

**CIRCULATION BREAKDOWN**

**VIA California: 2,844,877**

Northern California 2,359,566

Nevada 244,890

Utah 126,247

Montana 73,608

Wyoming 24,429

Alaska 16,137



**SAN FRANCISCO BAY AREA 1,383,521**

**SACRAMENTO AREA 598,181**

**FRESNO AREA 137,322**

**MONTEREY 120,617**

**REDWOOD COAST/SIERRA 119,925**



**Rate Base:**  
2,700,000

**Total Readers:**  
5,940,000

**Circulation Region:**  
Northern California  
Nevada  
Utah  
Montana  
Wyoming  
Alaska

1x                      2x                      4x

### 4 COLOR

Full Page	\$42,850	\$40,710	\$38,560
2/3 Page	31,620	30,040	28,450
1/2 Page	24,840	23,600	22,350
1/3 Page	16,930	16,090	15,240
1/6 Page	9,320	8,850	8,380

### B&W

Full Page	\$33,760	\$32,070	\$30,380
2/3 Page	25,280	24,010	22,760
1/2 Page	19,970	18,970	17,970
1/3 Page	13,510	12,830	12,160
1/6 Page	7,430	7,050	6,690

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](mailto: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 925.274.8164  
[mira.roytman@norcal.aaa.com](mailto:mira.roytman@norcal.aaa.com)

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

1/3 Square  
4.625" wide x 4.625" tall

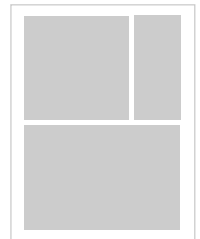
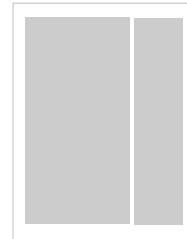
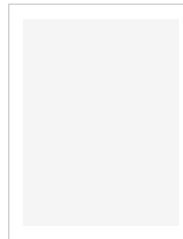
Full Page  
7" x 9.5" (live copy area)  
8.25" x 10.75" (bleed)

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

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

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

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



**Spring 2018**  
In-Home February 21-24  
Close: 1/3/18  
Material: 1/9/18

**Fall 2018**  
In-Home August 21-24  
Close: 7/2/18  
Material: 7/9/18

**Summer 2018**  
In-Home May 5-9  
Close: 3/1/18  
Material: 3/8/18

**Winter 2019**  
In-Home December 22-26  
Close: 11/1/18  
Material: 11/7/18



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Alaska

	1x	2x	4x
<b>4 COLOR</b>			
1/3 Page	\$11,040	\$10,490	\$9,940
4 inch	5,520	5,240	4,970
3 inch	4,160	3,950	3,740
2 inch	2,820	2,670	2,540
1 inch	1,460	1,380	1,310
<b>B&amp;W</b>			
1/3 Page	\$8,820	\$8,380	\$7,940
4 inch	4,410	4,190	3,970
3 inch	3,340	3,170	3,010
2 inch	2,250	2,130	2,020
1 inch	1,160	1,100	1,050

\*All rates are net  
No Agency Discounts

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Email file to: mira.roytman@norcal.aaa.com

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### Contact Information

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mira.roytman@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

<p><b>Spring 2018</b> In-Home February 21-24 Close: 1/3/18 Material: 1/9/18</p>	<p><b>Fall 2018</b> In-Home August 21-24 Close: 7/2/18 Material: 7/9/18</p>
<p><b>Summer 2018</b> In-Home May 5-9 Close: 3/1/18 Material: 3/8/18</p>	<p><b>Winter 2019</b> In-Home December 22-26 Close: 11/1/18 Material: 11/7/18</p>



Discover is a special advertising section inserted into 500,000 targeted copies of each issue of Via

Loyal readers turn to Discover in search of new destinations and activities for everything from family vacations to weekend getaways. Advertiser participation includes no-charge space for client furnished advertorial.

Circulation:  
500,000 affluent (\$75,000+) AAA homes in the Greater Bay Area and Sacramento

**CLOSING DATES:**

**Discover Spring**

Space: December 15, 2017  
Materials: December 20, 2017

**Discover Summer**

Space: February 14, 2018  
Materials: February 20, 2018

**Discover Fall**

Space: June 14, 2018  
Materials: June 20, 2018

**Discover Winter**

Space: October 15, 2018  
Materials: October 19, 2018

ISSUE/DATE	FULL-PAGE PLUS FULL-PAGE ADVERTORIAL	HALF-PAGE PLUS HALF-PAGE ADVERTORIAL	1/3 PAGE PLUS 1/6 PAGE ADVERTORIAL
Discover Spring In Home February 21-24	\$16,000	\$9,500	\$5,700
Discover Summer In Home May 5-9	\$16,000	\$9,500	\$5,700
Discover Fall In Home August 21-24	\$16,000	\$9,500	\$5,700
Discover Winter In Home December 22-26	\$16,000	\$9,500	\$5,700

All rates are net

**ADVERTORIAL MATERIALS**

**Full-page**

(plus full-page ad)

- Two 4/c photos
- 500 words of copy

**Half-page**

(plus half-page ad)

- One 4/c photo
- 300 words of copy

**Co-op Page**

- One 4/c photo 2.25"W x 1.75"H,
- 300 dpi, JPG (bigger photo will be cropped)
- 50 words of copy, phone # and website

**PRODUCTION INFORMATION**

8" x 10.5" (trim)

Full-page: 7" x 9.5" (live copy area)  
8.25" x 10.75" (bleed)

Half-page: 7"W x 4.625"H

1/3 page: 4.625"W x 4.625"H

**CONTACT INFORMATION**

PLEASE EMAIL AD (HIGH RES PDF FILE) :

Via/Advertising  
Attn: Mira Roytman  
mira.roytman@norcal.aaa.com  
AAA Northern CA, NV & UT  
1277 Treat Blvd., Suite 1000,  
Walnut Creek, CA 94597

PLEASE SUBMIT PHOTOS AND ADVERTORIAL COPY BY EMAIL TO:  
mira.roytman@norcal.aaa.com

FOR ARTWORK INFO CONTACT:  
Mira Roytman  
Advertising Art & Production Director  
925.274.8164  
mira.roytman@norcal.aaa.com