

VISIT ANCHORAGE ADVERTISING OPPORTUNITIES



CALL TO ADVERTISE:

ANGELA ARTURO 907-257-2374
SPIFF CHAMBERS 907-257-2321
CLARE KREILKAMP 907-257-2377
MAIN OFFICE 907-276-4118

visit  anchorage




OFFICIAL GUIDE TO ANCHORAGE

With 400,000 copies printed, this guide 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 located throughout the state, convention registration desks, hotels and local taxis. Distribution of this edition begins June 2017 and will be dispersed through December 2018.

DIRECTORY ENHANCEMENTS

A 50-character directory listing is included 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 to the listing itself.

- Add 150 characters to your free listing** \$125
- Additional category reference listing** \$100 each
- Additional geographic reference listing** \$100 each

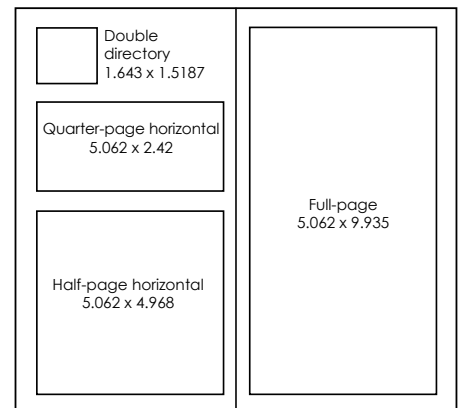
VISIT ANCHORAGE  www.Anchorage.net
Anchorage: Big. Wild. Life. Looking for things to see and do while visiting Alaska? Visit our Log Cabin Downtown Visitor Information Center located at Fourth Ave. and F Street.
 524 W Fourth Ave., Anchorage, AK 99501 • (907) 276-4118

Directory listing with additional 150 characters

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.

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



IMPORTANT DATES

CONTRACT AND PAYMENT DEADLINE:

Wednesday, Nov. 9, 2016

CAMERA-READY ADS DUE:

Friday, Dec. 9, 2016



FIFTH AVENUE JEWELERS
 201 Main St., Anchorage, AK 99501
 (907) 276-4118

ALASKA MINT
 452 West 14th Ave., Anchorage, AK 99501
 (907) 276-9161

LOCAL FLAVOR

OFFICIAL ANCHORAGE RESTAURANT & ENTERTAINMENT GUIDE

When visitors are hungry for info, they pick up a fresh copy of Local Flavor Official Anchorage Restaurant & Entertainment Guide. 80,000 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 feature your business.

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 2017.

New advertorial (with photo shoot) \$1,775
Re-run 2016 advertorial (without changes) \$1,525

DISPLAY ADVERTISING

Not a dining or entertainment venue? Not to worry. You can still be included in the guide when you submit your camera-ready display ad.

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

EARLY BIRD SPECIAL

Submit your advertorial contract and a 50 percent deposit before Wednesday, Nov. 9, 2016, and pay remaining balance by Feb. 8, 2017, to receive:

- A free featured listing on Anchorage.net
- Free placement in the Visitor Information Centers' Menu Dossier
- A combined \$600 value



IMPORTANT DATES

**CONTRACT AND
PAYMENT DEADLINE:**

Wednesday, Feb. 8, 2017

CAMERA-READY ADS DUE:

Wednesday, Feb. 15, 2017

JACK SPRAT

Executive Chef Andrew Brown
Cuisine: Steak, seafood and vegetarian
Niche: Fine dining
Dishes: Frans and Jennifer Wets
Contract: \$65,000
Mountain Loop
Greenwood, AK 99570
(907) 853-5230
jacksprat.net

JACK SPRAT COULD EAT NO FAT, HIS WIFE COULD EAT NO LEAN. Nursery rhymes aside, this is one place you'll wish you could eat it all. From the first bite to the last morsel, Jack Sprat's emphasis on seasonal ingredients, organic local produce and fresh seafood plays out in amazing meals inspired by cuisines from around the world. Locally sourced mussels are steamed in a flavorful saffron broth. Heaps of sprouts and fresh pork top a lambtag with the soul of Seoul. Local purple potatoes pair beautifully with the rib eye.

Dinner is the main event, but liter draught beers and a selection of cocktails and espresso drinks are perfect après adventure. Eggs Benedict, Challah French Toast and Red Flannel Hash compete for attention on the weekend brunch menu. The surrounding Chugach Mountains tower over the building, but "Not So Lean world cuisine" has Jack Sprat standing tall.

Local Favorites: Yam Fries, Chocolate Olive Oil Cake

ADDITIONAL OPPORTUNITIES

REACH VISITORS

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

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

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

DIGITAL DISPLAY AD

Monitor will display rotating digital ads on display wall in the downtown Visitor Information Center. Includes brochure placement near monitor for added exposure. Located near a courtesy phone for easy bookings and reservations. Ad will also display digitally in the log cabin front window for passers-by to view after hours.

\$400 annually

REACH MEMBERS

WILD REVIEW NEWSLETTER

Purchase space for a printed insert in the bi-monthly newsletter and let Visit Anchorage do the mailing work for you. Reach 1,500 members, media representatives and local leaders conveniently.



\$125 per insert*

VISIT ANCHORAGE EVENTS

Sponsorship opportunities of events are available throughout the year. Consider hosting a monthly business exchange or sponsoring a luncheon or seminar. A range of opportunities are available for the annual banquet and the Visit Anchorage Holiday Open House.

Providing door prizes for monthly membership luncheons and business exchanges is an effective way to promote your organization to local businesses.



*printing not included in price