



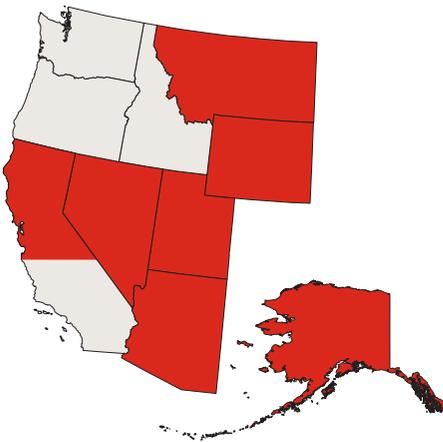
Via

2026 MEDIA KIT

AAA Mountain West Group
Northern California, Nevada, Utah,
Arizona, Montana, Wyoming, Alaska

7 Million Readers

Coverage of 22 DMAs



Circulation Breakdown

Northern California	2,186,059
Arizona	475,644
Nevada	269,657
Utah	127,130
Montana	68,012
Wyoming	19,940
Alaska	16,364



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

Age Breakdown

22-53	44%
54-72	36%
73+	20%

50.4%

49.6%

Average Household Income

\$121,974
45% higher than the U.S. average

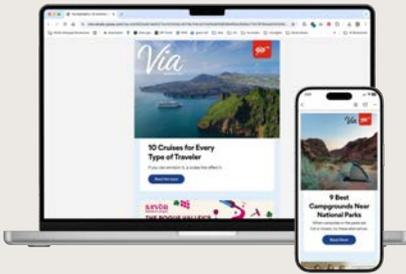
57% Homeowners

Average Home Value

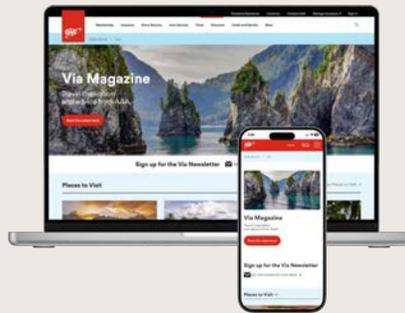
\$697,374
31% higher than the U.S. average

Multi-Platform Opportunities

EMAIL



WEBSITE



PRINT MAGAZINE



VIA PRODUCT	FREQUENCY	DESCRIPTION	ADVERTISING OPPORTUNITIES	EXAMPLE
Email	24x per year	Online articles and digital magazine issues are emailed to AAA Members.	Four ad types: large space, advertorial, sponsored content, and small space. See pages 4 and 5 for details.	Email example 1 Email example 2
Website	Ongoing	All Via content is published on the AAA website.	BANNER ADS Two sizes. Can be targeted to specific pages. See page 6 for details.	mwg.aaa.com/via/places-visit/visit-these-less-crowded-destinations-instead
			ADVERTORIAL ARTICLES Content provided by advertisers. Promoted in a Via email. See page 5 for details.	mwg.aaa.com/via/advertorial/pismo-beach-california
Print Magazine	3x per year (summer, fall, and winter issues)	The flagship publication beloved by AAA Members.	FULL PRINT RUN Ad sizes range from small co-op ads to full-page ads. See page 7 and 9 for details.	https://issuu.com/aaa_mwg/docs/via_magazine_summer_2025_aaa
			INSERTS Advertorial content and/or traditional ads. See page 8 for details.	Begins on page 61 of the example above.

Email

- ✓ **Reach** 1.6 million opt-in AAA Members
- ✓ **Frequency** 2x per month
- ✓ **Open Rate** 58.5% (64.19% 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

Up to two spots available per email.

File requirements:

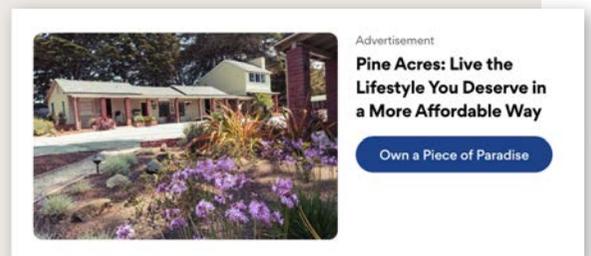
- 680 x 460 pixels
- jpg or png
- one small logo allowed on the image (no additional text)

Headline:

3 lines max (about 54-64 characters, including spaces)

Button:

25 characters max (including spaces); provide URL



SMALL SPACE

\$3,000 net

Up to two spots available per email.

File requirements:

- 592 x 400 pixels
- jpg or png
- one small logo allowed on the image (no additional text)

Headline:

2 lines max (about 48-54 characters, including spaces)

Button:

25 characters max (including spaces); provide URL



WEBSITE + EMAIL

Advertorial Content



Sponsored

Discover Santa Ana, Calif., a Vibrant OC Destination

A culturally rich city featuring diverse dining, a vibrant art scene, active nightlife, and year-round festivals.

Discover Santa Ana

EMAIL FEATURE

One spot available per month.

Image:

See below for photo requirements

Headline:

2 lines max (about 48-58 characters including spaces)

Subhead:

2 lines max (about 110-115 characters, including spaces)

Button:

25 characters max, including spaces



FEATURED ADVERTISER WEB PAGE

Images:

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

Headline:

30-55 characters, including spaces

Subhead:

40-85 characters, including spaces

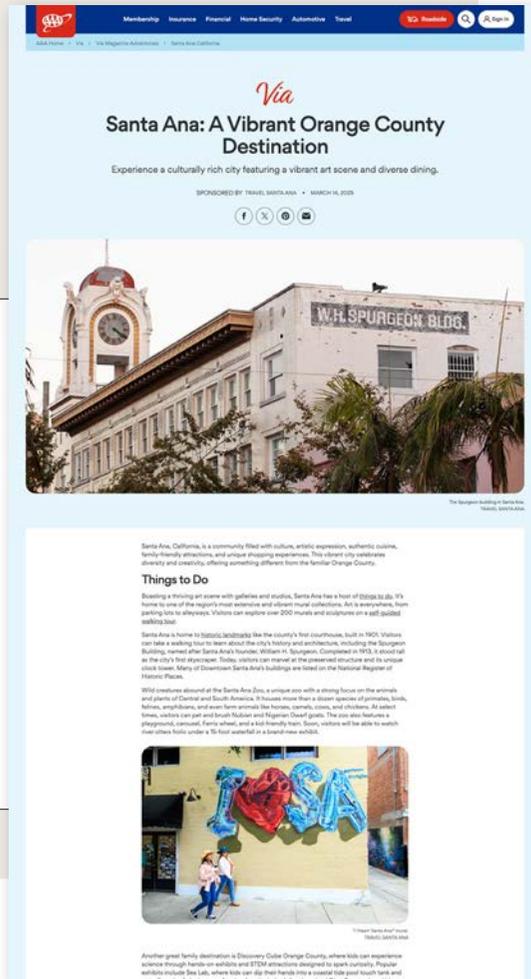
Body text:

700-1,000 words

Call-to-action:

60-100 characters, including spaces

Link(s): Provide URL(s)



Package cost: \$10,000 net

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

AAA.COM/VIA

Banner Ads

- ✓ 358,535 impressions per month averaging 250 clicks
- ✓ Reach the 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:

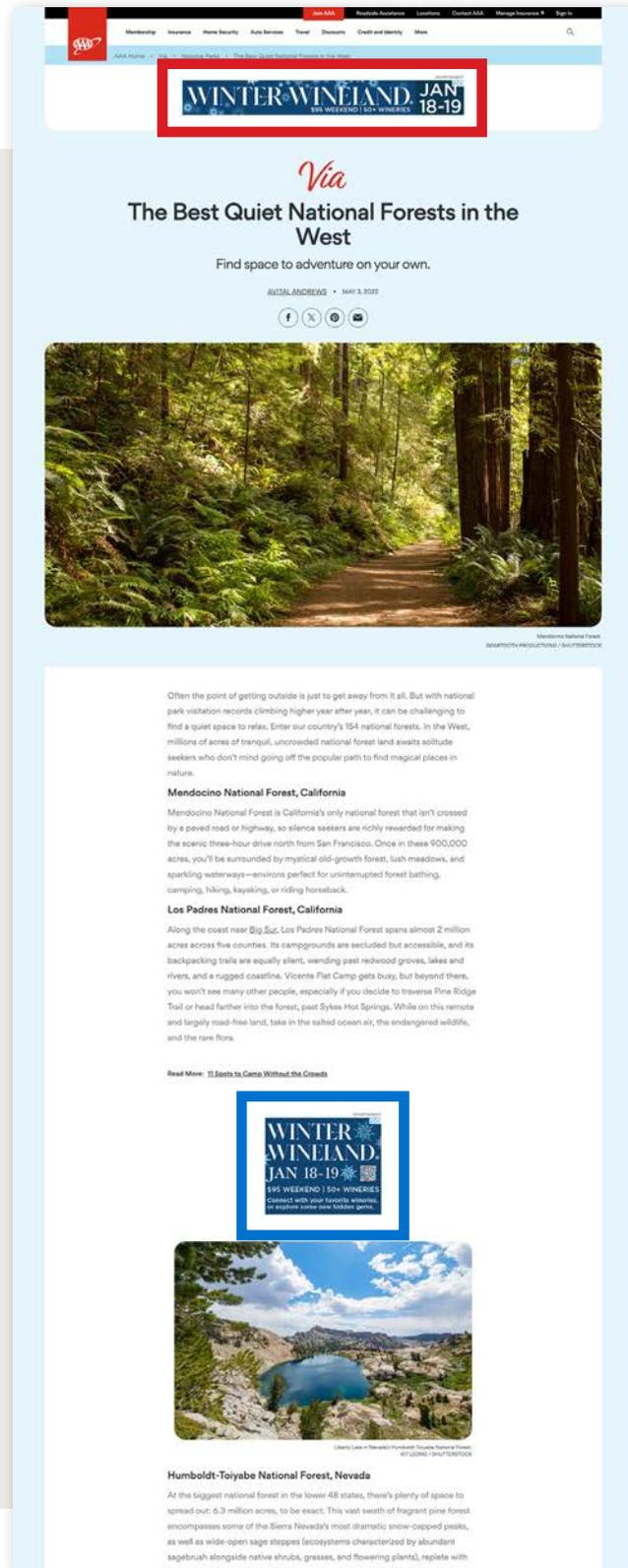
- 320 x 50 pixels
- jpg, png, or gif
- provide URL

MEDIUM RECTANGLE

DESKTOP & MOBILE

File requirements:

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



Package cost: \$800 per month

Print Magazine

NEW FOR 2026
Improved paper quality!

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.

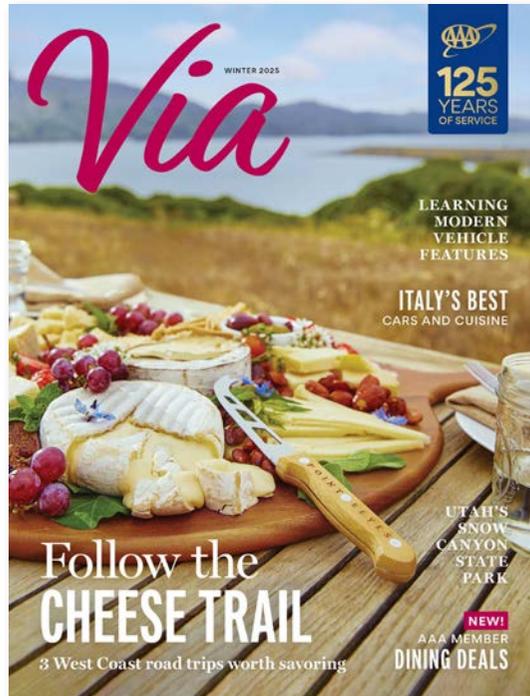
44.4% Visited any website included in Via

36.7% Became aware of or used AAA discount(s)

34.0% Visited AAA.com

31.4% Visited/contacted AAA branch

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.
- Full-page ads: For full bleed, 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

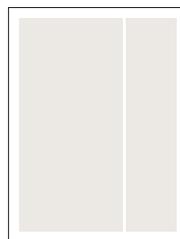
DISPLAY ADS

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

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

SUMMER DATES

Ad Close: Feb 26
Materials due: March 5
In-home: May 11-14

FALL DATES

Ad Close: June 15
Materials due: June 22
In-home: Sept 8

WINTER DATES

Ad Close: Aug 21
Materials due: Aug 28
In-home: Nov 16-19

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 million

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

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 (optional)
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

Co-op page ad

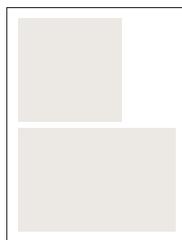
- 1 photo (will be cropped to fit)
- 30-50 words of copy, plus phone number and/or URL

Trim size: 8" x 10.5"

Bleed size: 8.25" x 10.75"

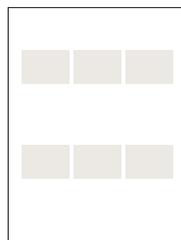


Full Page
7" x 9.5"
(live copy area)
or 8.25" x 10.75"
(bleed)



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 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 18
Materials due: Feb 25
In-home: May 11-14

FALL DATES

Ad Close: June 8
Materials due: June 15
In-home: Sept 8

WINTER DATES

Ad Close: Aug 5
Materials due: Aug 12
In-home: Nov 16-19

AAA Member Guide

The new AAA Member Guide enables organizations with smaller advertising budgets to reach 3.2 million *Via* readers at an affordable rate.

FILE REQUIREMENTS

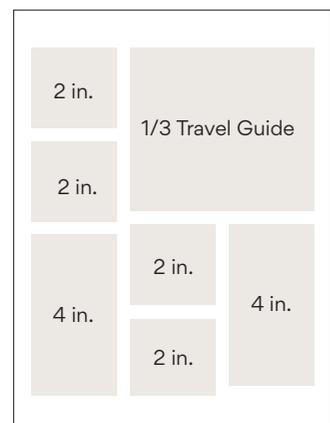
- High-resolution PDF with fonts embedded.
- CMYK only. No spot colors, RGB, LAB, or ICC color profiles.

CONTACT

Please email ads to
 Natasha Alcala
natasha.alcala@mwg.aaa.com
 (415) 370-0591

TRAVEL GUIDE ADS

1/3 page	\$8,000
4 inch	\$4,400
2 inch	\$2,200



ADVERTISING SECTION

20% off Sunday thru Thursday

Mariposa
 (800) 824-2295
 MariposaMonterey.com

- Fully renovated
- Perfect location
- Luxurious amenities

*Restrictions apply. Expires 4/31/15.

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MONTEREY PENINSULA'S
LOVERS POINT INN
 OCEANFRONT HOTEL

VIA SPECIAL
 15% off (excl. taxes)*

OCEAN VIEW ROOMS, FREE WI-FI, FAMILY FRIENDLY!
 Walk to the Monterey Bay Aquarium, Cannery Row & shopping!

TOLL FREE **866-785-0355**
WWW.LOVERSPPOINTINNP.G.COM

*Excl. Holidays & Sp. Events. Can't Combine w/other offers - Exp. 4/30/13.

Northern California's Most Thrilling Theme Park!

Six Flags
 DISCOVERY KINGDOM

NEW!

JOY!

Six Flags Discovery Kingdom in Vallejo, CA features exciting wildlife shows, interactive animal encounters and the most daring and thrilling roller coasters around. This year, get ready for the most anticipated new ride to come to Northern California in 10 years...**THE JOKER!**

To purchase go to AAA.com/Tickets or visit your local AAA branch.

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 ESTABLISHED 1820

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 CARMEL, CALIFORNIA

Charming rooms
 • Fireplaces & whirlpools
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 • Continental breakfast
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\$179 King Bed
 2 persons
 3 nights

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*Sun-Thurs. Subject to availability. Exp. 12/23/14. Excluding weekends & holidays.

TICKLE PINK INN
 at Carmel Highlands

Off Season Rates December - March

SPECIAL FEATURES For Our Guests
 Spectacular ocean views • Bottle of champagne upon arrival • Hot tub & in-room spas* • Wood burning fireplaces* • Wine & cheese reception
 Continental breakfast* (*in select rooms)

Reservations: 866.716.9242
www.ticklepinkinn.com

AAA | VIA 49

SUMMER DATES

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In-home: May 11-14

FALL DATES

Ad Close: June 15
Materials due: June 22
In-home: Sept 8

WINTER DATES

Ad Close: Aug 5
Materials due: Aug 12
In-home: Nov 16-19

1/3 Travel Guide

4.5" w x 4" h

4-inch

2.125" w x 4" h

2-inch

2.125" w x 2" h



2026 Editorial Calendar

Ad close and email material due date

Ad close and email material due date

JANUARY	Mid January • Best Used Cars	12/11/25
	Late January • Where to Travel This Year	12/24/25
FEBRUARY	Mid February • Places to Sauna/Soak	1/8/26
	Late February • State Parks	1/22/26
MARCH	Spring Via DIGITAL ONLY • Explore SF's Sunset District • Where To See Cherry Blossoms Abroad and in the West	2/9/26
	Late March • Car Longevity	2/23/26
APRIL	Mid April • Friendliest Small Towns	3/12/26
	Late April • Travel Myths	3/27/26
MAY	Mid May • Camping	4/10/26
	Summer Via PRINT + DIGITAL • Uncovering the Real Route 66 as It Turns 100 • Australia Nature Escape	4/24/26
JUNE	Mid June • National Parks	5/14/26
	Late June • Hotel Tips	5/28/26

JULY	Mid July • Summer Road Trips	6/12/26
	Late July • Best Airports	6/26/26
AUGUST	Mid August • Affordable Escapes	7/9/26
	Late August • Educational Travel	7/23/26
SEPTEMBER	Fall Via PRINT + DIGITAL • The West's Best Dia de Los Muertos Celebrations • Japan Road Trip	8/13/26
	Late September • Fall Experiences	8/27/26
OCTOBER	Mid October • Halloween	9/11/26
	Late October • Culinary Destinations	9/25/26
NOVEMBER	Winter Via PRINT + DIGITAL • Genius Worked Here: Literary California • Spectacular Historic Rail Journeys in Europe	10/8/26
	Late November • Winter Driving Safety	10/22/26
DECEMBER	Mid December • Affordable Tropical Vacations	11/6/26
	Late December • Where To Go in 2027	11/20/26