropped to fit)
- 30-50 words of copy, plus phone number and/or URL

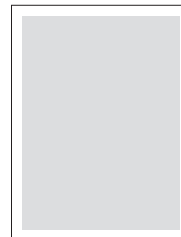
## DISCOVER ADS

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

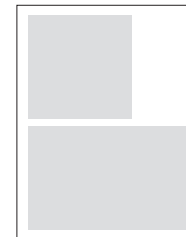
**AD CLOSE** Sept 22  
**MATERIALS DUE** Sept 29  
**IN-HOME** Nov 21-24

**CONTACT**  
Please email ads, photos, and copy to Natasha Alcalá  
natasha.alcala@norcal.aaa.com  
(415) 370-0591.

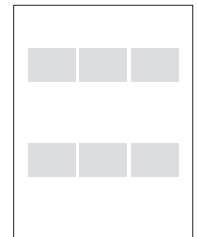
**Trim size:** 8" x 10.5"  
**Bleed size:** 8.25" x 10.75"



**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)

# Discover Napa

The Napa Area is visited by a whopping 29% of *Via* readers, making it the third most popular travel destination for AAA Members!

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

## CIRCULATION

1 million

affluent AAA homes in the greater Bay Area, Sacramento, and Arizona.

ADVERTISING SECTION

### Experience Wine Country

From Napa to Lodi, Sonoma to the Tri-Valley, beautiful wine country awaits.

**VISIT TRI-VALLEY, CALIF.**  
Five Cities, Three Valleys, One Unique Destination. Explore the authentic, affordable Livermore Valley Wine Country, award-winning golf, restaurants, historic downtown shopping districts and Mount Diablo State Park. Omnitel qui dolorem, aut que perno inula conocep elitae cupidunt, nimpario dera nonem con pratem nerram, corum acimporia que dolendae peditio nerrpi hano.  
→ (888) 876-9252  
visittrivalley.com

**VISIT SANTA ROSA**  
Santa Rosa is open for business! It's the hub for all there is to see, do, eat, drink, and explore in Sonoma County. Located 55 miles north of San Francisco, in the heart of Wine Country, Santa Rosa is a vibrant city overflowing with all that you love about California! Omnitel qui dolorem, aut que perno inula conocep elitae cupidunt, nimpario dera nonem con pratem nerram, corum acimporia que dolendae peditio nerrpi hano.  
→ (800) 454-7673  
visitsantarosa.com

**LODI WINE COUNTRY**  
Lush vineyards set the stage for your Lodi Wine Country getaway. Taste at our 80 wineries, shop or dine in our historic downtown or rediscover the sunset while traversing the Mokelumne River by boat. Online Discounts & Free Visitor Guide. Omnitel qui dolorem, aut que perno inula conocep elitae cupidunt, nimpario dera nonem con pratem nerram, corum acimporia que dolendae peditio nerrpi hano.  
→ (800) 798-1810  
visitlodi.com

**SONOMA CANOPY TOURS**  
Experience the Northern California Redwoods in a way you never imagined on one of our two magnificent courses. Via readers save 10%, show your AAA Card for the discount. 30 Minutes West of Santa Rosa. Open year-round. Reservations Required. Omnitel qui dolorem, aut que perno inula conocep elitae cupidunt, nimpario dera nonem con pratem nerram, corum acimporia que dolendae peditio nerrpi hano.  
→ (888) 494-7848  
sonomacanopytours.com

**EXPERIENCE THE JOY OF PEANUTS!**  
Visit Snoopy, Charlie Brown and the rest of the Peanuts Gang at the Charles M. Schulz Museum in Santa Rosa. The Museum features galleries of original comic art, an recreation of Schulz's studio, a theater, and gardens. AAA discounts available. Omnitel qui dolorem, aut que perno inula conocep elitae cupidunt, nimpario dera nonem con pratem nerram, corum acimporia que dolendae peditio nerrpi hano.  
→ (707) 579-4452  
schulzmuseum.org

**SONOMA WINE COUNTRY**  
Do you speak Sonoma? Coasting v. Strolling, surfing, and staying where the sand meets the sea, the vistas are endless and the experience a natural wonder. Speak a little Sonoma and you'll feel like a local. Call or visit us online for a free Visitors Guide and Map. Omnitel qui dolorem, aut que perno inula conocep elitae cupidunt, nimpario dera nonem con pratem nerram, corum acimporia que dolendae peditio nerrpi hano.  
→ (800) 876-6562  
sonomawinecountry.com

1 VIA | FALL 2018

## MATERIALS

See file requirements on the print issue page.

### Full-page article + full-page ad

- 1-page ad
- 1-2 photos
- 300-375 words of copy
- Headline (20 to 40 characters, including spaces)

### Half-page article + half-page ad

- 1/2-page ad
- 1 photo
- 175-225 words of copy
- Headline (20 to 40 characters, including spaces)

### 1/6-page article + 1/3-page ad

- 1/3-page ad
- 1 photo
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

### Co-op page ad

- 1 photo (Photo will be cropped to fit)
- 30-50 words of copy, plus phone number and/or URL

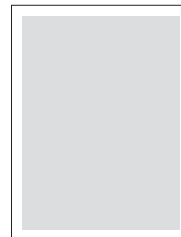
## DISCOVER ADS

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

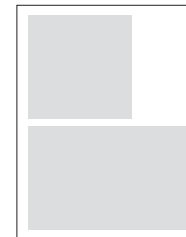
**AD CLOSE** Sept 22  
**MATERIALS DUE** Sept 29  
**IN-HOME** Nov 21-24

**CONTACT**  
 Please email ads, photos, and copy to Natasha Alcalá  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)  
 (415) 370-0591.

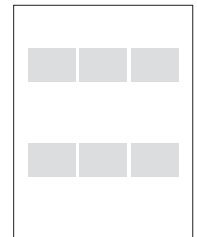
**Trim size:** 8" x 10.5"  
**Bleed size:** 8.25" x 10.75"



**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

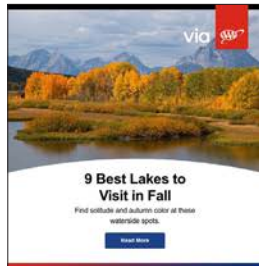


**Co-op Page**  
 2.125" w x 1.5" h  
 (photo)

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

# Digital Offerings

## e-Newsletter



LARGE SPACE

SPONSORED CONTENT

SMALL SPACE

FEATURE

**LARGE SPACE**  
**\$9,500 net**  
 2 available per email.

**SPONSORED CONTENT**  
**\$7,500 net**  
 2 available per email.

**SMALL SPACE**  
**\$3,000 net**  
 2 available per email.

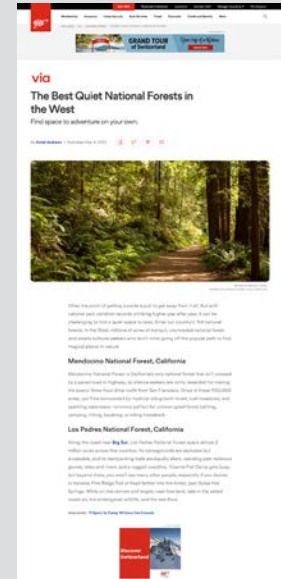
**FEATURE**  
**\$10,000 net**  
 Includes Featured Advertiser Page.  
 1 available per email.

## Website

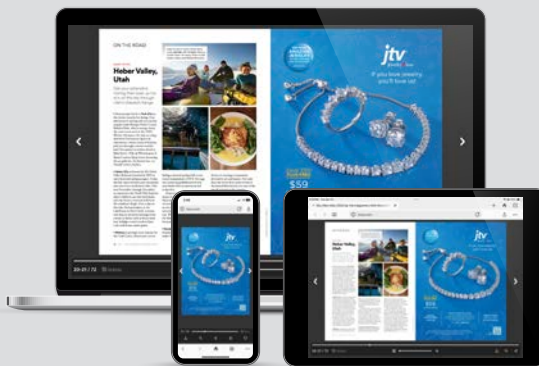
**FEATURED ADVERTISER PAGE**

**\$10,000 net**  
 Includes e-Newsletter Feature.

**BANNER ADS**  
**\$600 per month**  
 Includes leaderboard and medium rectangle.



## Digital Magazine



**FULL PAGE AD**  
**\$1,500 net**  
 6 available per issue.

**LARGE SPACE**  
**\$6,000 net**  
 2 available per email.

## Magazine Email



LARGE SPACE