

VISIT ANCHORAGE ADVERTISING OPPORTUNITIES



CALL TO ADVERTISE:

SPIFF CHAMBERS 907.257.2321
 CAMBRIA PATZ 907.265.2377
 KATIE REEVES 907.257.2374
 MAIN OFFICE 907.276.4118



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 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

350,000
COPIES PRINTED

Distribution begins in January 2022.



57 TRAILS IN THE CHUGACH

With hundreds of miles of trails, there's one for every age and ability. Here are a few of Alaska's favorite hikes in the Chugach.

- **Thunder Bird Falls** – The short, 2-mile trail has a big payoff: a waterfall roars at the far end of the out-and-back hike.
- **Engle River Nature Center** – The 8-mile Sockeye Nature Trail loop features salmon and beaver sightings from the viewing decks. Owl Mountain Trail reaches back 6 miles into the mountains, with plenty of shorter options. Feeling ambitious? The 23-mile Crow Pass Trail is an epic thru-hike option for expert hikers.
- **Byron Glacier** – The easy 5-mile stroll out to this valley glacier is one of the gems near the end of the Trail of Bones.
- **Winey Creek Trail** – The moderate 6-mile round-trip hike in Girdwood has forested scenery, roaring rapids, and a mountain stream.
- **Old Pass** – Incredible views, even on arrival. Flattop is the most climbed mountain – and the most popular day hike – in the state. Powerline and Hidden Lake trails also start here.
- **Bird Ridge** – The 2.5-mile route climbs 3,400 feet above the waters of Turnagain Arm. The cabin's burn vaults a view usually reserved for Dall sheep.
- **Portage Pass Trail** – The 4-mile round trip from Whittier to the lake shore has a cool treat – Portage Glacier booms large across the water.

REACH 350,000+ PEOPLE

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 this year! Thanks to a grant from the Municipality of Anchorage, display advertising is offered at a 50% discount off the normal rates.

Back cover	\$13,000	\$6,500
Inside back cover	\$12,000	\$6,000
Full-page (map adjacent)	\$10,500	\$5,250
Full-page in editorial	\$9,500	\$4,750
Half-page in editorial	\$6,000	\$3,000
Full-page in directory	\$7,850	\$3,925
Half-page in directory	\$4,950	\$2,475
Directory Quarter-page horizontal	\$2,750	\$1,375
Double directory	\$1,485	\$742

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

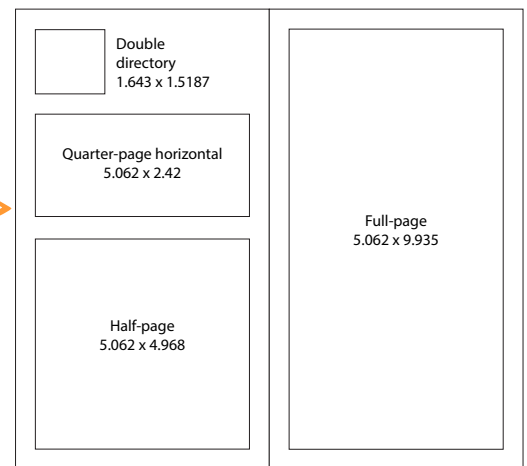
Note: Materials are subject to Visit Anchorage review/approval, and member is responsible for printing and shipping insert to Portland, Oregon.

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 109

Category or geographic reference listing



DUE DATES

August 25, 2021
CONTRACT AND PAYMENT DEADLINE

September 1, 2021
CAMERA-READY ADS DUE