

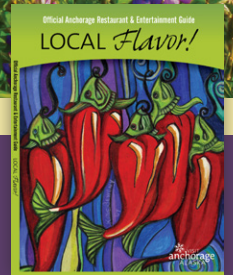
# 2016 ADVERTISING OPPORTUNITIES



TO ADVERTISE, CALL YOUR  
MEMBER REPRESENTATIVE TODAY:

ANGELA ARTURO  
SPIFF CHAMBERS  
MAIN OFFICE

(907) 257-2374  
(907) 257-2321  
(907) 276-4118



visit  anchorage



# OFFICIAL GUIDE TO ANCHORAGE

REACH CUSTOMERS IN THE PLANNING PHASE OF THEIR ALASKA VACATION AND ONCE THEY ARRIVE IN ANCHORAGE.

The most qualified potential visitors have this guide in their hands. With 450,000 copies printed annually, it reaches one of the largest audiences of any Alaska travel publication. Guides are mailed to prospective Alaska travelers and distributed at national and international travel shows. Travelers also pick up the guide at visitor information centers, statewide airports, convention registration desks, hotels and local taxis. Distribution begins January 2016.

## DIRECTORY ENHANCEMENTS

A 50-character directory listing is included for free with your membership. There are affordable ways to make your listing stand out. Add references to your listing through additional categories and/or geographic areas, or include more descriptive text in the directory itself.

**Add 150 characters to your free listing** \$125

**Additional category reference listing** \$100 each

**Additional geographic reference listing** \$100 each

## DISPLAY ADVERTISING

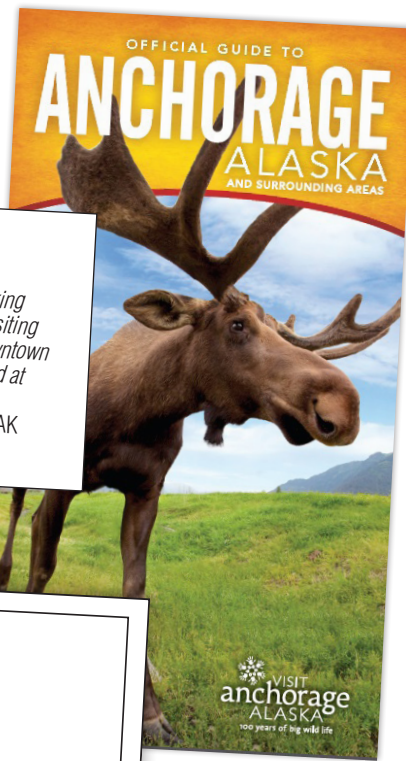
Include your camera-ready ad in the visitor guide directory for increased visibility, or select a prominent position in the editorial portion of the guide. There are options to fit any budget.


<b>Back cover</b>	\$13,000
<b>Inside back cover</b>	\$12,000
<b>Full-page (map adjacent)</b>	\$10,500
<b>Full-page in editorial</b>	\$9,500
<b>Half-page in editorial</b>	\$6,000
<b>Half-page horizontal (directory)</b>	\$4,950
<b>Quarter-page horizontal (directory)</b>	\$2,750
<b>Double directory</b>	\$1,485

## IMPORTANT DATES

CONTRACT AND PAYMENT DEADLINE:  
Wednesday, Aug. 5, 2015

CAMERA-READY ADS DUE:  
Wednesday, Aug. 12, 2015



**VISIT ANCHORAGE**   
[www.Anchorage.net](http://www.Anchorage.net)  
*Anchorage: Big. Wild. Life. Looking for things to see and do while visiting Alaska? Visit our Log Cabin Downtown Visitor Information Center located at Fourth Ave. and F Street.*  
524 W Fourth Ave., Anchorage, AK 99501 • (907) 276-4118

Directory listing with additional 150 characters

Double directory 1.643 x 1.5187	Full-page 5.062 x 9.935
Quarter-page horizontal 5.062 x 2.42	
Half-page horizontal 5.062 x 4.968	

## DIRECT MAIL INSERTS

Put your rack card into the hands of travelers researching trips. More than 250,000 guides are mailed to potential visitors in advance of their trip. Your standard 4" x 9" cards can be inserted into our visitor guide mailing envelopes in increments of 50,000. Special member printing pricing is also available from our fulfillment house.

<b>200,000 rack cards</b>	\$10,000
<b>150,000 rack cards</b>	\$8,000
<b>100,000 rack cards</b>	\$6,000
<b>50,000 rack cards</b>	\$3,000

*Note: Materials are subject to Visit Anchorage review/approval, and member is responsible for shipping insert to Portland, Oregon, for processing.*



# LOCAL FLAVOR! OFFICIAL ANCHORAGE RESTAURANT & ENTERTAINMENT GUIDE

LOCALS AND VISITORS ARE LOOKING FOR DINING AND ENTERTAINMENT OPTIONS IN ANCHORAGE. MAKE SURE YOUR BUSINESS IS "ON THE MENU."

When visitors are hungry for info, they pick up a fresh copy of *Local Flavor!* Official Anchorage Restaurant & Entertainment Guide. 100,000 copies are available locally at hotels, convention registration tables, tradeshow and all Anchorage area visitor information centers. Dining and Entertainment members receive a FREE listing in the guide, and there are a number of additional ways to

## RESTAURANT OR ENTERTAINMENT ADVERTORIAL

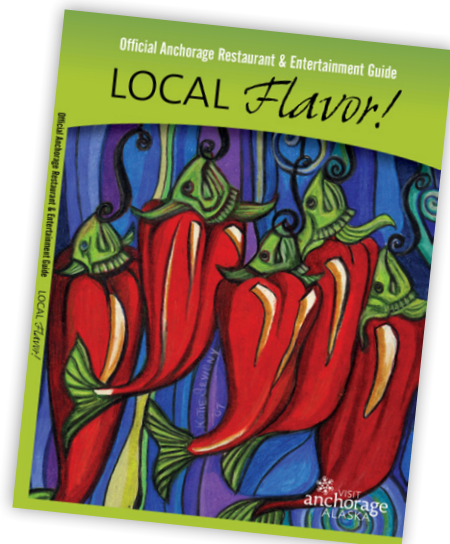
Give visitors a taste of what makes your dining experience best. Share upcoming events and attraction information. Two-page advertorial spreads make a strong impression with visitors deciding where to eat and what to see. New advertisers receive a complimentary photo shoot, and returning advertorials receive a special discount. Distribution begins May 2016.

New advertorial (with photo shoot)	\$1,775
Re-run 2015 advertorial (without changes)	\$1,525

## DISPLAY ADVERTISING

Submit your camera-ready art for a premium position in *Local Flavor!*

Back cover (includes 2-page advertorial)	\$3,750
Inside front cover or inside back cover	\$1,950
Full-page in directory	\$825
Half-page in directory	\$600



**HUMPY'S GREAT ALASKAN ALEHOUSE**

**EXECUTIVE CHEF**  
Tim Farley

**CUISINE**  
American, casual dining and fresh Alaska seafood

**NEIGHBORHOOD**  
Downtown

**CONTACT**  
650 W Sixth Avenue  
Anchorage, AK 99501  
(907) 278-3331  
humpy.com

**THIS CASUAL NEIGHBORHOOD ALEHOUSE WAS ESTABLISHED for beer lovers by beer lovers.**

Fresh menu selections complement the mission of bringing out the complexity of Humpy's expansive beer selection, which includes 100+ beers on tap. Try any of the seafood dishes or mouthwatering burgers and see why Bon Appetit magazine voted it one of the "Top 50 Neighborhood Restaurants in the U.S."

While the crew at Humpy's takes its barley seriously, the restaurant has a reputation for being the place to find the best bands Alaska has to offer. There are plenty of TVs for sports fans and a patio for soaking up the midday sun. Benjamin Franklin once said, "There is proof that God loves us and wants us to be happy." Humpy's Great Alaskan Alehouse provides plenty of refreshing evidence!

**Local Favorites:** Blackened Halibut Burger, Smoked Salmon Spread



## IMPORTANT DATES

CONTRACT AND PAYMENT DEADLINE:

Wednesday, Feb. 3, 2016

CAMERA-READY ADS DUE:

Wednesday, Feb. 17, 2016

Visit Anchorage



# VISITOR INFORMATION CENTER & IN-STATE EXPOSURE

REACH VISITORS, MEETING DELEGATES AND RESIDENTS IN ANCHORAGE.

## HIGH RESOLUTION LED VIDEO SCREEN

Located in the downtown Visitor Information Center, featured advertisers receive a 20-second video clip on LED screens. Clips run on a 2-3 minute loop showing 20-30 times per hour with a minimum of 100,000 impressions per year. Premium brochure placement included. Added value: clips also play at Visit Anchorage's Dena'ina Center kiosk. Video production costs are additional.

**\$750 annually**

## DISPLAY BOARD

Purchase an 8.5"x11" space on a featured display wall in the downtown Visitor Information Center. Located near a courtesy phone for easy bookings and reservations.

**\$350 annually**

## CALENDAR OF EVENTS

Be recognized as the "Presented by" sponsor on the printed monthly calendar. The calendar is distributed at Visit Anchorage's visitor information centers, local concierge desks, participating member businesses and placed in convention delegate bags. Sponsorship includes a 1/8 page ad on the front of the calendar.



**May – Sept. (average distribution 2,000)**

**\$250 per month**

**Oct. – April (average distribution 800)**

**\$100 per month**

## MENU DOSSIER

Feature your restaurant menu in the downtown Visitor Information Center, the Log Cabin and the Dena'ina Center. **Ongoing opportunity – act now!**

**\$150 annually**

## WILD REVIEW NEWSLETTER

Purchase an insert in the bi-monthly newsletter and let Visit Anchorage do the mailing work for you. Reach 1,600 members, media representatives and local leaders conveniently.

**\$125 per insert**



## VISIT ANCHORAGE EVENTS

Sponsorship opportunities of events are available throughout the year. Consider hosting or sponsoring a monthly business exchange, luncheon, seminar or the annual banquet. Providing door prizes for monthly membership luncheons and business exchanges is an effective way to promote your organization to local businesses.

