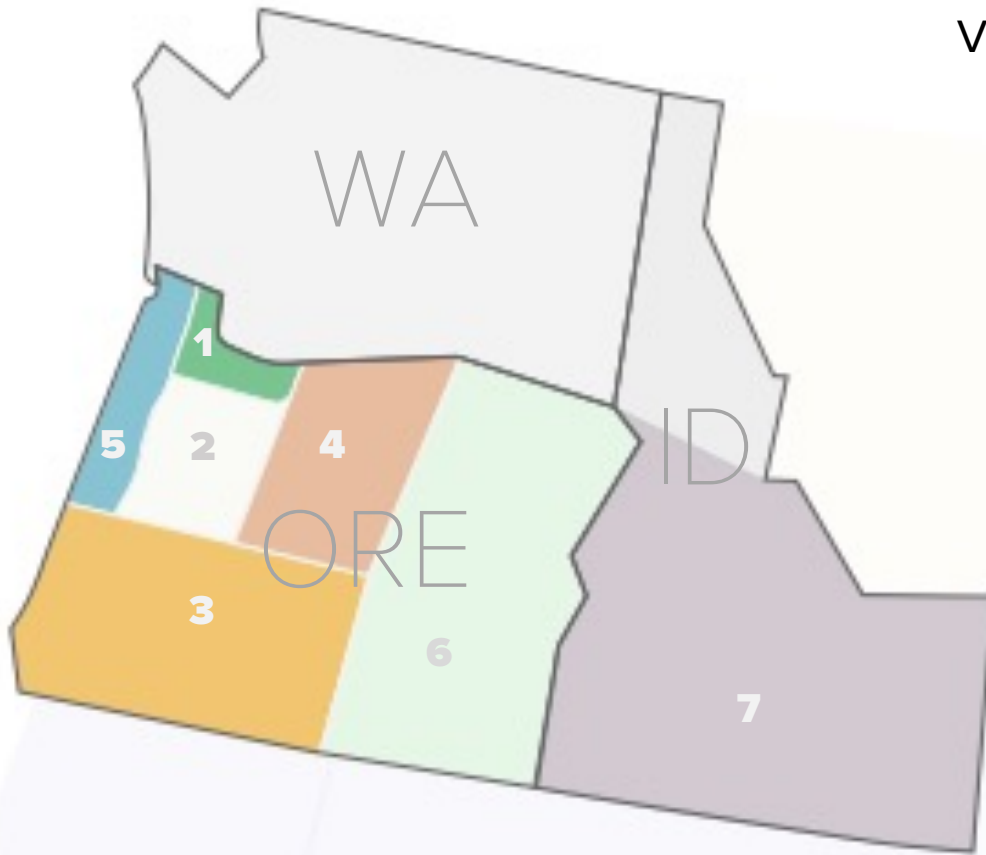


VIA Oregon | Idaho

Total: 461,144



OREGON: 400,791

| | | |
|----------|-------------------|---------|
| 1 | Greater Portland | 198,674 |
| 2 | Willamette Valley | 85,941 |
| 3 | Southern Oregon | 50,967 |
| 4 | Central Oregon | 30,430 |
| 5 | Oregon Coast | 26,546 |
| 6 | Eastern Oregon | 8,233 |

VIA OREGON | IDAHO
**CIRCULATION
BREAKDOWN**

| | | |
|----------|----------------|---------------|
| 7 | Southern Idaho | 60,353 |
|----------|----------------|---------------|



Rate Base:
460,000

Total Readers:
1,058,000

Circulation Region:
Oregon
Southern Idaho

1x 3x 6x

| | 1x | 3x | 6x |
|----------------|----------|----------|---------|
| 4 COLOR | | | |
| Full Page | \$10,900 | \$10,360 | \$9,810 |
| 2/3 Page | 7,640 | 7,260 | 6,880 |
| 1/2 Page | 6,550 | 6,230 | 5,900 |
| 1/3 Page | 4,140 | 3,930 | 3,720 |
| 1/6 Page | 2,520 | 2,390 | 2,270 |
| B&W | | | |
| Full Page | \$8,730 | \$8,290 | \$7,850 |
| 2/3 Page | 6,100 | 5,800 | 5,490 |
| 1/2 Page | 5,240 | 4,980 | 4,720 |
| 1/3 Page | 3,650 | 3,460 | 3,290 |
| 1/6 Page | 2,000 | 1,890 | 1,800 |

All rates are gross

DIGITAL REQUIREMENTS

Ad materials will be accepted in the following digital formats: InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CMYK.

High resolution PDF files are acceptable.
Email file to: mira.roytman@norcal.aaa.com

PROOF REQUIREMENTS

Laser prints are acceptable.

CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, fax number and email address.

EXTENSIONS

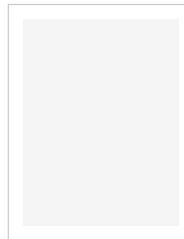
No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact:
Mira Roytman on 925.274.8164, or at mira.roytman@norcal.aaa.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcalá at natasha.alcala@norcal.aaa.com

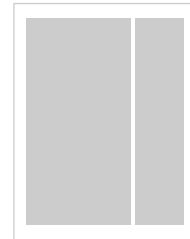
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

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



2/3 Page Vertical
4.625" wide x 9.5" tall

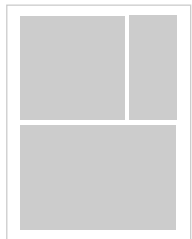
1/3 Page Vertical
2.25" wide x 9.5" tall



1/3 Square
4.625" wide x 4.625" tall

1/6 Page Vertical
2.25" wide x 4.625" tall

1/2 Page Horizontal
7" wide x 4.625" tall



March/April 2018
In-Home February 20-24
Close: 1/3/18
Material: 1/9/18

May/June 2018
In-Home April 21-25
Close: 3/1/18
Material: 3/8/18

July/August 2018
In-Home June 23-27
Close: 5/1/18
Material: 5/8/18

September/October 2018
In-Home August 21-25
Close: 7/2/18
Material: 7/9/18

November/December 2019
In-Home October 23-27
Close: 9/4/18
Material: 9/10/18

January/February 2019
In-Home December 22-26
Close: 11/1/18
Material: 11/8/18



Rate Base:
460,000

Total Readers:
1,058,000

Circulation Region:
Oregon
Southern Idaho

1x 3x 6x

| | 1x | 3x | 6x |
|----------------|---------|---------|---------|
| 4 COLOR | | | |
| 1/3 Page | \$4,180 | \$3,970 | \$3,760 |
| 4 inch | 2,090 | 1,990 | 1,880 |
| 3 inch | 1,570 | 1,490 | 1,410 |
| 2 inch | 1,050 | 1,000 | 950 |
| 1 inch | 550 | 520 | 500 |
| B&W | | | |
| 1/3 Page | \$3,330 | \$3,160 | \$3,000 |
| 4 inch | 1,670 | 1,580 | 1,500 |
| 3 inch | 1,250 | 1,190 | 1,120 |
| 2 inch | 850 | 810 | 770 |
| 1 inch | 450 | 430 | 410 |

*All rates are net
No Agency Discounts

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SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcalá at natasha.alcala@norcal.aaa.com



Ads may not be less than 1 column inch in depth.

Columns are 2 1/8" wide.

Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.

1/3 Travel Guide: 4.5" wide x 4" tall
4-inch: 2.125" wide x 4" tall
3-inch: 2.125" wide x 3" tall
2-inch: 2.125" wide x 2" tall
1-inch: 2.125" wide x 1" tall

March/April 2018
In-Home February 20-24
Close: 1/3/18
Material: 1/9/18

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In-Home August 21-25
Close: 7/2/18
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