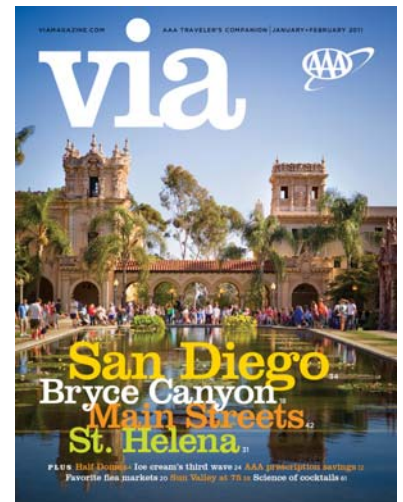




The AAA brand influences both readership and buying habits

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 Northern California, Nevada and Utah. **Via** magazine 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** magazine.



via

2012 EDITORIAL CALENDAR

VIA No. California, Nevada and Utah (Editorial subject to change)



January/February 2012 – closes November 1

Lake Tahoe
Ski vs. Snowboard
Go List
Weekender: None

March/April 2012 – closes January 2

Cacti
Kona Coast
Oakland
Weekender: Vancouver B.C.
Discover Spring, Advertising Section

May/June 2012 – closes March 1

GG Bridge
Dinosaurs
Mount Hood
Weekender: Guerneville, CA
Discover Summer, Advertising Section

July/August 2012 – closes May 2

Beach Towns
Historic Hotels
Bend, Oregon
Murphys, CA
Weekender: Avila Beach, CA

September/October 2012 – closes July 2

Volcanoes
Portland
Big Sur
Weekender: Weaverville, CA
Discover Fall, Advertising Section

November/December 2012 – closes September 4

Go List
Hawaii
Tomales Bay
Weekender: North Beach, San Francisco
Discover Winter, Advertising Section

January/February 2013 – closes November 1

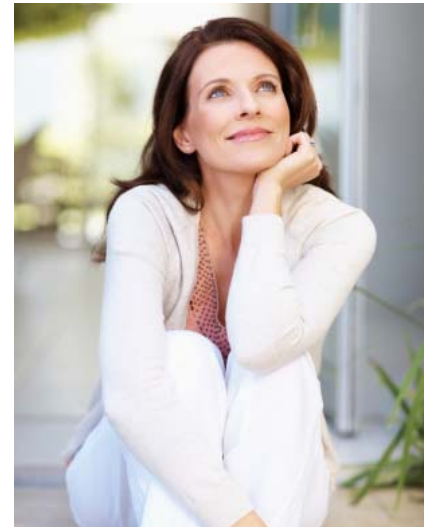
Vegas
Ethnic Neighborhoods
Weekender: Park City
And in every issue: Coming Events



Audience Profile

2012

Circulation Region: Northern California, Nevada and Utah
 Circulation: 2,450,000 ♦ Audience: 5,635,000



- ♦ When compared to the average Northern California, Nevada, and Utah adult, Via readers spend more, travel more often, and live more active lifestyles
- ♦ Via readers are 48% more likely to have a post-graduate degree than the average adult in Northern California, Nevada, and Utah
- ♦ Via readers on average earn \$20,700 more per household than non-readers in Northern California, Nevada, and Utah

		Audience	Composition	N. Cal/NV/UT	
				Coverage	Index
Men		2,583,000	46%	34%	92
Women		3,052,000	54%	40%	108
Married		3,609,000	64%	44%	120
Household Income					
\$60,000+		4,038,000	72%	48%	130
\$75,000+		3,407,000	60%	50%	137
\$100,000+		2,446,000	43%	53%	144
\$150,000+		1,157,000	21%	57%	155
\$200,000+		521,000	9%	61%	167
Average HHI	\$102,600				
Median HHI	\$90,300				
Age					
18-34		967,000	17%	17%	47
35-54		2,321,000	41%	41%	110
55-64		1,218,000	22%	63%	170
65+		1,128,000	20%	57%	154
Median Age	51.7 years				
Education					
Attended college		4,083,000	72%	47%	126
Bachelor's degree+		2,367,000	42%	55%	148
Home					
Own home		4,427,000	79%	46%	124
Median Home Value	\$388,173				
Mean Home Value	\$427,085				

Source: 2011 Doublebase, prototype: GfK MRI



Readership

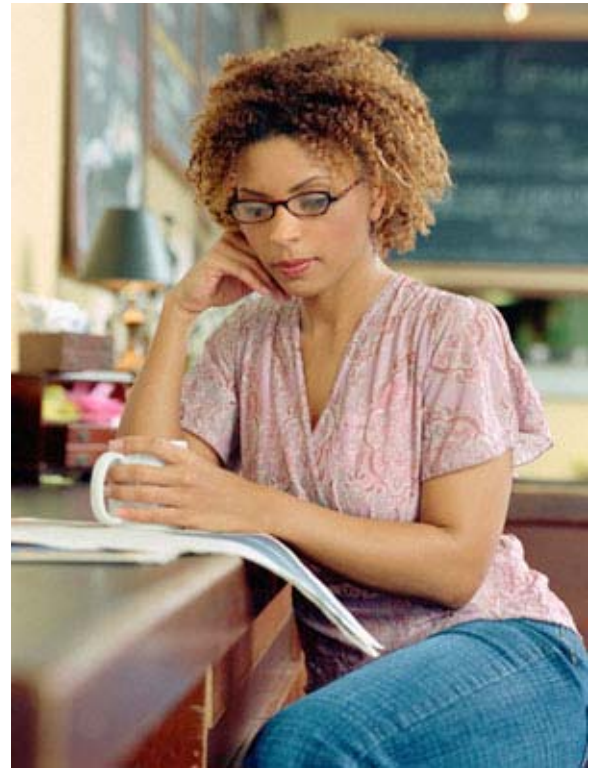
2012

Circulation Region: Northern California, Nevada and Utah
 Circulation: 2,450,000 ♦ Audience: 5,635,000

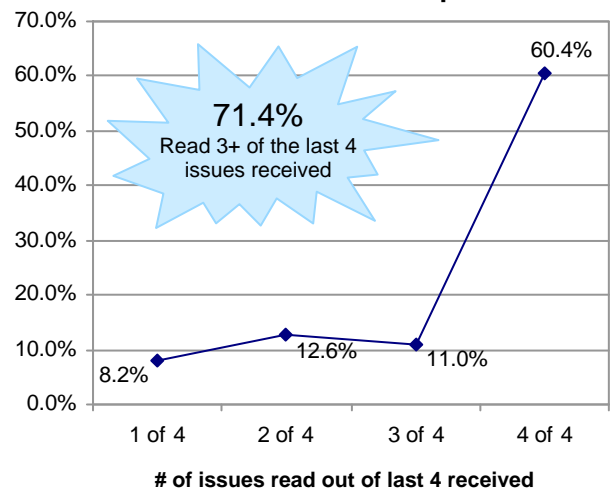
- Another glowing testimony to the editorial excellence of **Via** and its unprecedented readership by AAA members who rarely miss an issue.
- Readers take 27.5 minutes, on average, out of their busy schedules to spend reading an issue.

Actions taken as a result of reading VIA in the past year:

Took any action	77.1%
Became aware of AAA discount(s) or Used/Received AAA discount(s)	44.3%
Visited/contacted AAA office	28.3%
Traveled to a destination advertised or written about	20.3%
Used AAA Tour Book	18.1%
Visited AAA.com	17.0%
Planned or modified existing plans for a trip	16.7%
Made reservations or bought tickets	12.8%
Visited an advertiser's web site	9.8%
Called a toll-free number	8.3%
Obtained information on a product or service advertised	8.3%
Called or Visited AAA Travel Agent	5.6%
Visited AAA Magazine website	5.5%
Called an advertiser directly for information	4.9%
Sent for information using AAA Magazine Reader Service Card	2.6%



Via Readership



Source: 2011 Via Reader Profile Study, MRI GfK Market Solutions



Regional Travel

2012

Circulation Region: Northern California, Nevada and Utah

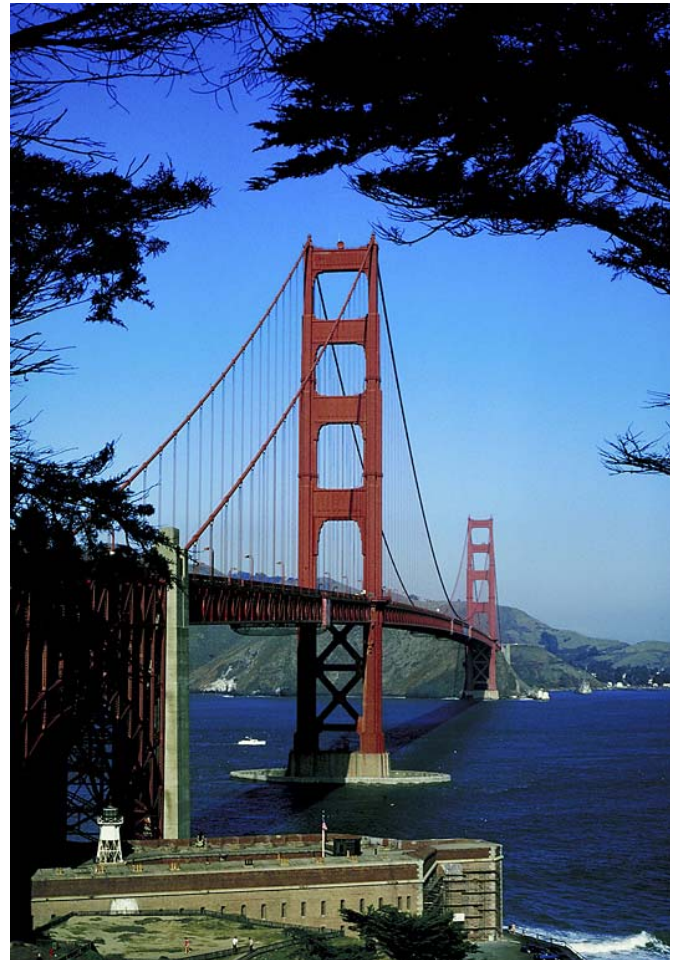
Circulation: 2,450,000 ♦ Audience: 5,635,000

- ♦ 72.4% of Via readers took at least one overnight domestic trip in the past year.

Top areas visited in the past year

San Francisco Bay Area	43.5%
Lake Tahoe	28.9%
Sacramento/Central Valley	28.0%
Napa Valley	27.8%
Los Angeles	25.4%
Monterey/Carmel	25.3%
Santa Cruz	24.6%
Las Vegas, NV	22.6%
Reno, NV	21.9%
Central California Coast	21.3%
San Jose/Santa Clara	21.2%
Oakland/East Bay	20.1%
Yosemite	16.8%
Gold Country	15.8%
Marin County	15.4%
San Diego County	14.6%
Sonoma	13.1%
San Luis Obispo County	11.0%
Orange County, CA	10.7%
Mendocino	8.5%
Paso Robles	7.3%
Phoenix/Scottsdale, AZ	7.1%
New York City, NY	6.8%
Santa Barbara County	6.7%
Salt Lake City, UT	5.7%
North Coast	5.6%
Palm Springs Area	5.3%
Shasta/Cascades	4.1%
Laughlin, NV	3.5%
Catalina Island	2.9%
Sedona, AZ	2.7%
Tucson, AZ	2.7%
Mammoth Mountain/Lakes Area	2.1%

Source: 2011 Via Reader Profile Study, MRI Market Solutions



9 of the top 10 most popular reader vacation spots are within the state of California

via



Travel Planning and Booking

2012

Circulation Region: Northern California, Nevada and Utah

Circulation: 2,450,000 ♦ Audience: 5,635,000

Readers of Via most often look to the magazine for information and travel related information. This is evident from the high percentage of readers who use the magazine when planning a trip.

Sources of information when planning a trip:

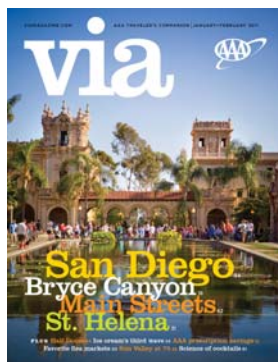
Friends or Relatives	51.8%
Via Magazine	47.2%
Other Websites	35.5%
Other Magazines/Newspapers	23.2%
Direct from Accommodations/ Travel provider	21.9%
Books	18.8%
Television	17.4%
AAA Travel Agency	16.5%
AAA Web Site	14.8%
Other Travel Agency	12.7%

Source: 2011 Via Reader Profile Study, MRI GfK Market Solutions



Method readers use to make reservations or buy tickets for a trip:

Direct from Travel Provider	61.9%
Other Web Sites	41.6%
AAA Travel Agency	15.5%
Other Travel Agency	14.6%
AAA Web Site	6.6%



General Advertising Rates

2012

All rates are gross

Rate Card #52
Effective January 2012



Rate Base: 2,450,000 ♦ Total Readers: 5,635,000
Circulation Region: Northern California, Nevada and Utah

	1X	3X	6X
4 Color			
Full Page	\$ 41,200	\$ 39,140	\$ 37,080
2/3 Page	30,400	28,880	27,360
1/2 Page	23,880	22,690	21,490
1/3 Page	16,280	15,470	14,650
1/6 Page	8,960	8,510	8,060
2 Color			
Full Page	\$ 35,310	\$ 33,540	\$ 31,780
2/3 Page	26,480	25,160	23,830
1/2 Page	20,480	19,460	18,430
1/3 Page	14,230	13,520	12,810
1/6 Page	7,860	7,470	7,070
B&W			
Full Page	\$ 32,460	\$ 30,840	\$ 29,210
2/3 Page	24,310	23,090	21,880
1/2 Page	19,200	18,240	17,280
1/3 Page	12,990	12,340	11,690
1/6 Page	7,140	6,780	6,430
Cover 2	\$ 47,400	\$ 45,030	\$ 42,660
Cover 3	45,330	43,060	40,800
Cover 4	49,440	46,970	44,500



Travel Guide Advertising Rates

2012

All rates are Net

Rate Card #52
Effective January 2012



Rate Base: 2,450,000 ♦ Total Readers: 5,635,000
Circulation Region: Northern California, Nevada and Utah

	1X	3X	6X
4 Color			
1/3 Page	\$ 10,620	\$ 10,090	\$ 9,560
4 inch	5,310	5,040	4,780
3 inch	4,000	3,800	3,600
2 inch	2,710	2,570	2,440
1 inch	1,400	1,330	1,260
B&W			
1/3 Page	\$ 8,480	\$ 8,060	\$ 7,630
4 inch	4,240	4,030	3,820
3 inch	3,210	3,050	2,890
2 inch	2,160	2,050	1,940
1 inch	1,120	1,060	1,010

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.



Ad Close Dates

2012

Rate Card #52
Effective January 2012



Circulation Region: Northern California, Nevada and Utah
Circulation: 2,450,000 ♦ Audience: 5,635,000

<u>Issue Date</u>	<u>Ad Close</u>	<u>Materials Due</u>
January/February	11/01/11	11/07/11
March/April	01/02/12	01/06/12
May/June	03/01/12	03/05/12
July/August	05/01/12	05/07/12
September/October	07/02/12	07/06/12
November/December	09/04/12	09/07/12



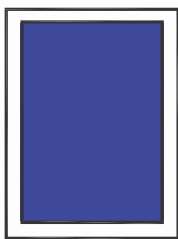
Ad Specifications

2012

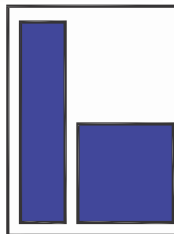


Rate Card #52
Effective January 2012

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

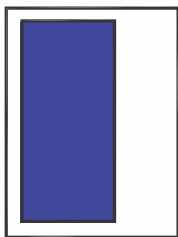


Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (Bleed)

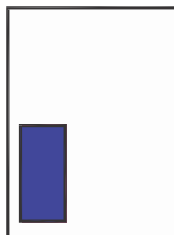


1/3 Page
Vertical:
2.25" wide x 9.5" high

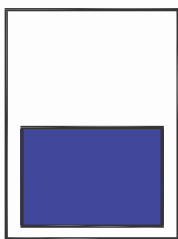
Square:
4.625" wide x 4.625" high



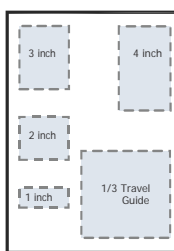
2/3 Page
Vertical:
4.625" wide x 9.5" high



1/6 Page
Vertical:
2.25" wide x 4.625" high

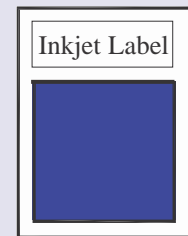


1/2 Page
Horizontal:
7" wide x 4.625" high



Travel Guide
1/3 Travel Guide: 4.5" wide x 4" high
4 inch: 2.125" wide x 4" high
3 inch: 2.125" wide x 3" high
2 inch: 2.125" wide x 2" high
1 inch: 2.125" wide x 1" high

Back Cover-New Size



Back Cover Size:
8" wide x 8.5" high

Live Copy Area:
(align at the top)
7" wide x 8" high

Bleed:
(bleeds three sides only)
8.25" wide x 8.75"

DIGITAL REQUIREMENTS

Ad Materials will be accepted in the following digital formats: CD, Macintosh Platform required, preferred programs, specifically, InDesign, QuarkX-Press, Illustrator and 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 CYMK. High resolution PDF files are acceptable. If ad size is 6 mb or smaller, e-mail file to www.mira.roytman@viamagazine.com. For the bigger files please use www.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 e-mail address.

EXTENSIONS

No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact: Mira Roytman (510) 596-5316
www.mira.roytman@viamagazine.com

SHIPPING INSTRUCTIONS

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





Audit Bureau
of Circulations



For the six months ended June 30, 2011

Field Served: A magazine of the California State Automobile Association.

Published by California State Automobile Association

Frequency: 6 times/year

ABC Member # 04-0699-0

AAA Via

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	2,732,291	100.0			
Verified					
Total Paid & Verified Subscriptions	2,732,291	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	2,732,291	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$1.00		
Subscription	\$6.00		
Average Subscription Price Annualized (6 issue frequency)		\$2.00	
Average Subscription Price per Copy		\$0.33	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	2,731,287		2,731,287		2,731,287
Mar./Apr.	2,731,645		2,731,645		2,731,645
May/June	2,733,940		2,733,940		2,733,940

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0	2,775,449	100.0	2,740,306	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0	2,775,449	100.0	2,740,306	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0	2,775,449	100.0	2,740,306	100.0
Year Over Year Percent of Change		2.5		0.9		-0.6		-1.4		-1.3
Avg. Annualized Subscription Price	\$2.00		\$2.00		\$2.00		\$2.00		\$2.00	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Association:		
Non-Deductible*	2,732,291	100.0
TOTAL PAID SUBSCRIPTIONS	2,732,291	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,732,291	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	2,732,291	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the May/June 2011 issue

Total paid & verified circulation of this issue was 0.1% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	109		109		109
Arizona	1,688		1,688		1,688
Arkansas	152		152		152
California	2,359,123		2,359,123		2,359,123
Colorado	966		966		966
Connecticut	198		198		198
Delaware	26		26		26
District of Columbia	121		121		121
Florida	1,003		1,003		1,003
Georgia	377		377		377
Idaho	533		533		533
Illinois	515		515		515
Indiana	190		190		190
Iowa	114		114		114
Kansas	137		137		137
Kentucky	132		132		132
Louisiana	195		195		195
Maine	75		75		75
Maryland	289		289		289
Massachusetts	459		459		459
Michigan	309		309		309
Minnesota	248		248		248
Mississippi	82		82		82
Missouri	254		254		254
Montana	222		222		222
Nebraska	103		103		103
Nevada	238,087		238,087		238,087
New Hampshire	104		104		104
New Jersey	331		331		331
New Mexico	310		310		310
New York	830		830		830
North Carolina	525		525		525
North Dakota	54		54		54

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	428		428		428
Oklahoma	223		223		223
Oregon	1,665		1,665		1,665
Pennsylvania	462		462		462
Rhode Island	65		65		65
South Carolina	160		160		160
South Dakota	137		137		137
Tennessee	247		247		247
Texas	1,652		1,652		1,652
Utah	117,695		117,695		117,695
Vermont	54		54		54
Virginia	553		553		553
Washington	1,668		1,668		1,668
West Virginia	50		50		50
Wisconsin	194		194		194
Wyoming	114		114		114
TOTAL 48 CONTERMINOUS STATES	2,733,228		2,733,228		2,733,228
Alaska	128		128		128
Hawaii	481		481		481
TOTAL ALASKA & HAWAII	609		609		609
U.S. Unclassified					
TOTAL UNITED STATES	2,733,837		2,733,837		2,733,837
Poss. & Other Areas	19		19		19
U.S. & POSS., etc.	2,733,856		2,733,856		2,733,856
Canada	31		31		31
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	53		53		53
GRAND TOTAL	2,733,940		2,733,940		2,733,940

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,445,877	52.9	132
B	30	871,900	31.9	106
C	15	273,323	10.0	67
D	15	142,128	5.2	35

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 3 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None	
(b) Seven to eleven months (4 to 5 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (6 issues)	1,457,203	100.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization, See Par. 9	1,457,203	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	1,457,203	100.0
Total Subscriptions Sold in Period	1,457,203	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	1,457,203	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	1,457,203	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 49,434 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 46,738 or 1.7% of average paid subscription circulation.

(d) Association (Non-Deductible): The average of 2,732,291 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of California State Automobile Association. Benefits include access to the following services: emergency road, automobile, travel, touring, insurance, financial and travel insurance, travel publication, fee-free AAA/American Express Travel Cheques, and hotel and car rental. \$2.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-10	(a)	2,753,620	2,753,620		
06-30-09	(b)	2,795,831	2,795,831		
06-30-08	(c)	2,826,937	2,826,937		
06-30-07	(d)	2,818,300	2,831,333	-13,033	-0.5
06-30-06	(e)	2,745,549	2,767,605	-22,056	-0.8

[^] Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/10 changed from 2,750,000 to 2,680,000

(b) Effective 01/01/09 changed from 2,830,000 to 2,750,000

(c) Effective 01/01/08 changed from 2,780,000 to 2,830,000

(d) Effective 01/01/07 changed from 2,720,000 to 2,780,000

(e) Effective 01/01/06 changed from 2,670,000 to 2,720,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: California State Automobile Association

AAA VIA, published by California State Automobile Association • 3055 Oak Road • Walnut Creek, CA 94597

KRISTEN WILSON
Production/Circulation Director

STEVE CHAN
Operations Director

Date Signed: August 16, 2011
Sales Office: Walnut Creek 800-468-7563

P: 925.279.2445 • F: 925.279.5654 • URL: www.viamagazine.com

Established: 1917 ABC Member since: 1981

04-0699-0	Analyzed Issue Date	05-06/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	1.00
	Association Subscription Price	2.00
	U.S. Subscription Price	6.00
	Canadian Subscription Price	
	International Subscription Price	

Advertiser Information

2012

Rate Card 52
Effective January 2012

ADVERTISER INFORMATION

TERMS OF SALE

Net 30 days from date of invoice. First time advertisers must prepay by Ad Close date. Publisher reserves the right to request further prepayment for so long as Publisher desires.

COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

COMBINATION RATES

Sold in combination with AAA Western Magazine Network.

SHORT RATES AND REBATES

Each page or fractional page counts as one insertion. Frequency discounts may be earned with any combination of different size insertions used during a 12-month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions for more details.

CANCELLATIONS

Must be received from advertiser in writing prior to Materials Due date; all orders non-cancellable after Materials Due date of relevant issue.

SEND ALL INSERTION ORDERS TO:

Via Advertising
Natasha Alcalá, Via Advertising
1900 Powell Street
Emeryville, CA 94608
Phone: (510) 596-5354
Fax: (877) 406-0222
E-mail: natasha.alcala@viamagazine.com

COPY REGULATIONS

A. The caption line "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncanceled Insertion Order is not received by the applicable Materials Due date, copy run in the previous Issue will be inserted.

C. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Publisher's Advertising Policy Guidelines, Advertising Contract Provisions or Rate Card.

CONTRACT CONDITIONS

ADVERTISING CONTRACT PROVISIONS

A. Advertiser shall have the right to terminate this contract at any time after having used space hereunder by written notice to Publisher and by paying the Publisher within 30 days after invoice date all sums due for space actually used at the actual rate earned.

B. Cancellation of advertisements by Advertiser shall not be effective unless written notice of cancellation is received by Publisher prior to the cancellation deadline as set forth in the applicable Publisher's Rate Card. Cancellation of any portion of an advertising contract on behalf of the Advertiser automatically nullifies any rate protection and any preferred position reservation on the remainder of the contract.

C. Publisher shall have the right, at its option, to terminate this contract at any time by written notice to Advertiser, in which event Advertiser shall pay for space actually used at the rate set forth on the face of this contract. If a space discount has been deducted in paying for prior insertions on a contract canceled by the Advertiser or Publisher, the Advertiser and/or its agency shall reimburse Publisher for any difference between the rate paid and the rate earned.

D. Publisher shall have the right to terminate this contract at any time with or without notice to Advertiser for non-payment of bills at due date, or because the minimum amount of space herein contracted for is not used by Advertiser within the contract period. In the event of such termination by Publisher, for either of said reasons, Advertiser shall pay Publisher for all space used under the contract at the actual rate earned.

E. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to business not previously covered by a formal order (contract) specifying space to be used and dates of insertion. Business already covered by a formal order (contract) may receive rate protection only for advertising appearing in the next six months published after the date the new rates become effective. Advertiser may terminate this contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, shall be liable for space used at rates set forth on the face of this contract and not the actual rate earned.

F. Failure of Publisher to terminate this contract at any time on account of breach of this contract by Advertiser shall not be deemed a waiver of Publisher's right to terminate this contract by reason of any subsequent breach by Advertiser.



Advertiser Information

2012

G. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect Publishers' right to revise or reject such copy thereafter. (See Advertising Policy)

H. Advertiser warrants and represents that any material submitted to Publisher is original; does not violate any law or infringe the copyrights, trademarks, trade names, or patents of any other person; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or is otherwise injurious to the rights of any other person, and the Advertiser has obtained all necessary consents prior to submissions to Publisher. Advertiser assumes all responsibility for all content (including, but not limited to, texts, representations, names, photographs, and illustrations) of advertisements printed, and Advertiser agrees to indemnify and hold Publisher harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by Advertiser.

I. Advertising orders specifying pages or directing insertion of advertisements in positions with the proviso "or omit" will not be accepted. Any provision in the advertising order specifying or barring the use of any page because of the kind of news or advertising on that page, on its reverse side, or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid" and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

J. In the event of any error in printing or other inadvertent publication of an advertisement, Publisher's liability shall not exceed the cost of the space used. Advertiser must notify the Publisher of the error in time to enable Publisher to make the correction before the second insertion. Credit, if allowed, shall be for the first insertion only and may be given in the form of republication of the corrected advertisement. No adjustment will be made in which Advertiser or its agent is responsible for the error. Under no circumstances shall Publisher be liable for lost profits or consequential damages of any kind.

K. Advertiser agrees that no representations of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

L. This contract shall be governed by the laws of the state of California. The San Francisco Judicial District, California, shall be the forum of any legal action relating to this contract.

ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by the Publisher before they are deemed acceptable for publication in *Via*.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable.

C. All advertising copy must complement the guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of *Via* subscribers. General categories include, but are not limited to, (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above general categories.

E. Advertisements of products or services in which the California State Automobile Association has a special expertise or in which the ad might be construed as an endorsement must receive specific approval by the Publisher with regard to the veracity of the ad or the product or service advertised. Examples include (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel-related products or services, and (5) group-purchase plans.

F. Advertisements considered unacceptable include, but are not limited to, the following: (1) distilled spirits; (2) all "per inquiry" arrangements; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative land offerings, and any claims made to amass personal fortunes or to guarantee "winning"; (5) garish displays, unacceptable posture of models, or advertisement that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisement for products or services not included in the categories set forth above may also be unacceptable if, in the opinion of the Publisher, they are considered inappropriate for publication in *Via*.

