

General Advertising Rates

2012

All rates are gross

AAA Western Magazine Network

Rate Card #12
Effective January 2012

Rate Base: 9,427,000 ♦ Total Readers: 21,227,700

Circulation Region: West + Texas

Publication	Circulation	Frequency	Full-page	2/3-page	1/2-page	1/3-page	1/6-page
Westways	3,950,000	1X	\$56,010	\$40,320	\$30,260	\$20,310	\$10,370
		3X	52,650	37,900	28,440	19,090	9,750
		6X	50,970	36,690	27,540	18,480	9,440
		8X	49,850	35,880	26,930	18,080	9,230
VIA	2,450,000	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	880,000	1X	\$19,410	\$13,610	\$12,150	\$7,280	\$4,280
		3X	18,440	12,930	11,540	6,920	4,070
Western / Puget Sound Journey	590,000	1X	\$14,937	\$10,455	\$8,967	\$5,680	\$3,417
		3X	14,193	9,937	8,514	5,400	3,245
Highroads	490,000	1X	\$10,890	7,623	6,105	3,983	NA
		3X	10,350	7,240	5,800	3,780	NA
		6X	9,800	6,860	5,490	3,580	NA
VIA Oregon + Idaho	435,000	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	340,000	1X	\$9,750	\$6,810	\$5,850	\$3,720	\$2,250
		3X	9,260	6,470	5,560	3,530	2,140
		6X	8,780	6,130	5,270	3,350	2,030
VIA Mountain West	105,000	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	113,000	1X	\$4,570	\$3,210	\$2,860	\$1,720	\$1,010
		3X	4,340	3,050	2,720	1,630	960
		6X	4,110	2,890	2,570	1,550	910
AAA Hawaii	74,000	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: 10/21/11 Materials: 11/02/11

March/April issue
Space: 12/23/11 Materials: 01/05/12

May/June issue
Space: 02/20/12 Materials: 03/01/12

May issue (Westways ONLY)
Space: 02/27/12 Materials: 03/02/12

June issue (Westways ONLY)
Space: 04/02/12 Materials: 04/06/12

July/August issue
Space: 04/20/12 Materials: 05/02/12

September/October issue
Space: 06/26/12 Materials: 07/09/12

September issue (Westways ONLY)
Space: 07/02/12 Materials: 07/06/12

October issue (Westways ONLY)
Space: 07/30/12 Materials: 08/03/12

November/December issue
Space: 08/24/12 Materials: 09/06/12

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%