

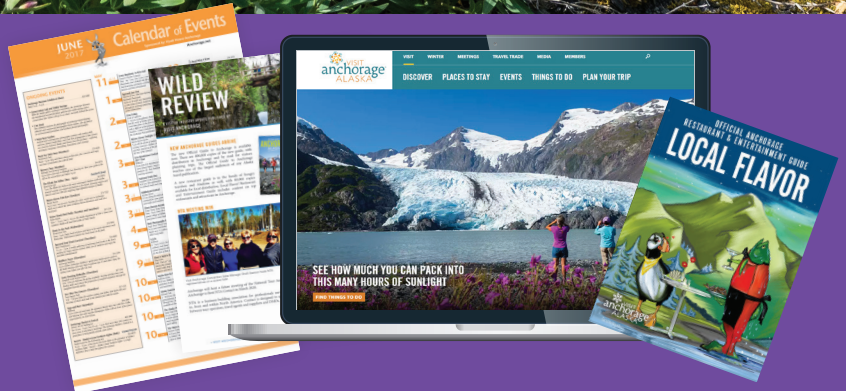
# VISIT ANCHORAGE ADVERTISING OPPORTUNITIES



## 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



# 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:

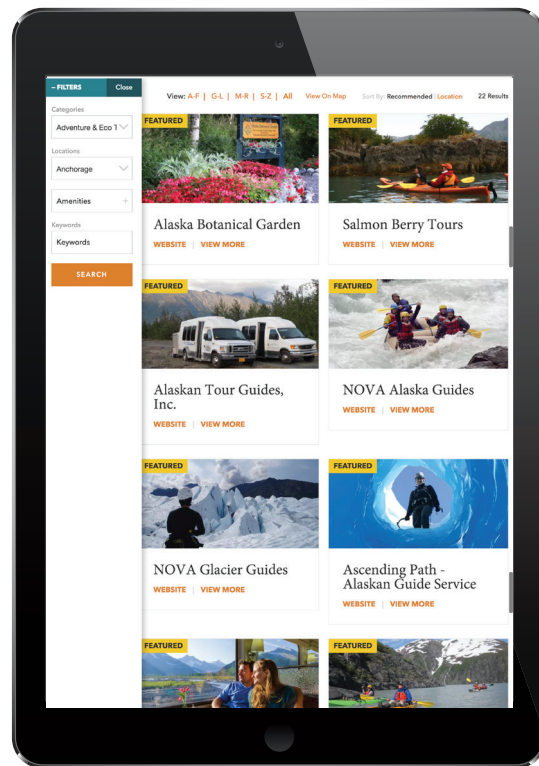
- .jpg or .gif format (animated ads are not supported)
- 300 pixels wide by 250 pixels high
- 72 dpi resolution
- 99KB or smaller

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 per listing. \$225/year for each additional listing.**



**Featured Listings**



**300 x 250 Display Ads**



**300 x 250 Display Ads**

# 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. Feature your business with an advertorial or display ad. Dining and Entertainment members receive a FREE listing in the guide. **Be sure to log in to the Member Account Center and update your listing by February 9, 2018.**

### 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 2018.

New advertorial (with photo shoot) \$1,775  
Re-run 2017 advertorial (without changes) \$1,525

### DISPLAY ADVERTISING

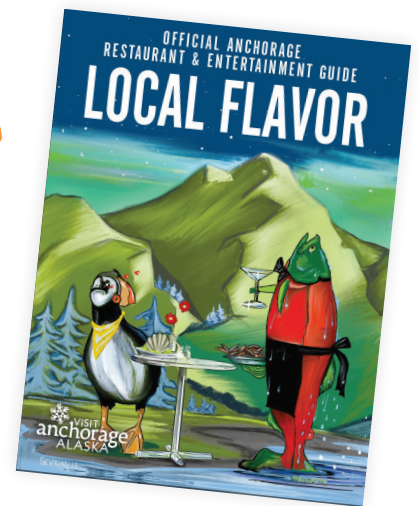
Not a dining or entertainment venue? Not to worry. You can still be included in the guide when you submit your camera-ready display ad.

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 November 8, 2017, and pay remaining balance by February 9, 2018, to receive:

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



### DUE DATES

November 8, 2017  
EARLY BIRD CONTRACT  
AND DEPOSIT

February 9, 2018  
CONTRACT AND PAYMENT  
CAMERA-READY ADS  
VERIFYING YOUR FREE LISTING

**GLACIER BREWHOUSE**

**EXECUTIVE CHEF**  
Jolene Langebeck

**CUISINE**  
Alaska regional, local seafood and wood-fired pizza

**NEIGHBORHOOD**  
Downtown

**OWNERS**  
Bob Acme  
Chris Anderson

**CONTACT**  
737 W 4th Avenue  
Anchorage, AK 99501  
(907) 274-2739  
glacierbrewhouse.com

**VISIT ANCHORAGE, VISIT THE GLACIER BREWHOUSE:**  
"Where Alaskans meet Alaskans!" This award-winning brewery and restaurant has a well-established reputation as the city's first choice for fresh Alaska seafood, handcrafted ales, and meats grilled on the state's only alder wood-fired rotisserie.

Centrally located in downtown Anchorage, the BrewHouse is the ideal place to break for lunch, unwind over dinner or enjoy rounds of masterfully brewed beer and barley wine.

Selected as one of Alaska's 10 Best "Local Secrets, Big Finds" by Travelocity.com, and awarded the gold from San Francisco's Tornado Beer and Barleywine Festival, the Glacier BrewHouse continues to hone its stellar reputation.

**Local Favorites:** Wild Alaska salmon and halibut, Original Peanut Butter Pie.

# 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 south terminal VIC and Dena'ina Center kiosk. Video production costs are additional.

\$750 annually

### MENU DOSSIER

Feature your restaurant menu in five Visitor Information Centers: downtown, the Log Cabin, south and north terminal 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 and participating member businesses. Sponsorship includes a 1/8 page ad on the front of the calendar.



May – Sept. (average distribution 2,500)  
\$250 per month

Oct. – April (average distribution 800)  
\$100 per month

### DIGITAL DISPLAY AD

Monitor displays 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 also displays 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 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