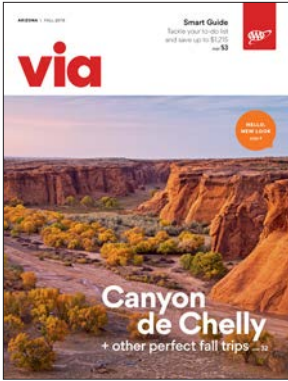


Rates & Specs



Via magazine

RATE BASE
500,000

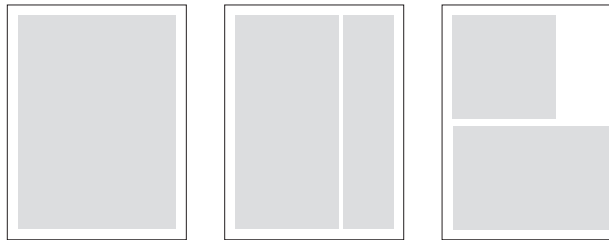
TOTAL READERS
1,100,000

CIRCULATION REGION
Arizona

	1x	2x	4x
4 COLOR			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	8,080	7,674	7,272
1/2 Page	6,471	6,148	5,819
1/3 Page	4,222	4,007	3,759
B&W			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	6,383	6,063	5,745
1/2 Page	5,137	4,876	4,622
1/3 Page	3,318	3,148	2,989

All rates are gross

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

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