



Via magazine

RATE BASE
460,000

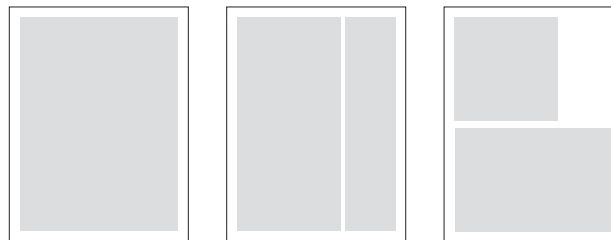
TOTAL READERS
1,058,000

CIRCULATION REGION
Oregon
Southern Idaho

	1x	3x	6x
4 COLOR			
Full Page	\$10,900	\$10,360	\$9,810
2/3 Page	7,640	7,260	6,880
1/2 Page	6,550	6,230	5,900
1/3 Page	4,140	3,930	3,720
B&W			
Full Page	\$8,730	\$8,290	\$7,850
2/3 Page	6,100	5,800	5,490
1/2 Page	5,240	4,980	4,720
1/3 Page	3,650	3,460	3,290

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