

# VISIT ANCHORAGE ADVERTISING OPPORTUNITIES



## CALL TO ADVERTISE:

ANGELA ARTURO 907.257.2374  
SPIFF CHAMBERS 907.257.2321  
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MAIN OFFICE 907.276.4118

visit  anchorage



## YOUR ADS IN THE GUIDE WORK\*

**98%**  
satisfaction rate with travelers



**95%**  
of travelers find the guide's maps, articles, ads and business listings helpful

**79%**  
use the guide to get ideas for things to do in the Anchorage area

**70%**  
use it for detailed trip planning



**49%**  
About half who get the guide in advance bring it with them

Visitors say it's **easy to use** and **effective**

\*Source: Destination Analysts Anchorage Visitor Guide Research, June 2018

# OFFICIAL GUIDE TO ANCHORAGE: REACH 350,000+ PEOPLE

Reach the largest audience of engaged Alaska travelers as they plan their trip and during their visit. Advertising in the Official Guide to Anchorage puts you in one of the most powerful Alaska travel publications.

## ABOUT THE GUIDE

- 350,000 copies
- Thorough yet concise travel information
- Inspiring imagery and travel ideas
- Advance distribution by mail, and at consumer travel shows
- In-state distribution at visitor information centers, hotels, convention registration desks and more

Distribution begins in January 2019.

**350,000**  
COPIES PRINTED



## 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

## 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
- Full-page in directory \$7,850
- Half-page in directory \$4,950
- Quarter-page horizontal (directory only) \$2,750
- Double directory \$1,485

## DIRECT MAIL INSERTS

Put your standard 4"x9" rack card into the hands of travelers researching trips with an insert into our visitor guide mailing envelopes.

- 50,000 rack cards \$2,500

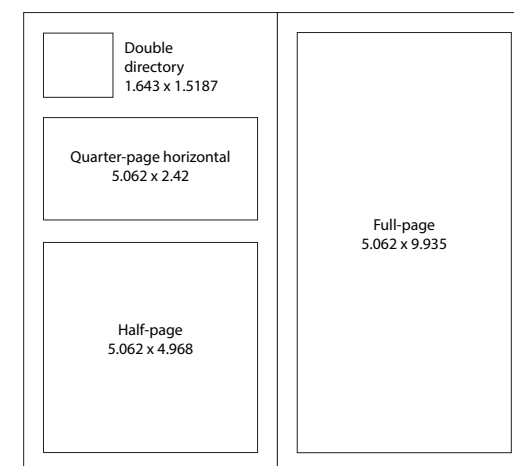
Note: Materials are subject to Visit Anchorage review/approval, and member is responsible for printing and shipping insert to Portland, Oregon.

**VISIT ANCHORAGE**   
**anchorage.net**  
Discover Alaska's natural wonders in Anchorage. Find free advice from friendly Alaskans at the historic Log Cabin Visitor Information Center located on the corner of Fourth Avenue and F Street. 524 W Fourth Ave, Anchorage 907-276-4118

Directory listing with additional 150 characters

**VISIT ANCHORAGE**   
**anchorage.net**  
see listing page 105

Category or geographic reference listing



## DUE DATES

**August 29, 2018**  
CONTRACT AND  
PAYMENT DEADLINE

**September 7, 2018**  
CAMERA-READY ADS DUE

# 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 2019.

New advertorial (with photo shoot) \$1,775  
 Re-run 2018 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 October 24, 2018, and pay remaining balance by February 6, 2019, to receive:

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



**TEQUILA 61°**

**CUISINE**  
Contemporary Mexican

**NEIGHBORHOOD**  
Downtown

**OWNER**  
JL LLC

**CONTACT**  
445 W Fourth Avenue  
Anchorage, AK 99501  
(907) 274-7958  
tequila61.com



**TEQUILA 61° SERVES UP A MODERN TAKE ON TIME-TESTED dishes from south of the border: served north of expectations. Alaska seafood or prime cuts of meat are all uniquely spiced to evoke the true taste of Mexico, served in a charmingly rustic and handcrafted atmosphere.**

**This is Mexican food the way it should be: subtly sweet and spicy mole, salty cotija cheese, pepper-fueled heat. Try the grilled Alaska king crab – you've never had king crab quite like this! Or savor the Fajita Molcajete, a twist on an age-old cooking method and served in a volcanic stone bowl. There's plenty of fresh guacamole to share, and artful desserts to top it all off.**

**A full-service bar features craft cocktails and margaritas flavored with hibiscus, basil, ginger and fresh-squeezed lime juice. Or select from featured wines, local craft beers, small batch spirits, and fine sipping tequilas and mezcals.**

**Local Favorites:** Jicama Shrimp Tacos, Fajita Molcajete, El Diablo cocktail

## DUE DATES

**October 24, 2018**  
**EARLY BIRD CONTRACT AND DEPOSIT**

**February 6, 2019**  
**CONTRACT AND PAYMENT CAMERA-READY ADS VERIFYING YOUR FREE LISTING**

# ONGOING 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

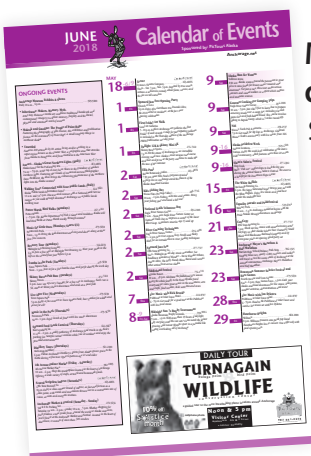
### MENU DOSSIER

Feature your restaurant menu in the 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 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 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