

General Advertising Rates

All rates are gross

2010

AAA Western Magazine Network

Rate Card #10
Effective January 2010

Rate Base: 9,385,000 ♦ Total Readers: 21,585,500

Circulation Region: West + Texas

Publication	Circulation	Frequency	Full-page	2/3-page	1/2-page	1/3-page	1/6-page
Westways	3,800,000	1X	\$53,310	\$38,380	\$28,810	\$19,330	\$9,870
		3X	\$50,110	\$36,080	\$27,080	\$18,170	\$9,280
		6X	\$48,510	\$34,930	\$26,220	\$17,590	\$8,980
		8X	\$47,450	\$34,160	\$25,640	\$17,200	\$8,780
VIA	2,680,000	1X	\$41,200	\$30,400	\$23,880	\$16,280	\$8,960
		3X	\$39,140	\$28,880	\$22,690	\$15,470	\$8,510
		6X	\$37,080	\$27,360	\$21,490	\$14,650	\$8,060
Texas Journey	800,000	1X	\$18,480	\$12,950	\$11,560	\$6,930	\$4,080
		3X	\$17,560	\$12,300	\$10,980	\$6,580	\$3,880
		6X	\$16,630	\$11,660	\$10,400	\$6,240	\$3,670
Western / Puget Sound Journey	570,000	1X	\$14,553	\$10,186	\$8,737	\$5,534	\$3,329
		3X	\$13,829	\$9,681	\$8,296	\$5,261	\$3,161
		6X	\$13,094	\$9,093	\$7,865	\$4,977	\$2,993
Highroads	490,000	1X	\$10,470	\$7,330	\$5,870	\$3,830	NA
		3X	\$9,950	\$6,960	\$5,580	\$3,640	NA
		6X	\$9,420	\$6,600	\$5,280	\$3,450	NA
VIA Oregon + Idaho	430,000	1X	\$10,480	\$7,350	\$6,300	\$3,980	\$2,420
		3X	\$9,960	\$6,980	\$5,990	\$3,780	\$2,300
		6X	\$9,430	\$6,620	\$5,670	\$3,580	\$2,180
EnCompass	335,000	1X	\$9,190	\$6,420	\$5,510	\$3,500	\$2,120
		3X	\$8,730	\$6,100	\$5,230	\$3,330	\$2,010
		6X	\$8,270	\$5,780	\$4,960	\$3,150	\$1,910
VIA Mountain West	100,000	1X	\$4,120	\$2,880	\$2,470	\$1,560	\$950
		3X	\$3,910	\$2,740	\$2,350	\$1,480	\$900
		6X	\$3,710	\$2,590	\$2,220	\$1,400	\$860
New Mexico Journey	107,000	1X	\$4,390	\$3,090	\$2,750	\$1,650	\$970
		3X	\$4,170	\$2,940	\$2,610	\$1,570	\$920
		6X	\$3,950	\$2,780	\$2,480	\$1,490	\$870
Hawaii Westways	73,000	1X	\$4,440	\$3,100	\$2,770	\$1,660	\$980
		3X	\$4,220	\$2,950	\$2,630	\$1,580	\$930
		6X	\$4,000	\$2,790	\$2,490	\$1,490	\$880



Closing Dates

January/February issue
Space: 10/26/09 Materials: 11/06/09

March/April issue
Space: 12/18/09 Materials: 01/05/10

May/June issue
Space: 02/22/10 Materials: 03/05/10

May issue (Westways ONLY)
Space: 02/26/10 Materials: 03/05/10

June issue (Westways ONLY)
Space: 03/26/10 Materials: 04/02/10

July/August issue
Space: 04/27/10 Materials: 05/06/10

September/October issue
Space: 06/25/10 Materials: 07/08/10

September issue (Westways ONLY)
Space: 06/25/10 Materials: 07/02/10

October issue (Westways ONLY)
Space: 07/30/10 Materials: 08/06/10

November/December issue
Space: 08/30/10 Materials: 09/10/10

Circulation Discount

500,000 – 999,999	5%	5,000,000 – 6,999,999	8%
1,000,000 – 2,999,999	6%	7,000,000 – 7,999,999	9%
3,000,000 – 4,999,999	7%	8,000,000+	10%