

Travel Guide Advertising Rates

2010

All rates are NET

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	1/3P or 6 inch	1/6P or 4 inch	3 inch	2 inch	1 inch
Westways	3,800,000	1X	\$11,740	\$5,970	\$4,120	\$2,790	\$1,440
		3X	\$11,510	\$5,850	\$3,910	\$2,650	\$1,370
		6X	\$11,220	\$5,710	\$3,710	\$2,510	\$1,300
		8X	\$10,560	\$5,300	\$3,450	\$2,330	\$1,170
VIA	2,680,000	1X	\$10,620	\$5,310	\$4,000	\$2,710	\$1,400
		3X	\$10,090	\$5,040	\$3,800	\$2,570	\$1,330
		6X	\$9,560	\$4,780	\$3,600	\$2,440	\$1,260
Texas	800,000	1X	\$5,220	\$3,050	\$2,020	\$1,360	\$690
Journey		3X	\$4,960	\$2,900	\$1,920	\$1,290	\$660
6X		\$4,700	\$2,750	\$1,820	\$1,220	\$620	
Western / Puget Sound Journey	570,000	1X	\$4,221	\$2,562	\$2,037	\$1,523	\$914
		3X	\$4,011	\$2,436	\$1,932	\$1,449	\$872
		6X	\$3,801	\$2,310	\$1,838	\$1,376	\$819
Highroads	490,000	1X	\$2,950	\$1,980	NA	\$1,000	NA
		3X	\$2,800	\$1,880	NA	\$950	NA
		6X	\$2,660	\$1,780	NA	\$900	NA
VIA Oregon + Idaho	430,000	1X	\$4,020	\$2,010	\$1,510	\$1,010	\$530
		3X	\$3,820	\$1,910	\$1,430	\$960	\$500
		6X	\$3,620	\$1,810	\$1,360	\$910	\$480
EnCompass	335,000	1X	\$2,560	\$1,750	\$1,310	\$900	NA
		3X	\$2,430	\$1,660	\$1,240	\$860	NA
		6X	\$2,300	\$1,580	\$1,180	\$810	NA
VIA Mountain West	100,000	1X	\$1,620	\$810	\$610	\$400	\$230
		3X	\$1,540	\$770	\$580	\$380	\$220
		6X	\$1,460	\$730	\$550	\$360	\$210
New Mexico Journey	107,000	1X	\$1,290	\$770	\$620	\$460	\$280
		3X	\$1,230	\$730	\$590	\$440	\$270
		6X	\$1,160	\$690	\$560	\$410	\$250
Hawaii Westways	73,000	1X	\$1,270	\$740	\$620	\$450	\$280
		3X	\$1,210	\$700	\$590	\$430	\$270
		6X	\$1,140	\$670	\$560	\$410	\$250



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