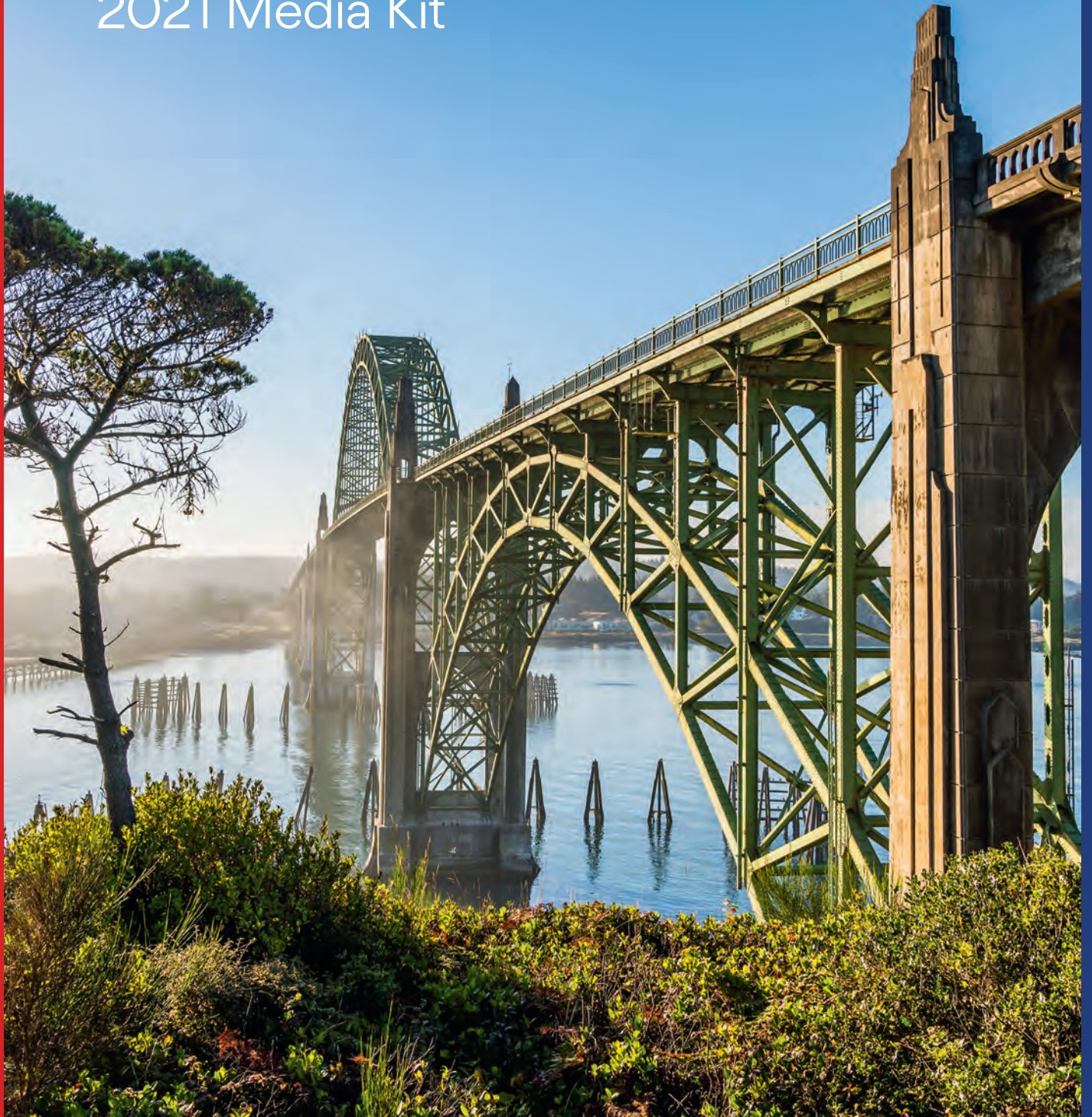


via

2021 Media Kit



OREGON / IDAHO



Content

Evolving to include broader solutions for life

Consumer

Expanding offers to appeal to Members today and tomorrow

Media Mix

Investing in broadening channels for content distribution

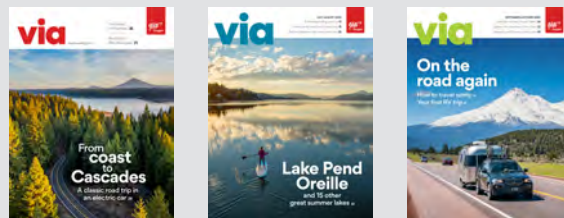




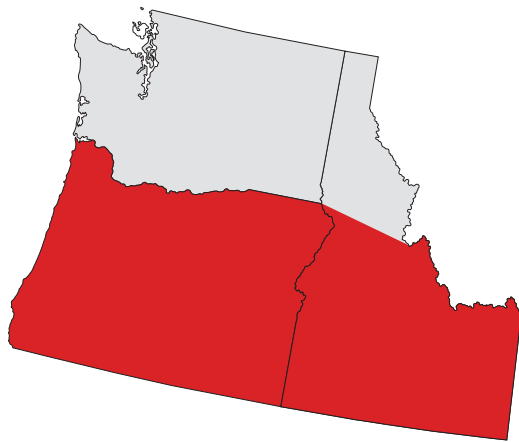
AAA plus its Members

Advertising with *Via* and AAA allows you to reach a loyal and highly engaged audience of Members, who seek information and inspiration to enhance their lives from a trusted source.

- AAA is one of the most recognized brands in the world
- Consistently high membership renewal rates = loyalty & trust
- *Via* is the No. 1 source of travel advice for Members after friends & relatives
- 74% of Members took some action after reading *Via*



Via delivers
over 1 million readers



Circulation Breakdown

| | |
|-----------------------|----------------|
| Greater Portland | 198,674 |
| Willamette Valley | 95,941 |
| Southern Oregon | 54,967 |
| Central Oregon | 34,430 |
| Oregon Coast | 26,546 |
| Eastern Oregon | 8,419 |
| OREGON | 418,977 |
| SOUTHERN IDAHO | 67,529 |
| TOTAL | 486,506 |



\$94,800
Average income



80%
Homeowners

Average home value
\$419,900

Age Breakdown

| | |
|--------------------|-----------|
| 18-34 | 8% |
| 35-54 | 30.7% |
| 55-64 | 26.8% |
| 65+ | 34.5% |
| AVERAGE AGE | 57 |



34.6%



65.4%

Via's audience is engaged.



82%

of *Via* readers read 3 or 4 of the last 4 issues received.

29 minutes

Readers spend, on average, 29 minutes out of their busy schedules to enjoy reading the magazine.

70%

of *Via* readers prefer receiving the printed magazine in the mail.

2.2 readers per copy

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

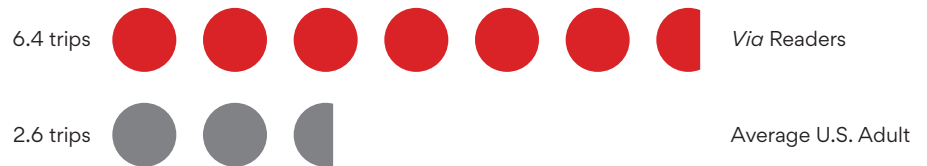
74% of readers took an action as a result of reading *Via*. Actions included ↓



Via readers love to travel.

They travel more

Via readers took an average of **6.4 trips** lasting 1+ day in the past year, which is two and a half times more than the average U.S. adult.



They spend more

Via readers spent **80% more** than the average U.S. adult on domestic vacations.



They stay longer

Via readers paid for an average of **15+ nights** of hotel or paid lodging in past year—**more than 2x** the national average for U.S. adults.



Via Oregon/Idaho readers, on average, travel more frequently than non-readers in the region.

89% of Via Oregon/Idaho readers took at least one overnight domestic trip in the past year.

Top 10 states visited in the past year (%)

| | |
|------------|------|
| Oregon | 60.2 |
| California | 55.9 |
| Washington | 46.1 |
| Idaho | 27.3 |
| Nevada | 21.1 |
| Arizona | 16.3 |
| Utah | 14.2 |
| Montana | 11.6 |
| Colorado | 11.3 |
| Florida | 8.8 |

Top areas visited in the past year (%)

| | |
|-----------------------------------|------|
| Oregon | 47.3 |
| Seattle, Wash. | 27.5 |
| Los Angeles Area | 17.2 |
| San Francisco Bay Area | 16.2 |
| California Wine Country | 12.3 |
| Phoenix/Scottsdale, Ariz. | 11.1 |
| Salt Lake City, Utah | 8.6 |
| Sacramento/Central Valley, Calif. | 8.3 |
| Orange County, Calif. | 7.8 |
| Palm Springs, Calif. | 7.2 |
| Shasta/Cascades | 6.9 |
| Reno/Lake Tahoe, Nev. | 6.7 |



WITHIN OREGON*

| | |
|----------------------|------|
| Oregon Coast | 52.3 |
| Portland | 46.9 |
| Bend/Mt. Bachelor | 30.5 |
| Central Oregon | 27.8 |
| Columbia River Gorge | 27.3 |
| Willamette Valley | 26.0 |
| Eastern Oregon | 12.3 |



March+April 2021

20 things every homeowner should know how to do

Returning to Hawaii

Weekender: Hood River

Close: 1/8/21

Material due: 1/15/21

In-home: 2/27/21 – 3/3/21



May+June 2021

Eastern Idaho

How to up your car-camping game

Weekender: Coos Bay

Close: 3/26/21

Material due: 3/30/21

In-home: 5/15/21 – 5/19/21



July+August 2021

Ashland and the Rogue Valley

Dude ranches and other outdoor vacations

Weekender: McCall, ID

Close: 5/14/21

Materials due: 5/17/21

In-home: 7/3/21 – 7/8/21



September+ October 2021

Oregon wine countries

How to buy and sell a car

Weekender: Tualatin Valley

Close: 7/9/21

Material due: 7/13/21

In-home: 8/28/21 – 9/1/21



November+ December 2021

Walking Portland neighborhoods

Making your home energy-smart

Weekender: Long Beach Peninsula

Close: 9/24/21

Material due: 9/28/21

In-home: 11/13/21 – 11/17/21



Via magazine

RATE BASE
460,000

TOTAL READERS
1,058,000

CIRCULATION REGION
Oregon
Southern Idaho

| | 1x | 3x | 6x |
|----------------|---------|---------|---------|
| 4 COLOR | | | |
| Full Page | \$9,265 | \$8,806 | \$8,338 |
| 2/3 Page | 6,341 | 6,171 | 5,848 |
| 1/2 Page | 5,567 | 5,295 | 5,015 |
| 1/3 Page | 3,519 | 3,340 | 3,162 |
| B&W | | | |
| Full Page | \$7,420 | \$7,046 | \$6,672 |
| 2/3 Page | 5,185 | 4,930 | 4,660 |
| 1/2 Page | 4,454 | 4,233 | 4,012 |
| 1/3 Page | 3,102 | 2,941 | 2,796 |

All rates are net

DIGITAL REQUIREMENTS

High resolution PDF files are preferred. Email file to: natasha.alcala@norcal.aaa.com

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 CYMK.

PROOF REQUIREMENTS

Laser prints are acceptable.

CONTACT INFORMATION

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

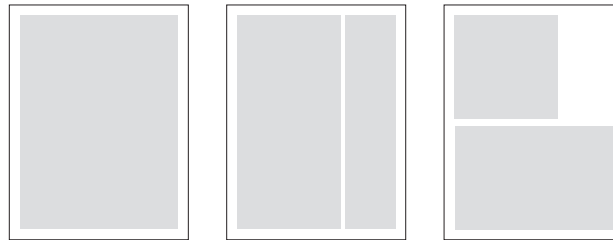
EXTENSIONS

No extensions will be granted without approval. For extensions, contact: Natasha Alcala on 925.274.8168, or at natasha.alcala@norcal.aaa.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcala 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)
or
8.25" x 10.75"
(bleed)

2/3 Page Vertical
4.625" w x 9.5" h

1/3 Page Vertical
2.25" w x 9.5" h

1/3 Square
4.625" w x 4.625" h

1/2 Page Horizontal
7" w x 4.625" h



VIA MAGAZINE Travel Guide

RATE BASE
460,000

TOTAL READERS
1,058,000

CIRCULATION REGION
Oregon
Southern Idaho

| | 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.

DIGITAL REQUIREMENTS

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

High resolution PDF files are preferred. Email file to:
natasha.alcala@norcal.aaa.com

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 CYMK.

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

1/3 Travel Guide

4.4" w x 4" h
or
2.125" w x 8" h

4-inch

2.125" w x 4" h

3-inch

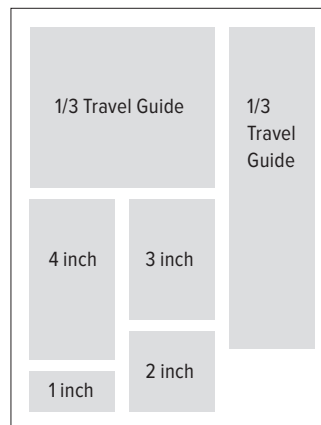
2.125" w x 3" h

2-inch

2.125" w x 2" h

1-inch

2.125" w x 1" h



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.