



Via

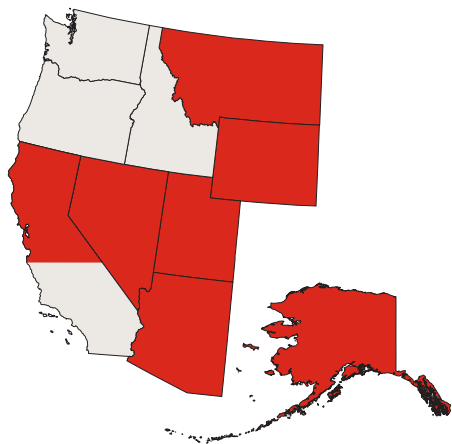
2026 MEDIA KIT

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



7 Million Readers

Coverage of 22 DMAs



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

Circulation Breakdown

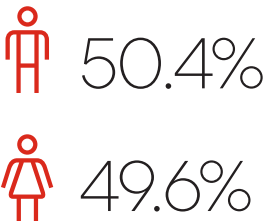
Northern California	2,186,059
Arizona	475,644
Nevada	269,657
Utah	127,130
Montana	68,012
Wyoming	19,940
Alaska	16,364



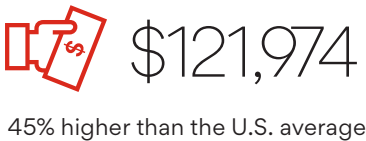
1 out of 2 Households in Northern California

Age Breakdown

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



Average Household Income

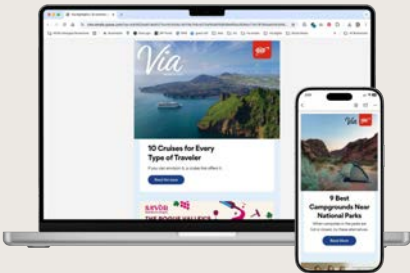


Average Home Value

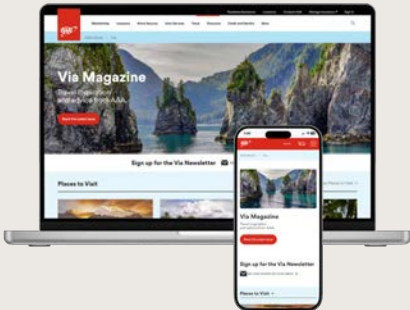


Multi-Platform Opportunities

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:

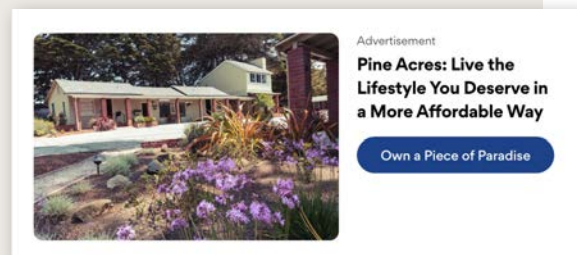
- 680 x 460 pixels
- jpg or png
- one small logo allowed on the image (no additional text)

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:

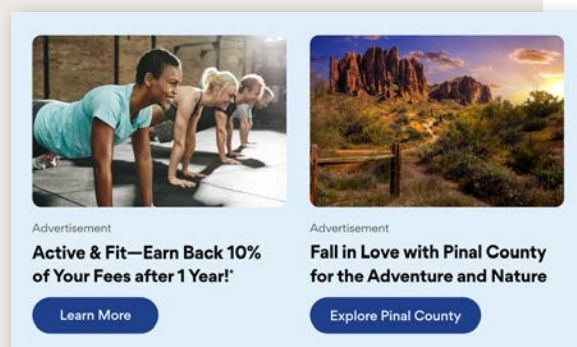
- 592 x 400 pixels
- jpg or png
- one small logo allowed on the image (no additional text)

Headline:

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

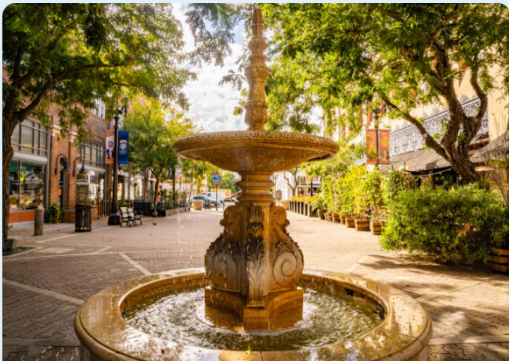
Button:

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

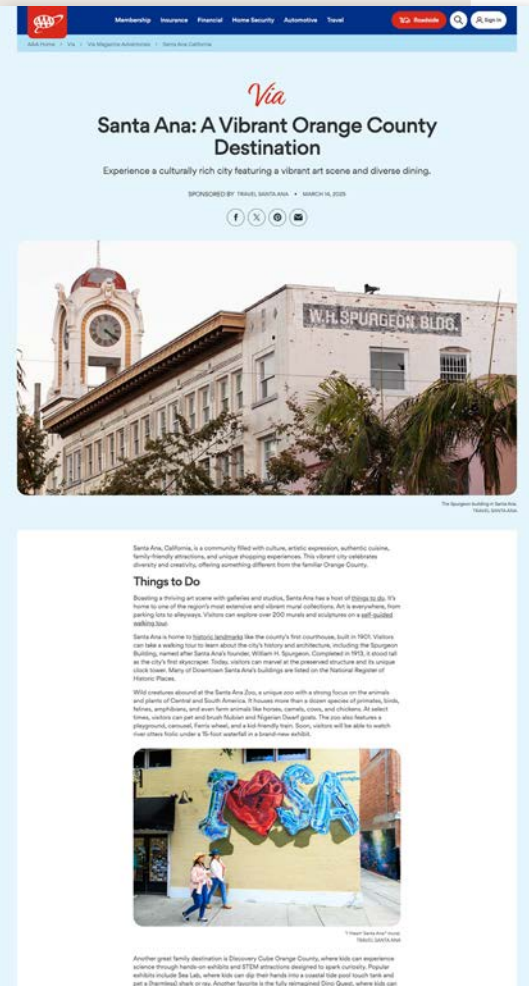
Headline:
30-55 characters,
including spaces

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

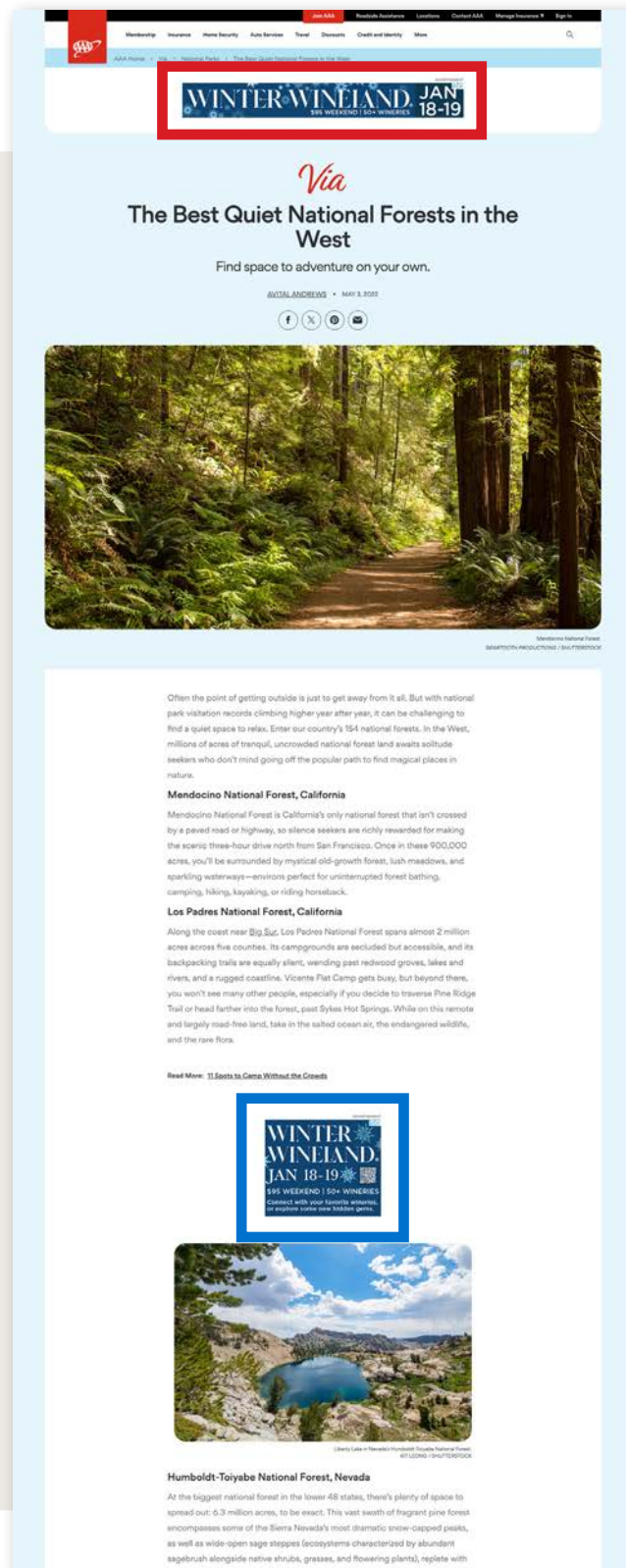
MEDIUM RECTANGLE

DESKTOP & MOBILE

File requirements:

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

Package cost: \$800 per month



The screenshot shows the AAA website with a banner ad for "WINTER WINELAND JAN 18-19" at the top. Below the banner is an article titled "The Best Quiet National Forests in the West" by AVITAL ANDREWS, dated MAY 3, 2017. The article features a large image of a forest path and text about the benefits of national forests. A "Read More" link is provided. Below the article is another banner ad for "WINTER WINELAND JAN 18-19" and a photo of a lake in a forest. At the bottom, there is a section for "Humboldt-Toiyabe National Forest, Nevada" with a description of the forest and a "Read More" link.

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 Alcala
natasha.alcala@mwg.aaa.com
(415) 370-0591

DISPLAY ADS

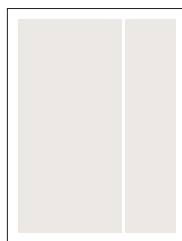
Full Page	\$27,000
2/3 Page	\$20,000
1/2 Page	\$16,000
1/3 Page	\$11,000

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)

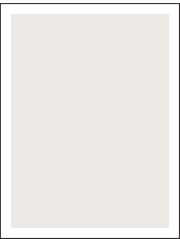
1/6-page article + 1/3-page ad

- 1/3-page ad
- 1 photo (optional)
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

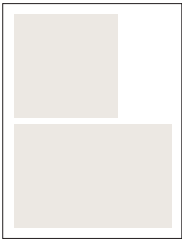
Co-op page ad

- 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"

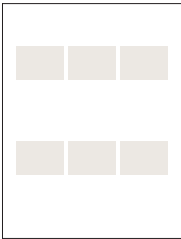


Full Page
7" x 9.5"
(live copy area)
or 8.25" x 10.75"
(bleed)



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.

ADVERTISING SECTION

20% off Sunday thru Thursday

Mariposa
Inn and Suites

(800) 824-2295
MariposaMonterey.com

• Fully renovated
• Perfect location
• Luxurious amenities

*Restrictions apply. Expires 4/30/15.

MONTEREY PENINSULA'S
LOVERS POINT INN
OCEANFRONT HOTEL

VIA SPECIAL
15% off (incl. taxes)*

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

TOLL FREE **866-785-0355**
WWW.LOVERSPPOINTINNPG.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!
THE JOKER!

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.

CHATEAU MONTELENA WINERY
ESTABLISHED 1820

Visit us at montelena.com

COACHMAN'S INN
CARMEL, CALIFORNIA

Charming rooms
• Fireplaces & whirlpools
• DirectTV with HBO
• Continental breakfast
• Patio, hot tub & sauna

\$179 King Bed
2 persons
3 nights min

(800) 336-6421
coachmansinn.com

*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

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FILE REQUIREMENTS

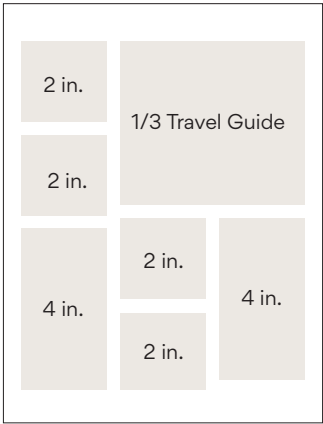
- High-resolution PDF with fonts embedded.
- CMYK only. No spot colors, RGB, LAB, or ICC color profiles.

CONTACT

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

TRAVEL GUIDE ADS

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



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