

ONLINE MARKETING

WHAT YOU SHOULD KNOW ABOUT ANCHORAGE.NET

- Anchorage.net is one of the top travel websites for information on Anchorage and Alaska, with more than a million site visitors a year.
- The image-rich site includes images of the destination, and also photos of your business and services.
- Your business information – along with all other content on the site – displays in the best layout for desktop computers, tablets or mobile devices.



TIPS & TRICKS: BEST PRACTICES THAT GET RESULTS

The site's a top performer for travel information, and there are key things you can do to ensure your business is seen by more travelers. Best of all, they are either included with your membership or available at competitive prices.

- Complete your listing for a better rank:
 - Provide up to 10 relevant photos (no logos) for inclusion in your listing. Compelling imagery draws more travelers to your business information.
 - Be descriptive! Your online listing can include up to 1,000 characters of text. If you have listings in multiple categories, each description can – and SHOULD – be tailored to that audience.
 - Ensure your contact information, website, physical location and information on amenities is accurate and up-to-date.
- For even better placement, consider purchasing a featured listing for more prominent positioning.
- Display advertising can connect even more prospective travelers with your business.
- Ready to generate more business? Post a travel deal – a free member benefit – to lure more travelers to your door.
- Want to measure your results? Set up special URL to track visitation to your site from Anchorage.net.



TO ADVERTISE, CALL YOUR MEMBER REPRESENTATIVE TODAY:

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

visit  anchorage

ANCHORAGE.NET ADVERTISING OPPORTUNITIES

DISPLAY ADS

Build the campaign best suited to your budget by advertising in 100,000 impression increments on Anchorage.net. Visit Anchorage will serve your 300 x 250 ad impressions randomly run of site on desktop, tablet and mobile devices. We anticipate delivering your total impressions within 365 days. However, your campaign may be delivered faster or slower than anticipated.

Ads are \$1,500 per 100,000 impressions.

We will monitor your ads and discuss renewal options with you once these impressions have been delivered.

Please submit static display ad files of your own design:

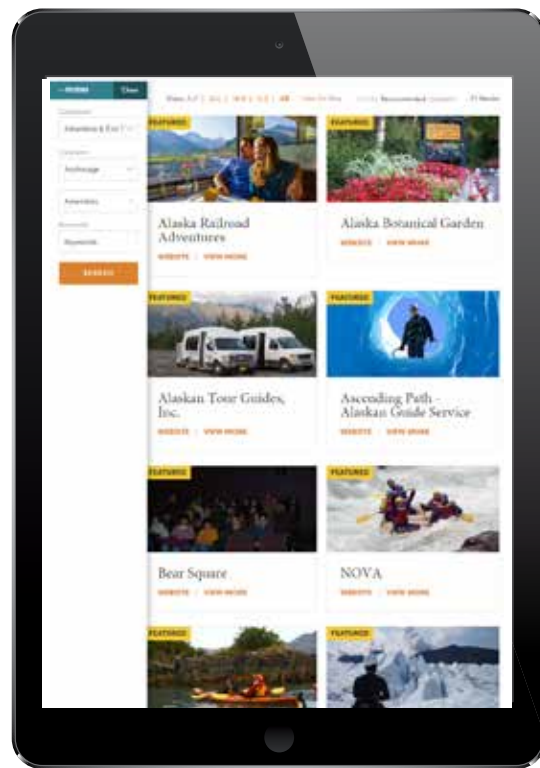
- .jpg or .gif format (animated ads are not supported)
- 300 pixels wide by 250 pixels high
- 72 dpi resolution
- 99KB or smaller

You may change your ad creative or links at any time by contacting your member representative.

FEATURED LISTING

Featured listings generate more than five times as many clicks as a free directory listing due to their top of category placement on Anchorage.net.

Ongoing opportunity. \$450/year.



Featured Listings



300 x 250 Display Ads



300 x 250 Display Ads