



## The AAA brand influences readership and buying habits

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Oregon and Southern Idaho. Via Oregon/Idaho is published six times per year and features travel, automotive, and lifestyle editorial.

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in Via Oregon/Idaho.



Desirable audience characteristics, exceptional reach and low CPMs make Via Oregon/Idaho a smart buy



**Rate Base:**  
450,000

**Total Readers:**  
1,035,000

**Circulation Region:**  
Oregon and Southern Idaho

## AGE AND GENDER

Men	40.1%
Women	59.9%
18-34	5.8%
35-54	26.1%
55+	68.2%
65+	41.6%
Average Age	61
Median Age	62

## HOUSEHOLD INCOME

Average	\$98,100
Median	\$73,400

## PRIMARY RESIDENCE

Average Value	\$345,800
Median Value	\$295,000
Own	88.6%
Rent	11.4%

## MARITAL STATUS

Married	64.3%
Widowed	12.4%
Separated/Divorced	10.7%
Single (never married)	8.5%
Partnered Relationship	4.1%

## EDUCATION

Any College	87.9%
4 Years+	55.8%
Bachelors Degree	32.7%
Graduate Degree	23.0%



## MARCH/APRIL 2016

[Closes January 4](#)

In-Home 2/22-25, 2016

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The Food Issue!

Vancouver, B.C.

Food Worth Traveling For

Marin/Sonoma Road Trip

Upcountry Maui

Weekender: McMinnville, Oregon

Mystery Spot: Cantor Arts Center, Palo Alto

Postcard: Provence, France

Latourell Falls, Oregon

## MAY/JUNE 2016

[Closes March 14](#)

In-Home 4/22-25, 2016

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Oregon Coast Road Trip

Downtown Los Angeles

Weekender: Vashon Island, Washington

Mystery Spot: Salt Lake Tabernacle, Utah

Postcard: Hawaii

Nevada's Valley of Fire State Park

## JULY/AUGUST 2016

[Closes May 2](#)

In-Home 6/24-28, 2016

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Columbia Gorge

Alternative Wine Countries

Weekender: Klamath Falls, Oregon

Mystery Spot: Selkirk Loop, Idaho and Washington

Smith Rock, North of Bend, Oregon

Revised 8/5/15

## SEPTEMBER/OCTOBER 2016

[Closes July 1](#)

In-Home 8/22-25, 2016

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National Park Road Trips

Roundup of Other National Park Drives

Member's Favorite International Destinations

Weekender: Cannon Beach, Oregon

Mystery Spot: Mission San Juan Bautista, near Gilroy, California

Postcard: Washington, D.C.

Transamerica Pyramid, San Francisco

## NOVEMBER/DECEMBER 2016

[Closes September 2](#)

In-Home 10/24-27, 2016

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City Escapes

Portland vs. Seattle

San Diego, California

Denver, Colorado

Best of the Rest Roundup

Weekender: Eugene, Oregon

Mystery Spot: Museum of Clean, Pocatello, Idaho

Olympic National Park, Washington

## JANUARY/FEBRUARY 2017

[Closes November 1](#)

In-Home 12/24-28, 2016

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Napa, Las Vegas, and Other Winter Escapes

Cruise Guide

Weekender: Portland's Chinatown

Mystery Spot: Nevada State Museum, Carson City

Postcard: Florence, Italy

Drakes Beach, Point Reyes, California

## Compelling content drives reader involvement and attracts a loyal and involved audience issue after issue



72.4% of Via Oregon/Idaho readers read 3 or 4 of the last 4 issues received

- Another glowing testimony to the editorial excellence of Via Oregon/Idaho is its unprecedented readership by AAA members who rarely miss an issue.
- Readers take, on average, 24.3 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- 6 out of 10 readers take some type of AAA related action in response to something seen in Via.
- 82.8% of Via readers prefer receiving the printed magazine in the mail.

### ACTIONS TAKEN AS A RESULT OF READING VIA IN THE PAST YEAR

Took any action	68.2%
Became aware of/used AAA discount(s)	32.2%
Visited/contacted AAA office	29.0%
Traveled to a destination advertised or written about	25.6%
Used AAA Tour Book	18.7%
Visited AAA Magazine website or AAA website	17.7%
Planned or modified existing plans for a trip	16.0%
Made reservations or bought tickets	15.2%
Obtained information on a product or service advertised	8.6%

9 out of 10 Via Oregon/Idaho readers took at least one overnight domestic trip in the past year



Via Oregon/Idaho readers, on average, travel more frequently than non-readers in the region

**TOP 25 AREAS VISITED IN THE PAST YEAR**

Oregon Coast	52.3%
Portland, OR	46.9%
Seattle, WA	31.4%
Bend/Mt. Bachelor	30.5%
Central Oregon	27.8%
Columbia River Gorge	27.3%
Willamette Valley	26.0%
San Francisco Bay Area	16.8%
Las Vegas, NV	15.4%
Los Angeles Area	14.4%
Southern California	12.7%
Phoenix/Scottsdale, AZ	12.6%
Eastern Oregon	12.3%
Boise, ID	10.8%
Coastal Washington	9.8%
Oakland/East Bay Area	9.3%
Salt Lake City, UT	8.9%
Sacramento/Central Valley, CA	8.2%
Palm Springs, CA	7.4%
California Wine Country	7.2%
Central California Coast	7.1%
Shasta/Cascades	7.0%
Orange County, CA	6.8%
Reno/Lake Tahoe, NV	6.3%
San Diego County	5.9%

**TOP 10 STATES VISITED IN THE PAST YEAR**

Oregon	54.1%
California	54.1%
Washington	41.8%
Idaho	21.9%
Arizona	20.5%
Nevada	20.1%
Utah	15.4%
Colorado	11.9%
Montana	9.8%
Texas	9.2%

Via Oregon/Idaho is a respected and helpful travel companion providing readers with sound advice and inspiration



1 in 3 readers choose Via Oregon/Idaho as their #1 information source when planning a weekend trip

## SOURCES OF INFORMATION WHEN PLANNING A TRIP

Friends or relatives	68.8%
<b>Via Oregon/Idaho</b>	<b>30.9%</b>
AAA Publications and Guides	28.9%
Direct from accommodations/travel provider	27.6%
AAA Travel Agency	14.7%
AAA website	13.4%
Television	12.6%
Social Media	11.5%



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**CIRCULATION**

**REGION:**

Oregon and Southern Idaho

**March/April 2016**

In-Home February 22-25

Close: 1/4/16

Material: 1/7/16

**May/June 2016**

In-Home April 22-25

Close: 3/1/16

Material: 3/7/16

**July/August 2016**

In-Home June 24-28

Close: 5/2/16

Material: 5/6/16

**September/October 2016**

In-Home August 22-25

Close: 7/1/16

Material: 7/7/16

**November/December 2016**

In-Home October 24-27

Close: 9/2/16

Material: 9/7/16

**January/February 2017**

In-Home December 24-28

Close: 11/1/16

Material: 11/7/16

1x      2x      4x

**4 COLOR**

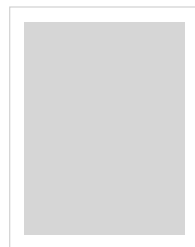
Full Page	\$10,900	\$10,360	\$9,810
2/3 Page	7,640	7,260	6,880
1/2 Page	6,550	6,230	5,900
1/3 Page	4,140	3,930	3,720
1/6 Page	2,520	2,390	2,270

**B&W**

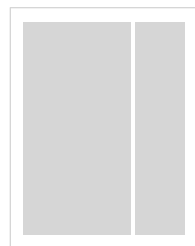
Full Page	\$8,730	\$8,290	\$7,850
2/3 Page	6,100	5,800	5,490
1/2 Page	5,240	4,980	4,720
1/3 Page	3,650	3,460	3,290
1/6 Page	2,000	1,890	1,800

All rates are gross

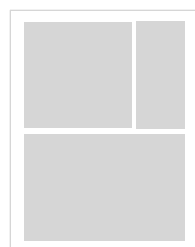
Trim size: 8" x 10.5"  
Bleed size: 8.25" x 10.75"



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



2/3 Page Vertical  
4.625" wide x 9.5" tall



Square  
4.625" wide x 4.625" tall

1/6 Page Vertical  
2.25" wide x 4.625" tall

1/2 Page Horizontal  
7" wide x 4.625" tall

**Digital Requirements**

Ad materials will be accepted in the following digital formats: CD, Macintosh platform required. Preferred programs: InDesign, Illustrator or Photoshop.

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 CMYK.

High resolution PDF files are acceptable. If ad size is 6 MB or smaller, email file to: [mira.roytman@goaaa.com](mailto:mira.roytman@goaaa.com)  
For larger files use: [mirasroytman@gmail.com](mailto:mirasroytman@gmail.com)

**Proof Requirements**

Laser prints are acceptable.

**Ad Corrections**

Ad corrections requested prior to Materials Due date can be made at prevailing rates.

**Contact Information**

All ads sent must include a contact person, phone number, fax number and email address.

**Extensions**

No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact: Mira Roytman 510.596.5316  
[mira.roytman@goaaa.com](mailto:mira.roytman@goaaa.com)

**Shipping Instructions**

Via Advertising, Natasha Alcalá,  
1900 Powell Street, Suite 1200, Emeryville, CA 94608



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Ads may not be less than 1 column  
inch in depth.

Columns are 2 1/8" wide.

Ads exceeding 4" will be billed at  
the rate of a 4" ad plus the  
incremental inches.

No Agency Discounts.



1/3 Travel Guide:

4.5" wide x 4" tall

4-inch: 2.125" wide x 4" tall

3-inch: 2.125" wide x 3" tall

2-inch: 2.125" wide x 2" tall

1-inch: 2.125" wide x 1" tall

	1x	2x	4x
<b>4 COLOR</b>			
1/3 Page	\$4,180	\$3,970	\$3,760
4 inch	2,090	1,990	1,880
3 inch	1,570	1,490	1,410
2 inch	1,050	1,000	950
1 inch	550	520	500
<b>B&amp;W</b>			
1/3 Page	\$3,330	\$3,160	\$3,000
4 inch	1,670	1,580	1,500
3 inch	1,250	1,190	1,120
2 inch	850	810	770
1 inch	450	430	410

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