



Via magazine

RATE BASE
2,900,000

TOTAL READERS
6,380,000

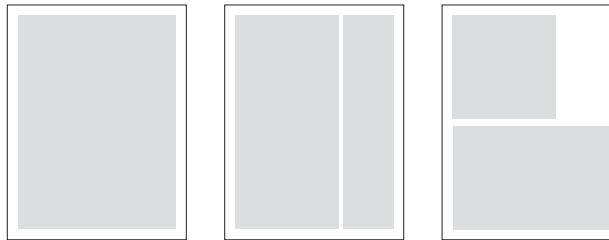
CIRCULATION REGION

- Northern California
- Arizona
- 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
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

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