

# ANCHORAGE.NET ADVERTISING OPPORTUNITIES

Anchorage.net is one of the top travel websites for information on Anchorage and Alaska, with approximately a million site visitors a year.

## SPONSORED CONTENT ADS

This new native ad format ensures a more cohesive user experience, integrating business ads with other Anchorage.net content. Ads are served run-of-site on desktop, tablet, and mobile devices. Impressions are evenly distributed with other advertisers, one ad per advertiser. Your ad links directly to your website; Visit Anchorage will review and approve ad copy and photo before publishing.

**Sponsored content ad July - December 2021: \$750**

Please submit the following elements for your ad to be designed by Visit Anchorage:

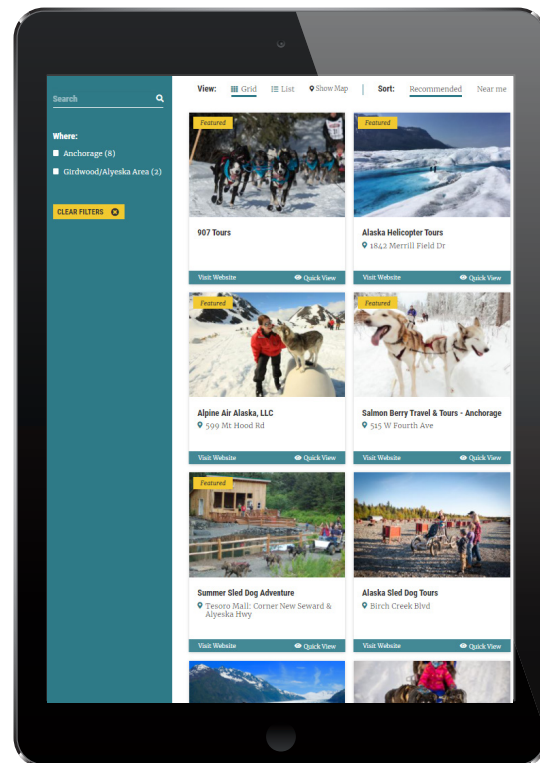
- Two image options in .jpg format (each minimum 599w x 422h)
- Headline copy (40 characters max)
- Ad copy (85 characters max)
- Website URL

Contact your member representative for more tips on designing a successful ad. Ad placement dates available are July - December 2021. *Limited number of ads available.*

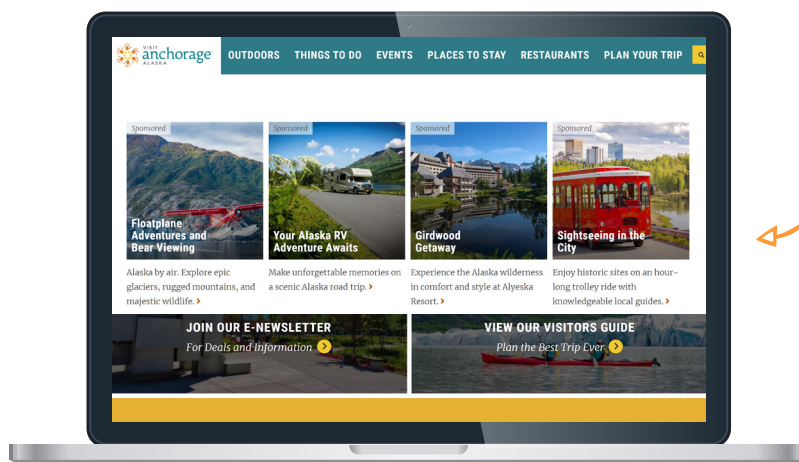
## FEATURED LISTING

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**



**Sponsored Content Ad**

# 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**

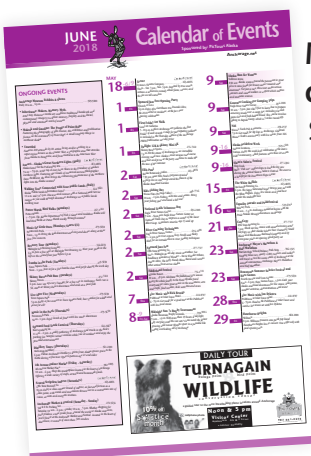
### MENU DOSSIER

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 an insert in the newsletter and let Visit Anchorage do the distribution 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

