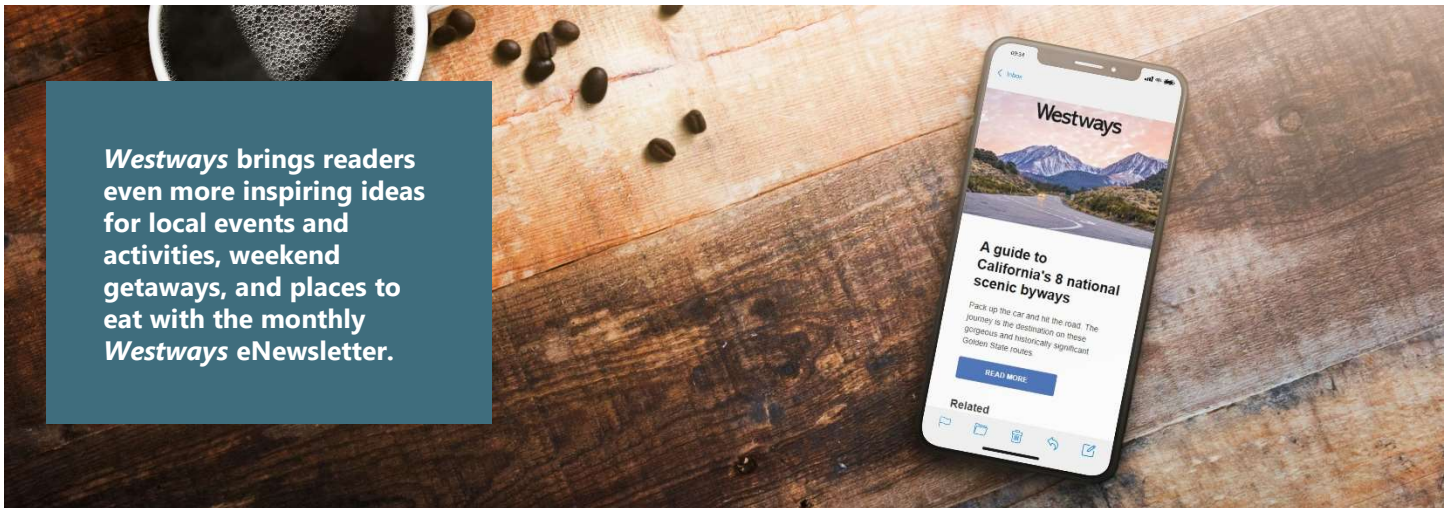


Circulation: 1,900,000

## Digital Editorial Calendar



Westways brings readers even more inspiring ideas for local events and activities, weekend getaways, and places to eat with the monthly Westways eNewsletter.

### Jan

New year discounts

CLOSE: 11/1/2022 | MATERIALS: 11/8/2022 | SEND: 1/4/2023

### Feb

California piers. Valentine's Day discounts

CLOSE: 12/1/2022 | MATERIALS: 12/8/2022 | SEND: 2/1/2023

### Mar

A foodie's guide to dumplings

CLOSE: 1/6/2023 | MATERIALS: 1/13/2023 | SEND: 3/1/2023

### Apr

Spring activities

CLOSE: 2/13/2023 | MATERIALS: 2/20/2023 | SEND: 4/5/2023

### May

Road trips

CLOSE: 3/13/2023 | MATERIALS: 3/20/2023 | SEND: 5/3/2023

### Jun

Quick escapes

CLOSE: 4/7/2023 | MATERIALS: 4/14/2023 | SEND: 5/31/2023

### Jul

Summer activities

CLOSE: 5/11/2023 | MATERIALS: 5/18/2023 | SEND: 7/5/2023

### Aug

Summer travel

CLOSE: 6/9/2023 | MATERIALS: 6/16/2023 | SEND: 8/2/2023

### Sep

Culinary travel

CLOSE: 7/14/2023 | MATERIALS: 7/21/2023 | SEND: 9/6/2023

### Oct

Fall events and activities

CLOSE: 8/11/2023 | MATERIALS: 8/18/2023 | SEND: 10/4/2023

### Nov

Holidays and family

CLOSE: 9/11/2023 | MATERIALS: 9/18/2023 | SEND: 11/1/2023

### Dec

Best of 2023

CLOSE: 10/12/2023 | MATERIALS: 10/19/2023 | SEND: 12/6/2023

Circulation: 1,900,000

## Westways eNewsletter

Reach a digitally-engaged audience of AAA members with the *Westways* eNewsletter and align your brand with premium digital content.


### Ad rates and specifications


Rate Card #7 | Effective January 2023. All rates are net.

<b>Sponsored Content</b>		<b>\$16,000 net</b>
<b>eNewsletter Feature</b>	<b>Content Page</b>	
<ul style="list-style-type: none"> <li>Image (1360px W x 600px H, jpg, png)</li> <li>Headline (40 characters w/ spaces)</li> <li>Description (200 characters w/ spaces)</li> </ul>	<ul style="list-style-type: none"> <li>Copy (1,000 words max)</li> <li>Photos 680px W x 380px H, min of one, landscape orientation preferred)</li> </ul>	
<b>Banner Ad</b>		<b>\$ 9,000 net</b>
<ul style="list-style-type: none"> <li>1200px W x 240px H</li> <li>JPEG, GIF, or Photoshop files</li> </ul>	<ul style="list-style-type: none"> <li>72 ppi, RGB</li> <li>Website url</li> </ul>	
<b>Showcase Ad</b>		<b>\$ 5,250 net</b>
<ul style="list-style-type: none"> <li>Business Name (30 characters w/ spaces)</li> <li>Image (800px W x 430px H)</li> </ul>	<ul style="list-style-type: none"> <li>Offer/Copy (35 characters w/ spaces)</li> <li>Website url</li> </ul>	

### Deadlines

Issue Month	Ad Close	Ad Due	Send Date
January	11/01/2022	11/08/2022	<b>01/04/2023</b>
February	12/01/2022	12/08/2022	<b>02/01/2023</b>
March	01/06/2023	01/13/2023	<b>03/01/2023</b>
April	02/13/2023	02/20/2023	<b>04/05/2023</b>
May	03/13/2023	03/20/2023	<b>05/03/2023</b>
June	04/07/2023	04/14/2023	<b>05/31/2023</b>
July	05/11/2023	05/18/2023	<b>07/05/2023</b>
August	06/09/2023	06/16/2023	<b>08/02/2023</b>
September	07/14/2023	07/21/2023	<b>09/06/2023</b>
October	08/11/2023	08/18/2023	<b>10/04/2023</b>
November	09/11/2023	09/18/2023	<b>11/01/2023</b>
December	10/12/2023	10/19/2023	<b>12/06/2023</b>





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