

Travel Guide Advertising Rates

2012

All rates are NET

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	1/3 p/6"	4 inch or 1/6 page**	3 inch	2 inch	1 inch
Westways	3,950,000	1X	\$12,700	\$6,460	\$4,460	\$3,020	\$1,550
		3X	11,940	6,070	4,190	2,840	1,460
		6X	11,560	5,880	4,060	2,750	1,410
		8X	11,300	5,750	3,970	2,690	1,380
VIA	2,450,000	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	880,000	1X	\$5,490	\$3,200	\$2,120	\$1,430	\$720
Journey		3X	5,220	3,040	2,010	1,360	680
		6X	4,940	2,880	1,910	1,290	650
Western / Puget Sound Journey	590,000	1X	\$4,432	\$2,690	\$2,139	\$1,599	\$960
		3X	4,212	2,558	2,029	1,521	916
		6X	3,991	2,426	1,930	1,445	860
Highroads	490,000	1X	\$3,068	\$2,059	NA	\$1,040	NA
		3X	2,910	1,960	NA	990	NA
		6X	2,760	1,850	NA	940	NA
VIA Oregon/Idaho	435,000	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	340,000	1X	\$2,720	\$1,850	\$1,390	\$ 960	n/a
		3X	2,580	1,760	1,320	910	n/a
		6X	2,450	1,670	1,250	860	n/a
VIA Mountain West	105,000	1X	\$1,620	\$810	\$610	\$400	\$230
		3X	1,540	770	580	380	220
		6X	1,460	730	550	360	210
New Mexico Journey	113,000	1X	\$1,340	\$800	\$650	\$470	\$290
		3X	1,270	760	620	450	280
		6X	1,210	720	590	420	260
AAA Hawaii	74,000	1X	NA	NA	NA	NA	NA
		3X					
		6X					



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

* Highroads is a 6 inch ad

** Western Journey, Westways and Texas, New Mexico, Alabama and Northern New England Journey are all 1/6 page ad