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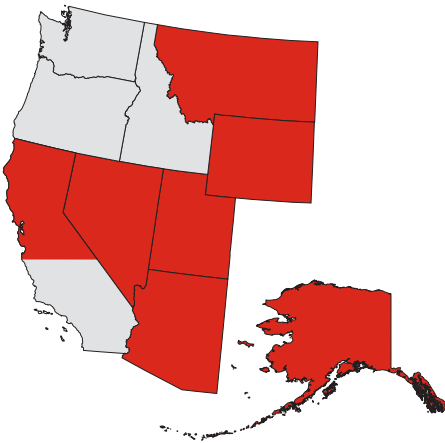
AAA NCNU
Northern California,
Nevada, Utah,
Arizona, Montana,
Wyoming, Alaska



2025 Media Kit

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

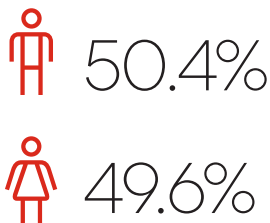
Trusted Brand + Loyal Audience

Reach a highly engaged audience that seeks 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

Age Breakdown

22-53	35%
54-72	42%
73+	22%



\$124,230

Average Income

27% higher than the U.S. average



57%

Homeowners

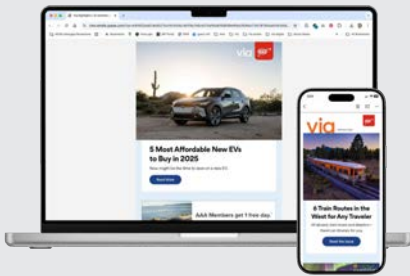
Average Home Value

\$628,451

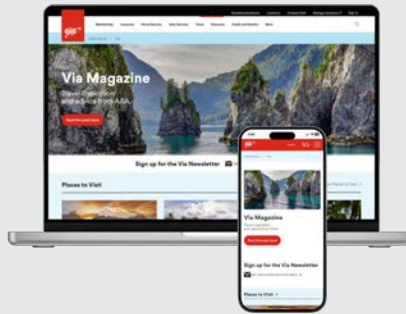
34% higher than the U.S. average

Multi-Platform Opportunities

EMAILS



WEBSITE



PRINT MAGAZINE



VIA PRODUCT	FREQUENCY	DESCRIPTION	EXAMPLE	ADVERTISING OPPORTUNITIES
Via print magazine	2x per year (summer and winter issues)	The flagship publication beloved by AAA Members.	issuu.com/aaa_mwg/docs/nd23_via_final	<p>FULL PRINT RUN Ad sizes range for small co-op ads to full-page ads. See page 7 for details.</p> <p>AD SECTIONS Ad opportunities include advertorial content along with traditional ads. See page 8 for details.</p>
Email	24x per year	Delivers the Via the online articles and magazine issues to AAA Members.	<p>Email example 1</p> <p>Email example 2</p>	Four ad types available: large space, advertorial, sponsored content, and small space. See pages 4 and 5 for details.
Online articles	Ongoing	All Via content, including each article that is published in the magazine, is published on the AAA website.	mwg.aaa.com/via/places-visit/visit-these-less-crowded-destinations-instead	Two banner ad sizes available. Can be targeted to specific pages. See page 6 for details.
Online advertorial articles	Ongoing	Content provided by the advertiser is hosted on the AAA website.	mwg.aaa.com/via/advertorial/pismo-beach-california	Advertorial articles available, which are promoted in email. See page 5 for details.

Emails

- ✓ **Reach** 1.6 million opt-in AAA Members
- ✓ **Frequency** 2x per month
- ✓ **Open Rate** 50% (27% better than the national average)
- ✓ **Click-Through Rate** 2.78% (2.69% better than the national average)

LARGE SPACE
\$9,000 net
 Two spots available per email.

File requirements:

- 1180 x 400 pixels
- must be legible at 320 x 109 pixels
- jpg, png, or gif
- provide URL



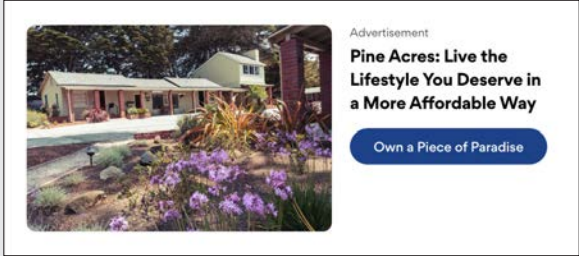
SPONSORED CONTENT
\$7,500 net
 Subject to availability.

File requirements:

- 680 x 460 pixels
- jpg or png
- no text or logos on the image

Headline:
 3 lines max (about 12-13 words)

Button:
 25 characters max (including spaces); provide URL



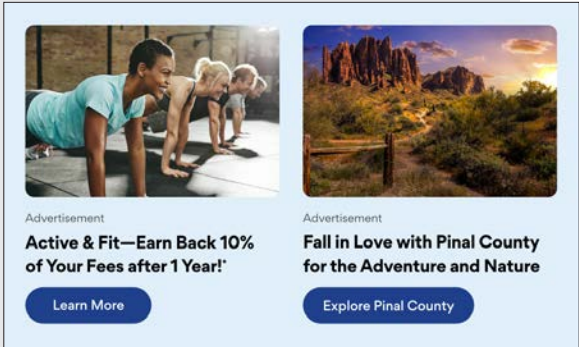
SMALL SPACE
\$3,000 net
 Subject to availability.

File requirements:

- 592 x 400 pixels
- jpg or png
- logo or image (no additional text)

Headline:
 2 lines max (about 8-9 words)

Button:
 25 characters max (including spaces); provide URL



WEBSITE + EMAILS

Advertorial Content



EMAIL FEATURE

One spot available per month.

Image:
See requirements below

Headline:
2 lines max (about 8 words)

Subhead:
2 lines max (about 15 words)

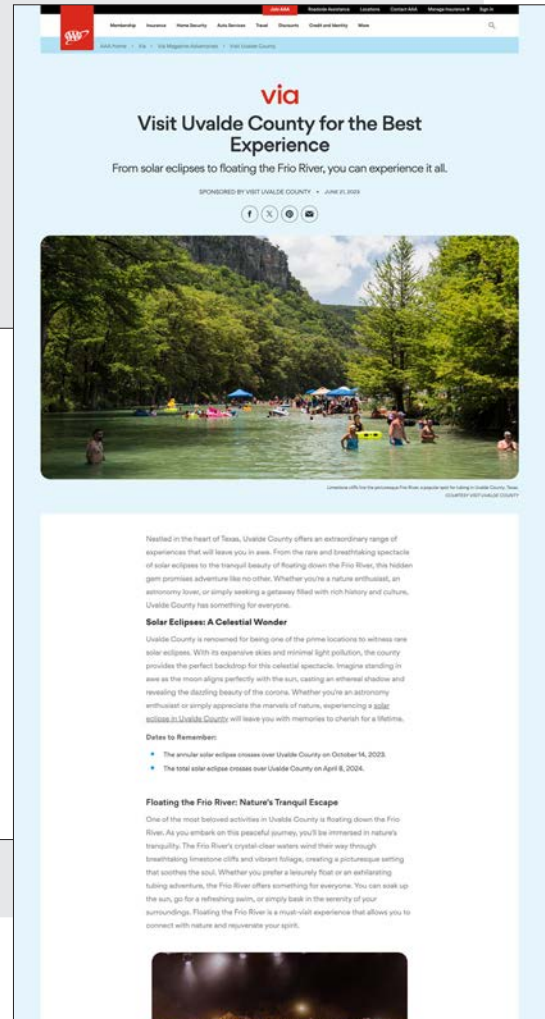
Button:
25 characters max (including spaces)

Sponsored

Explore Uvalde County Solar Eclipses and Rivers

From solar eclipses to floating the Frio, you can experience it all.

[Visit Uvalde County](#)



FEATURED ADVERTISER WEB 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 URL(s)

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
- ✔ Ads can be targeted to specific articles and landing pages
- ✔ Via is the 2nd largest trafficked category on the AAA website

LEADERBOARD

DESKTOP **File requirements:**

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

MOBILE **File requirements:**

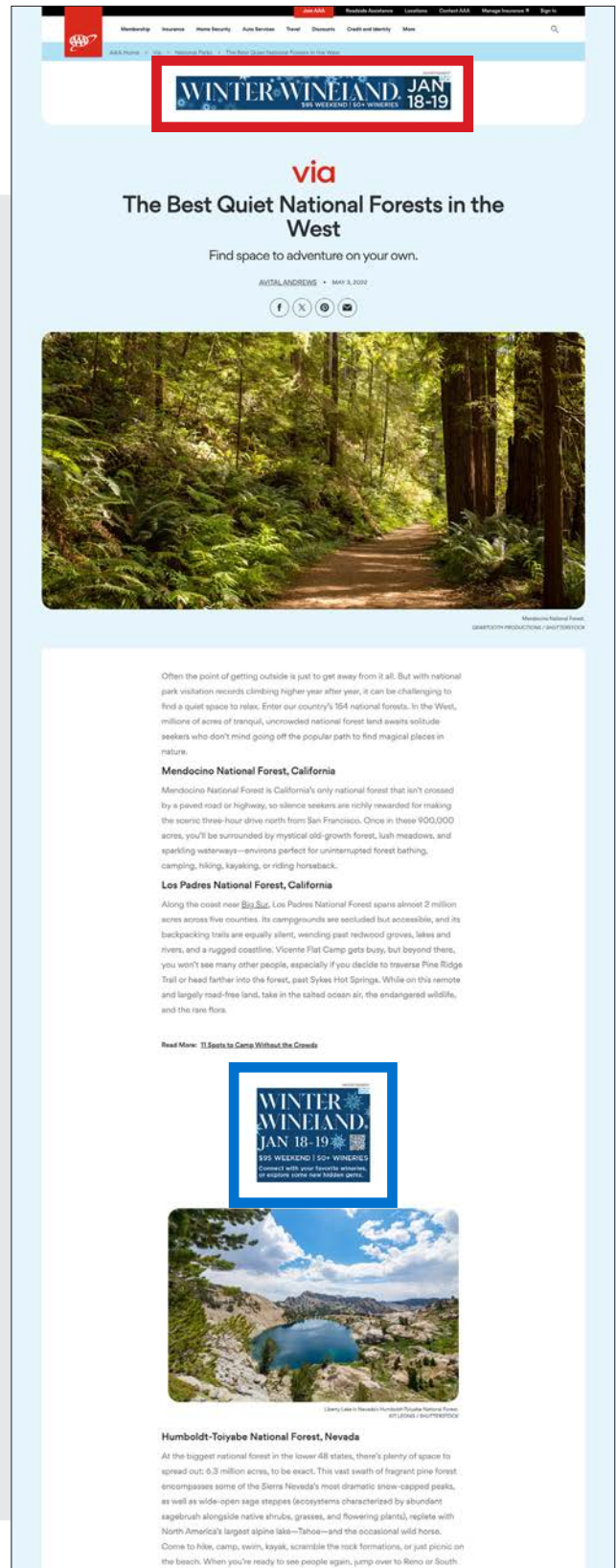
- 320 x 50 pixels
- jpg, png, or gif
- provide URL

MEDIUM RECTANGLE

DESKTOP & MOBILE **File requirements:**

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

Package cost: \$800 per month



Print Magazine

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

FILE REQUIREMENTS

- High-resolution PDF with fonts embedded.
- CMYK only. **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@mwg.aaa.com
 (415) 370-0591

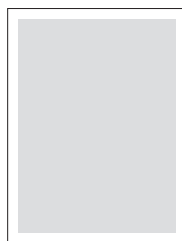
SUMMER DATES

Ad Close: Feb 26
Materials due: March 5
In-home: May 12-15

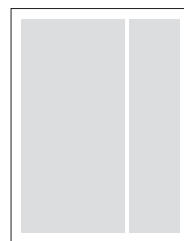
WINTER DATES

Ad Close: Aug 21
Materials due: Aug 28
In-home: Nov 14-18

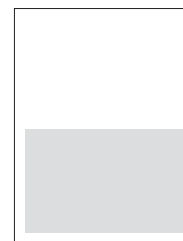
Page trim size: 8" x 10.5"
Page bleed size: 8.25" x 10.75"



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

DISPLAY ADS

Full Page	\$27,000
2/3 Page	\$20,000
1/2 Page	\$16,000
1/3 Page	\$11,000

Ad Sections

Discover and **Explore Arizona** are special advertising sections inserted into targeted copies of Via. Ad units include native content plus traditional ad space.

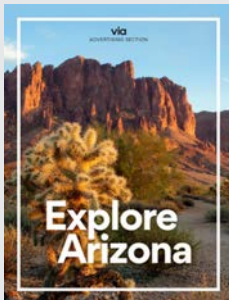


CIRCULATION

500k
affluent AAA homes in the greater Bay Area and Sacramento.

FREQUENCY

Available in the summer and winter issues.



CIRCULATION

500k
affluent AAA homes in Arizona.

FREQUENCY

Available in the winter issue only.

MATERIALS

See file requirements on the Print Magazine 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

SUMMER DATES

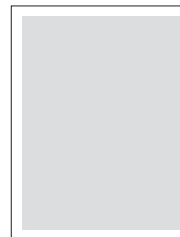
Ad Close: Feb 19
Materials due: Feb 26
In-home: May 12-16

WINTER DATES

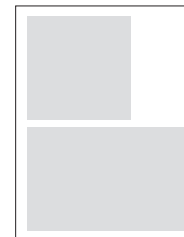
Ad Close: Aug 8
Materials due: Aug 15
In-home: Nov 14-18

Trim size: 8" x 10.5"

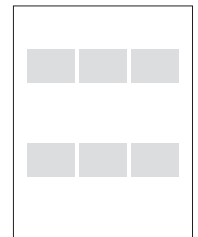
Bleed size: 8.25" x 10.75"



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)

2025 Editorial Calendar

Ad close and material due date

Ad close and material due date

JANUARY	Mid January • Cities to visit in winter (West and international) 12/12/24
	Late January • Rules for flying, travel etiquette 12/26/24
FEBRUARY	Mid February • Romantic small towns 1/9/25
	Late February • Death Valley National Park guide 1/23/25
MARCH	Spring Via DIGITAL ONLY • Stories behind famous foods in the West • Mainland Greece 2/9/25
	Late March • Where to see wildflowers 2/23/25
APRIL	Mid April • Las Vegas on a budget 3/13/25
	Late April • River cruises 3/27/25
MAY	Mid May • Camping 4/11/25
	Summer Via PRINT + DIGITAL • Best things to do in West's National Parks • Find the right cruise for you 4/25/25
JUNE	Mid June • Best national parks for summer 5/8/25
	Late June • Most stolen vehicles 5/22/25

JULY	Mid July • Where to go to escape the heat in Europe 6/13/25
	Late July • Alaska national parks 6/27/25
AUGUST	Mid August • School bus safety 7/10/25
	Late August • Eastern Washington road trip 7/24/25
SEPTEMBER	Fall Via DIGITAL ONLY • Mythical creatures of the West • Member stories: Car buying 8/14/25
	Late September • Best state parks for fall 8/28/25
OCTOBER	Mid October • Adventure cruises 9/12/25
	Late October • Cities and towns with exciting food scenes 9/26/25
NOVEMBER	Winter Via PRINT + DIGITAL • Panama-Pacific International Expo artifacts tour • Tasmania road trip 10/9/25
	Late November • Christmas markets (including international) 10/23/25
DECEMBER	Mid December • Winter day trips from the Bay Area 11/7/25
	Late December • Best deals in LV 11/21/25