



# via

## 2019 Digital Media Kit





## 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



### WEB/MOBILE



### SOCIAL



### E-NEWSLETTER



## Via's audience is engaged



### Via Website

**90k**  
Avg. uniques/month

**140k**  
Avg. page views/month

### Via e-Newsletter

Via's average Open Rate of over 20% exceeds the national average

**20%**

Via e-Newsletter

16%

National Average

Via's average Click-Through Rate of 2.46% outperforms the national average

**2.46%**

Via e-Newsletter

1.3%

National Average



Viamagazine.com is migrating to AAA.com, and site traffic will increase by 10 times to 1 million impressions.

**CURRENT REACH**  
 90k avg. unique visitors per month  
 140k avg. page views per month

## Desktop/Laptop

The desktop screenshot shows the top of the article. A red box highlights the 'RAINFORESTS OF THE WORLD' banner at the top. Below it is the article title and a large image of the Golden Gate Bridge. Another red box highlights a smaller version of the 'RAINFORESTS OF THE WORLD' banner located in the 'Share' section on the right side of the page.


**LEADERBOARD**  
**Desktop:**  
 728 x 90 pixels  
 JPEG or GIF  
**Mobile:**  
 320 x 50 pixels  
 JPEG or GIF

**MEDIUM RECTANGLE**  
 300 x 250 pixels  
 JPEG or GIF  
**Desktop:**  
 Top of sidebar  
**Mobile:**  
 Bottom of article

## Mobile

The mobile screenshot shows the article title and a large image of the Golden Gate Bridge. A red box highlights the 'RAINFORESTS OF THE WORLD' banner at the top of the page. Another red box highlights a smaller version of the 'RAINFORESTS OF THE WORLD' banner located at the bottom of the article, above the 'You might also like...' section.

Bi-weekly newsletter sent to 1.1 million opt-in AAA Members



**Visit San Diego's 59-Mile Scenic Drive**

Take in San Diego's top attractions and scenic views on 59-Mile Scenic Drive, a marked route that winds through the city center and along the coast with plenty of possible stops en route. Visit the Hotel del Coronado, San Diego's famed Victorian beach resort.

[sandiego.org](http://sandiego.org)

**SPONSORED CONTENT**  
(1 position available)


**Image specs:** 300 x 250 pixels, JPEG or GIF, no text on image

**Headline:** 40 characters max, including spaces

**Copy:** 245 characters max, including spaces

**URL:** 40 characters max, including spaces

\$9,000 net



**Explore vibrant autumn at Crater Lake**  
Behold the deepest lake in North America among hues of gold, orange and red [travelmedford.org](http://travelmedford.org).


**SMALL SPACE**  
(4 positions available)

**Headline:** The name of your business/destination

**Copy:** 125 characters, including spaces and URL

**Logo specs:** 200w x 118h pixels, JPEG or GIF

\$4,000 net

**DISCOVER YOUR UNCOMMON CHARACTER**

**ENTER TO WIN**

[Anaheim](http://Anaheim.com)

**LARGE SPACE**  
(2 positions available)

**Image specs:** 300 x 250 pixels, JPEG or GIF, and URL

\$12,000 net

**See the world's tallest trees**  
Only in Redwood National Park in Humboldt.

**TEXT LINK**  
(4 positions available)

**Headline:** The name of your business/destination

**Copy:** 44 characters, including spaces and URL

\$1,000 net

## e-Newsletter

Ad close and material due date

Ad close and material due date

<p><b>Mid January</b> 12/17/18  <b>LEAD</b> Budget-Friendly Skiing  <b>BONUS</b> Financial Tips for the New Year</p>	<p><b>Mid July</b> 6/18/19  <b>LEAD</b> Wellness Retreats in the West and Beyond  <b>BONUS</b> Disneyland</p>
<p><b>Late January</b> 1/3/19  <b>LEAD</b> Hawaiian Food in the West  <b>BONUS</b> Home Buying Tips for First Timers</p>	<p><b>Late July</b> 6/30/19  <b>LEAD</b> Culinary Destinations in the West  <b>BONUS</b> National Historic Trails</p>
<p><b>Mid February</b> 1/15/19  <b>LEAD</b> Romantic Destinations in the West  <b>BONUS</b> Palm Springs</p>	<p><b>Mid August</b> 7/16/19  <b>LEAD</b> Tahoe  <b>BONUS</b> Solo Travel</p>
<p><b>Late February</b> 1/29/19  <b>LEAD</b> Wildflowers in the West  <b>BONUS</b> Scottsdale</p>	<p><b>Late August</b> 7/30/19  <b>LEAD</b> Bargain Destinations in the West  <b>BONUS</b> Carmel-by-the-Sea</p>
<p><b>Mid March</b> 2/12/19  <b>LEAD</b> Floating Bed &amp; Breakfasts in the West  <b>BONUS</b> Cruising Europe</p>	<p><b>Mid September</b> 8/13/19  <b>LEAD</b> Camper and RV Travel  <b>BONUS</b> Napa Valley</p>
<p><b>Late March</b> 3/26/19  <b>LEAD</b> Hot Springs in the West  <b>BONUS</b> Saving Money for Travel</p>	<p><b>Late September</b> 8/27/19  <b>LEAD</b> Fall Road Trips in the West and Beyond  <b>BONUS</b> Tips for Biking to Work</p>
<p><b>Mid April</b> 3/12/19  <b>LEAD</b> Coastal Road Trips in the West  <b>BONUS</b> Spring Cleaning</p>	<p><b>Mid October</b> 9/10/19  <b>LEAD</b> Lesser-Known Wine Regions in the West  <b>BONUS</b> Tip for Finding Affordable Flights</p>
<p><b>Late April</b> 3/26/19  <b>LEAD</b> Glamping in the West  <b>BONUS</b> Seattle</p>	<p><b>Late October</b> 9/24/19  <b>LEAD</b> Spooky Spots in the West  <b>BONUS</b> Prepping Your Home and Car for Winter</p>
<p><b>Mid May</b> 4/9/19  <b>LEAD</b> The West's Best National Parks in Summer  <b>BONUS</b> Family Travel</p>	<p><b>Mid November</b> 10/8/19  <b>LEAD</b> Traveling with Pets  <b>BONUS</b> Winter Festivals in the West</p>
<p><b>Late May</b> 4/23/19  <b>LEAD</b> Best Summer Activities in the West  <b>BONUS</b> Summer Safety</p>	<p><b>Late November</b> 10/22/19  <b>LEAD</b> Last-Minute Holiday Travel  <b>BONUS</b> Holiday Entertaining</p>
<p><b>Early June</b> 5/7/19  <b>LEAD</b> Traveling with Friends  <b>BONUS</b> LGBT Destinations in the West and Beyond</p>	<p><b>Mid December</b> 11/5/19  <b>LEAD</b> Winter Weekend Getaways  <b>BONUS</b> Holiday Home Safety</p>
<p><b>Mid June</b> 5/21/19  <b>LEAD</b> Best Summer Islands in the West  <b>BONUS</b> Canada</p>	<p><b>Late December</b> 11/19/19  <b>LEAD</b> Readers' Best Travel Experiences of 2019  <b>BONUS</b> Gifts for Travelers</p>
<p><b>Late June</b> 6/4/19  <b>LEAD</b> Summer Lakes in the West  <b>BONUS</b> How Much It Costs to Buy a Home in the West</p>	<p><b>End December</b> 12/3/19  <b>LEAD</b> Where to Go in 2020  <b>BONUS</b> Trip Planning 101</p>

Additional digital and social opportunities are available with commitment of an integrated package. Information and pricing available upon request.

## Native Content

**5 Exciting Additions to Disneyland Resort**  
Check out these fantastic new experiences, from virtual Star Wars to a refreshed Dumbo.

**Star Wars: Secrets of the Empire**  
If watching Jedi in action isn't enough, the latest Jedi and sassy Stormtrooper's recently updated Star Wars simulator will allow you to experience the excitement of Star Wars in a new way. Head on over to Downtown Disney and experience Secrets of the Empire. The newly opened virtual reality experience from The VOID combines 3D features and motion-tracking sensors with physical effects and you and three friends are the heroes of your own galactic adventures. Watch Rogue One before playing, so you'll recognize some Hanley, Chewie, and Boba Fett's equipment in advance to avoid being.

**A Wrinkle in Time**  
For the folks who grew up with Madeline C. Knight's timeless tale, the upcoming film from director Ava DuVernay tells the story of three young girls who are taken to the other side of the world. The movie—which stars Claire Danes, Mindy Kaling, and Reese Witherspoon (Mrs. Whatsit), and Mindy Kaling (Mrs. Which)—opens next week in theaters. The new Disney California Adventure Park guest can catch a special 4-D preview (complete with in-theater special effects) at the Sunset Showcase Theater in Hollywoodland beginning February 9.

**New Dumbo Queue**  
Dumbo the Flying Elephant has been a favorite ride of the young (and young at heart) since Disneyland's 1955 debut, but one that may be open for a new chapter. The classic attraction, which is currently closed, will reopen in early spring with a new shaded seating area, plus a fresh coat of paint. Disney hasn't announced when the existing facilities, so early mornings and during the parade will still be the best times to ride.

**Incredicoaster**  
Pixar has always been the problem child at Disney California Adventure Park. Originally inspired by rocky seaside carnivals, it was re-themed in 2010 to a quiet Victorian boardwalk. Hopefully, the third time's the charm, as it's now being re-themed into Pixar Park, home to the computer animation studio's beloved characters. The centerpiece will be the Incredicoaster, which will merge the thrill of the California Screamin' roller coaster with the fun experience family of the incredible movie (and sequel, arriving this summer). Be sure to grab a PixarPass or use the newly single-ride when the popular attraction returns the summer.

**Pixar Fireworks**  
While Disney California Adventure Park prepares for the arrival of Pixar Pass, the original Disneyland Park will celebrate the month with new Pixar Fireworks, starting April 15 with Together Forever—A Pixar Nighttime Spectacular. Building on 2015's successful Disneyland Forever fireworks show, the innovative presentation will bring together Pixar stories to life with pyrotechnics, projections, and even a Pixar Blast Lightyear. The best viewing is from Main Street U.S.A. (between the Coca-Cola Bottleneck Corner and Photo Studio Co.), but the crowds are less crushing around the A.S. Small World.

**RELATED: 9 Great Disneyland Food Experiences**

**Save on air, car, and hotel with AAA Travel.**

This article was first published in Winter 2016. Some facts may have aged gracefully. Please look ahead to verify information.

You might also like...

## Facebook

**AAA Northern California, Nevada & Utah**  
July 25 at 11:00 AM · 0

Where in the West is this lake, boasting 60 miles of waterways to explore by jet ski, boat, kayak, or even a giant inflatable sewer?  
For tips on visiting this massive lake that's simulates the border of two states, as well as 6 other lakes known across the West for their summertime appeal, visit: <http://bit.ly/3L3L3L3>

**AAA Northern California, Nevada & Utah**  
June 10 at 10

AAA Member Leslie Sigala (@lsh0202) shared this serene picture she took while on vacation in Alaska at St. Paul Harbor in downtown fishing harbor on Kodiak Island.  
Where have you been lately? Post your photos with the hashtag #ViaAdventure. <http://bit.ly/3D71210>

## Instagram

**via** AAA\_VIA Big Sur, California

AAA\_VIA ICMV: After 17 months of detours, travelers can now drive the entirety of the Big Sur coastline uninterrupted, from Carmel to Cambria! A newly constructed segment of Highway 1 in southern Big Sur traverses the epic Mud Creek Slide, one of many landslides and road closures that saddened the region after heavy winter rains. With its reopening, visitors can once again zip along the longest stretch of undeveloped coastline in the contiguous United States, making stops to plunk Adirondack chairs in the Big Sur River

**via** AAA\_VIA Canyonlands National Park

AAA\_VIA It's one of Canyonlands National Park's most iconic vistas, and is also a perfect trail for beginners and families with small children. Mesa Arch trail is a short .5 mile loop, with the spectacular Mesa Arch vista about halfway along the trail, treating you to views like this stunning sunrise if you time it right. [@06arskismarphotography](https://www.instagram.com/06arskismarphotography)