

vid

AAA NCNU

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



**2024
Media Kit**

Trusted Brand & Loyal Audience

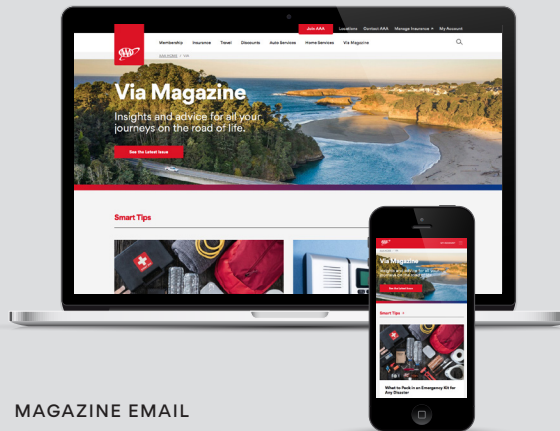
Reach a loyal and highly engaged audience of Members, who seek information and inspiration from a trusted source.

- ✓ 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

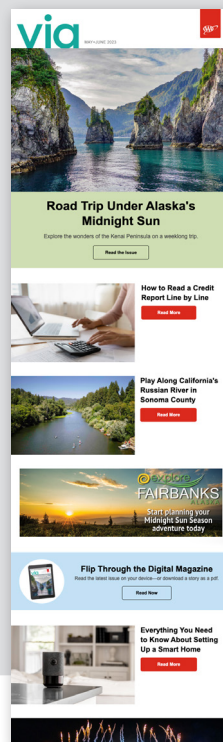
Multi-Platform Opportunities

- ✓ Website
- ✓ Emails (24x per year)
- ✓ Digital magazine (4x per year)
- ✓ Print magazine (1x per year)

WEBSITE



MAGAZINE EMAIL



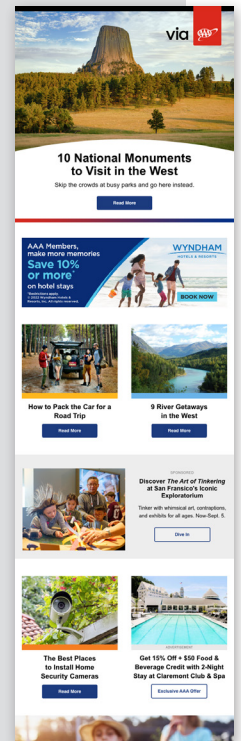
DIGITAL MAGAZINE



PRINT MAGAZINE

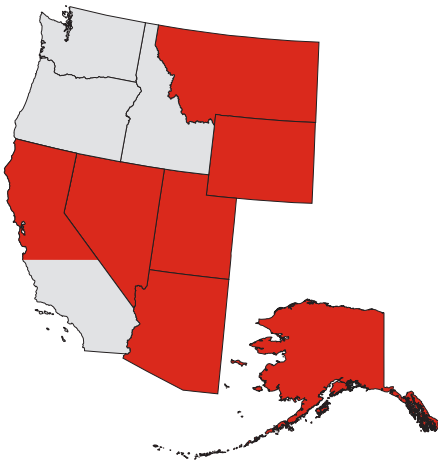


E-NEWSLETTER



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



\$124,230
Average Income

27% higher than the U.S. average


Age Breakdown

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



57%
Homeowners

 **50.4%**

 **49.6%**



Average Home Value
\$628,451

34% higher than the U.S. average



Digital Issue

THE EMAIL

- ✓ **Reach** 1.6 million opt-in AAA Members
- ✓ **Open Rate** 48%
25.92% better than the national average
- ✓ **Click-Through Rate** 2.78%
2.69% better than the national average

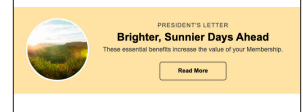
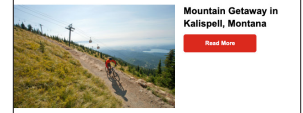
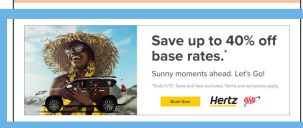
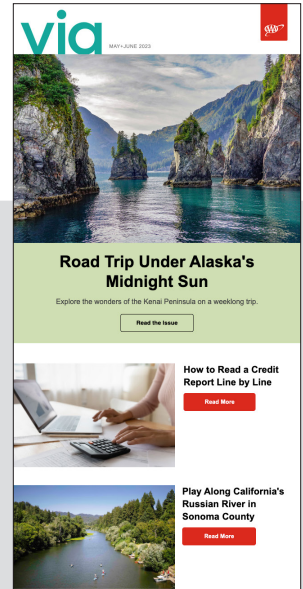
LARGE SPACE

\$6,000 net

Two spots available per email.

File requirements:

- 1180 x 400 pixels
- must be legible at 390 x 132 pixels
- jpg, png, or gif
- provide URL



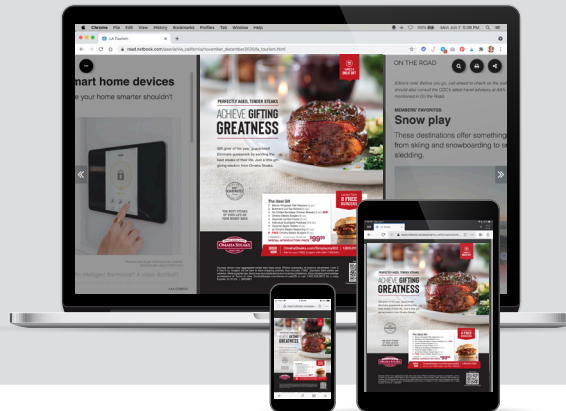
THE FLIPBOOK

- ✓ **Page Views** 17.6k per issue



FULL PAGE

1000 x 1313 pixels
\$1,500 net



Ad close and creative deadline: one month prior to issue date.



E-Newsletter

- ✓ **Reach** 1.657 million opt-in AAA Members
- ✓ **Open Rate** 48%
25.92% better than the national average
- ✓ **Click-Through Rate** 2.78%
2.69% better than the national average

LARGE SPACE
\$9,500 net
 Two spots available per email.

File requirements:

- 1180 x 400 pixels
- must be legible at 390 x 132 pixels
- jpg, png, or gif
- provide URL

SPONSORED CONTENT
\$7,500 net
 Two spots available per email.

File requirements:

- 600 x 500 pixels
- jpg or png
- no text or logos on the image

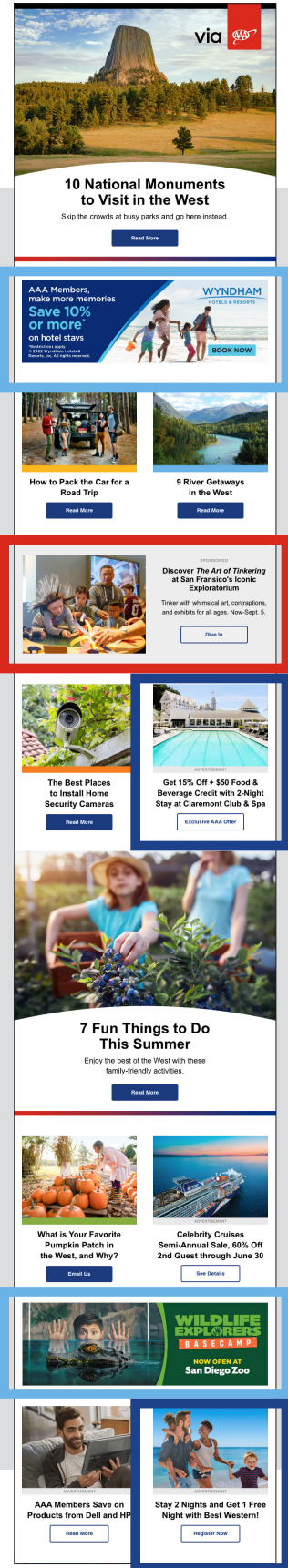
Headline: 2-3 lines (about 10 words)
Subhead: 2-3 lines (about 15 words)
Maximum: 5 lines total
Button: 25 characters maximum (including spaces); provide URL

SMALL SPACE
\$3,000 net
 Two spots available per email.

File requirements:

- 680 x 486 pixels
- jpg or png
- logo or image (no additional text)

Headline: 2 lines (about 8 words)
Button: 25 characters maximum (including spaces); provide URL



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



ARIZONA E-Newsletter

- ✓ **Reach** 300k opt-in AAA Members
- ✓ **Open Rate** 48%
25.92% better than the national average
- ✓ **Click-Through Rate** 2.78%
2.69% better than the national average

LARGE SPACE
\$3,300 net
Two spots available per email.

File requirements:

- 1180 x 400 pixels
- must be legible at 390 x 132 pixels
- jpg, png, or gif
- provide URL

SPONSORED CONTENT
\$2,300 net
Two spots available per email.

File requirements:

- 600 x 500 pixels
- jpg or png
- no text or logos on the image

Headline: 2-3 lines (about 10 words)

Subhead: 2-3 lines (about 15 words)

Maximum: 5 lines total

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

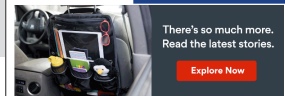
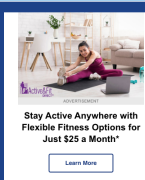
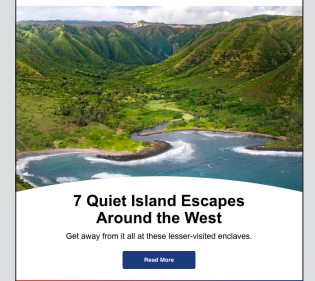
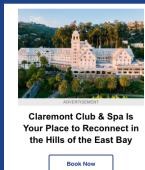
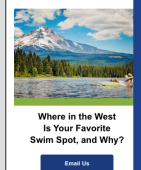
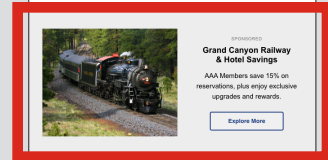
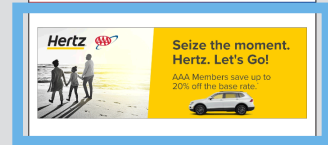
SMALL SPACE
\$1,800 net
Two spots available per email.

File requirements:

- 680 x 486 pixels
- jpg or png
- logo or image (no additional text)

Headline: 2-3 lines (about 14 words max)

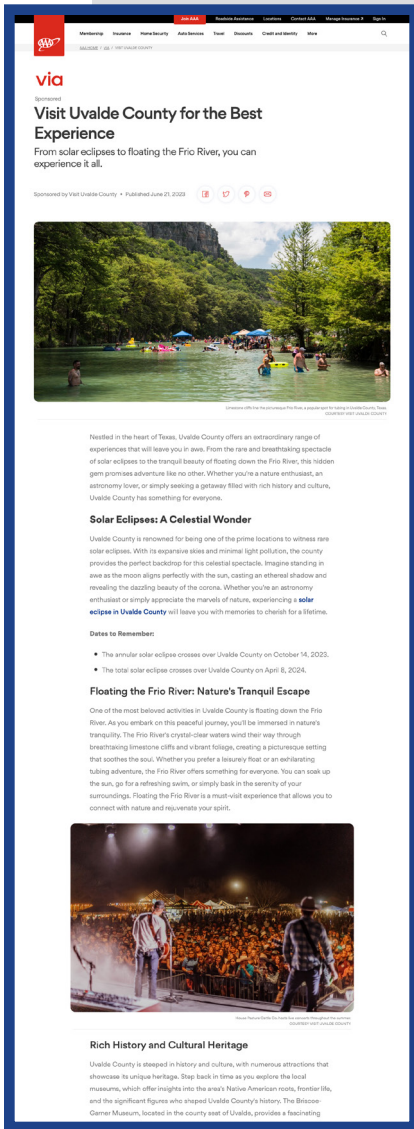
Button: 25 characters maximum (including spaces); provide URL



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

WEBSITE + E-NEWSLETTER

Advertorial Content



FEATURED ADVERTISER 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 all necessary URLs

E-NEWSLETTER FEATURE

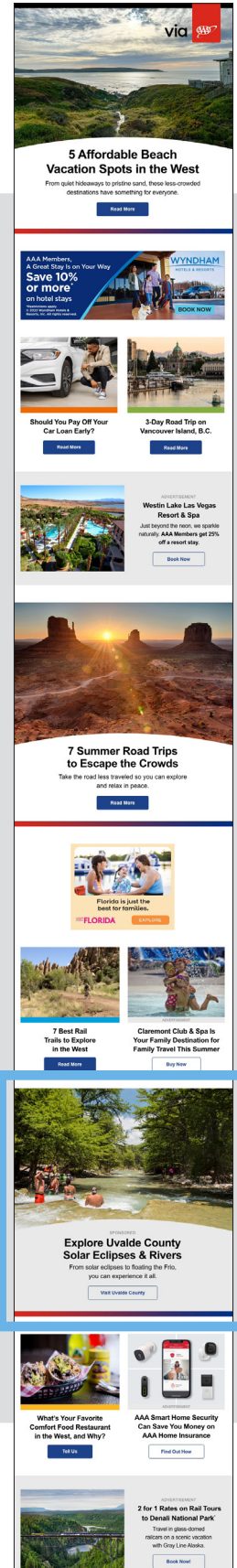
One spot available per email.

Image: See requirements above

Headline: 2 lines max (about 8 words)

Subhead: 2 lines max (about 15 words)

Button: 25 characters max (including spaces)



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
- ✔ Can be targeted to specific articles and landing pages

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

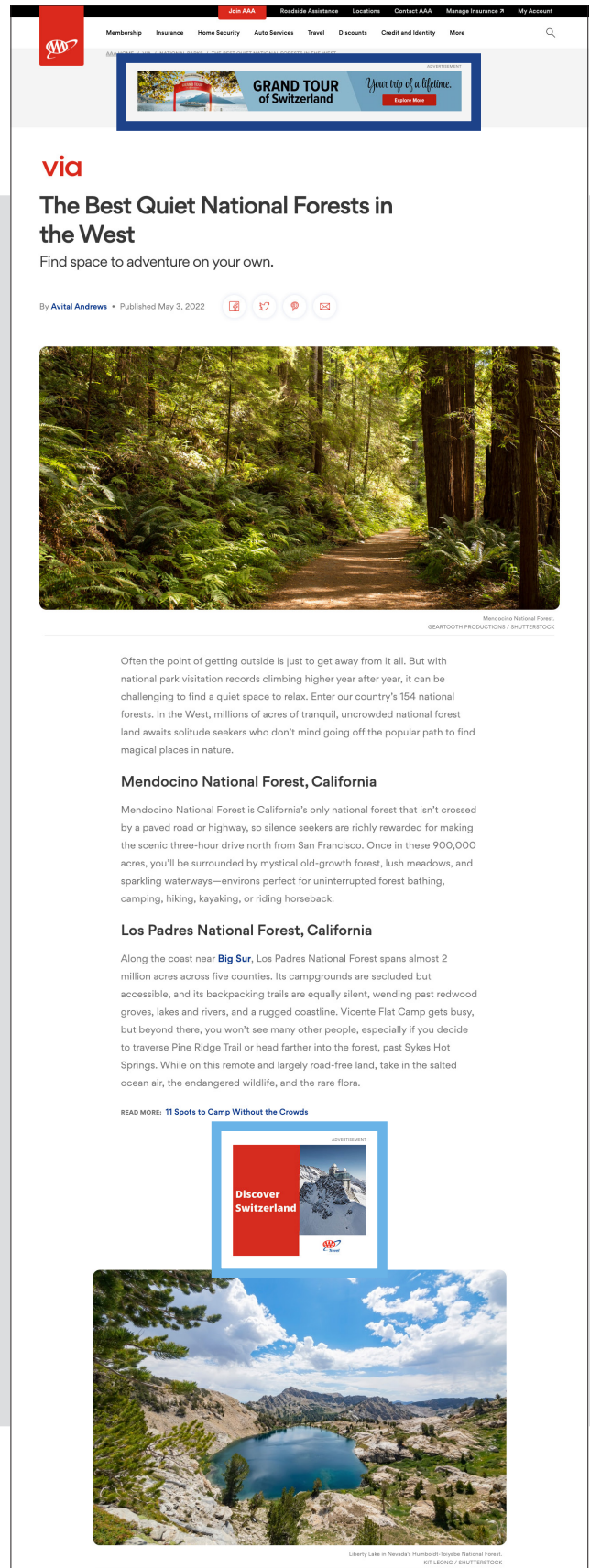
MEDIUM RECTANGLE

DESKTOP & MOBILE

File requirements:

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

Package cost: \$600 per month



The screenshot shows the AAA website interface. At the top is a navigation bar with links for Membership, Insurance, Home Security, Auto Services, Travel, Discounts, Credit and Identity, and More. A search icon is also present. Below the navigation is a banner for 'GRAND TOUR of Switzerland' with the tagline 'Your trip of a lifetime.' and a 'Explore More' button. The main content area features the 'via' logo and the article title 'The Best Quiet National Forests in the West'. The article is by Avital Andrews, published May 3, 2022, and includes social media sharing icons. The article text discusses the challenge of finding quiet spaces in national parks and lists several national forests in California, including Mendocino National Forest and Los Padres National Forest. A 'READ MORE' link is provided for '11 Spots to Camp Without the Crowds'. Below the article is a 'Discover Switzerland' advertisement and a large image of a lake in a mountainous landscape.



Ad close and material due date

Ad close and material due date

JANUARY	Mid January 12/14/23 <ul style="list-style-type: none"> • Top Cars for 2024 • Winter Camping • Arizona: Arizona Winter Camping
	Late January 12/27/23 <ul style="list-style-type: none"> • Best State Parks to Visit in Winter • How to Stay Safe during Winter Power Outage
FEBRUARY	Mid February 1/11/24 <ul style="list-style-type: none"> • Free/Affordable Valentine's Date Ideas • How to Detect a Gas Leak • Arizona: Free/Affordable Valentine's Date Ideas in AZ
	Late February 1/25/22 <ul style="list-style-type: none"> • Places to Travel Instead of Popular/Crowded Spots • Best Montana Experiences
MARCH	March + April Via 2/10/24 DIGITAL ONLY <ul style="list-style-type: none"> • Hidden gems in the West by state • Four Corners road trip featuring Colorado, Utah, Arizona, and New Mexico
	Late March 2/23/24 <ul style="list-style-type: none"> • Cruise Myths • How to Avoid Ticks • Arizona: Arizona Spring Break
APRIL	Mid April 3/14/24 <ul style="list-style-type: none"> • Best Walking Tours Across the West • E-Mobility (Scooters and e-Bikes) Safety • Arizona: Arizona Festivals
	Late April 3/28/24 <ul style="list-style-type: none"> • 2024 Food and Wine Festivals • How to Stay Safe Hiking in Summer
MAY	Mid May 4/12/24 <ul style="list-style-type: none"> • Where to Escape the Heat • How to Avoid Fraud and Scams While Traveling • Arizona: High-Elevation Escapes
	May + June Via 4/26/24 DIGITAL ONLY <ul style="list-style-type: none"> • Best hikes in the West's favorite National and State Parks • Creature comforts: How to get up close and personal with critters
JUNE	Mid June 5/16/24 <ul style="list-style-type: none"> • Tips to Avoid Flight Delays • Best Utah Drives/Road Trips • Arizona: Unexpected Places to Cool Off in AZ
	Late June 5/30/24 <ul style="list-style-type: none"> • Fireworks Shows • Coastal Escapes

JULY	Mid July 6/14/24 <ul style="list-style-type: none"> • Lesser-known Places to Cool Down • Mt Rainier National Park Guide • Arizona: Indoor Family Fun
	Late July 6/28/24 <ul style="list-style-type: none"> • I-5 Food Stops • New National Monuments in the West
AUGUST	Mid August 7/12/24 <ul style="list-style-type: none"> • Day Trips to Cooler Spots • Best International Destinations for Fall • Arizona: Day Trips to Cooler Spots in AZ
	Late August 7/25/24 <ul style="list-style-type: none"> • Halloween at Disneyland • Las Vegas to Grand Canyon Road Trip
SEPTEMBER	September + October Via 8/8/24 DIGITAL ONLY <ul style="list-style-type: none"> • Why your next road trip should be on a train • State capitals of the West travel round up
	Late September 8/22/24 <ul style="list-style-type: none"> • Best International Destinations for Fall • Disneyland Dining for Adults • Arizona: Best EV road trips in Arizona
OCTOBER	Mid October 9/6/24 <ul style="list-style-type: none"> • Best Towns for Halloween Fun in the West • How to Avoid Driving Distractions • Arizona: Arizona Halloween Spots
	Late October 9/20/24 <ul style="list-style-type: none"> • Car-Buying Myths & Mistakes • Holiday Travel
NOVEMBER	Mid November 10/3/24 <ul style="list-style-type: none"> • Family-Owned Ski Resorts • Winter Prep • Arizona: Grand Avenue, Phoenix
	November + December Via 10/17/24 PRINT + DIGITAL <ul style="list-style-type: none"> • Off the beaten path places to go in 2025 • Members' car buying tips and tricks
DECEMBER	Mid December 11/1/24 <ul style="list-style-type: none"> • Affordable Winter Escapes • Winter Car • Arizona: Affordable Winter Escapes in Arizona
	Late December 11/15/24 <ul style="list-style-type: none"> • Off-the-Beaten Path Places to Visit Outside the West in 2025 • Cities to Visit in the Winter

Print Issue

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

DISPLAY ADS

Full Page	\$27,000
2/3 Page	\$20,000
1/2 Page	\$16,000
1/3 Page	\$11,000
Co-op page	\$3,000

FILE REQUIREMENTS

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

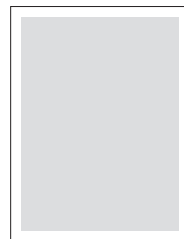
AD CLOSE Aug 21

MATERIALS DUE Sept 4

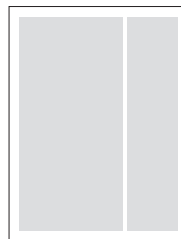
IN-HOME Nov 15

Page trim size: 8" x 10.5"

Page bleed size: 8.25" x 10.75"

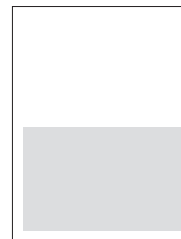


Full Page
7" x 9.5"
(live copy area)
or
8.25" x 10.75"
(full bleed)

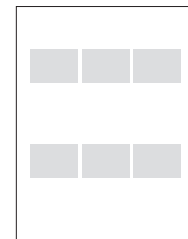


2/3 Page Vertical
4.625" w x 9.5" h

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



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



Co-op Page
2.125" w x 1.5" h
(photo)
50 words of copy,
plus phone number
and/or URL

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 issue 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)

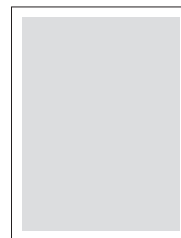
Co-op page ad

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

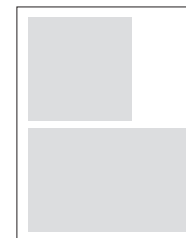
DISCOVER ADS

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

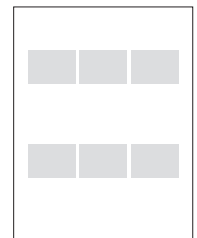
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"



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



Co-op Page
2.125" w x 1.5" h
(photo)

1/3 Page
4.625" w x 4.625" h

AD CLOSE Aug 9

MATERIALS DUE Aug 16

IN-HOME Nov 15

CONTACT

Please email ads, photos, and copy to Natasha Alcala
natasha.alcala@norcal.aaa.com
(415) 370-0591.

Arizona Ad Section

Explore Arizona is a special advertising section inserted into targeted copies of *Via*. Ad units include native content plus traditional ad space.



CIRCULATION

1 million

500,000 affluent AAA homes in Arizona, plus a bonus of 500,000 in the San Francisco Bay Area and Sacramento.

MATERIALS

See file requirements on the print issue 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

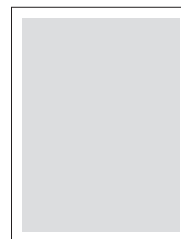
EXPLORE ARIZONA ADS

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

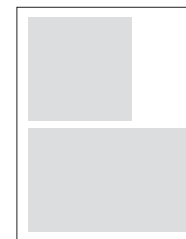
AD CLOSE Aug 9
MATERIALS DUE Aug 16
IN-HOME Nov 15

CONTACT
 Please email ads, photos, and copy to Natasha Alcalá and copy to Natasha Alcalá
natasha.alcala@norcal.aaa.com
 (415) 370-0591.

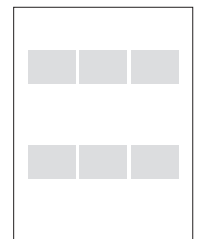
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"



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)