

VISIT ANCHORAGE ADVERTISING OPPORTUNITIES



CALL TO ADVERTISE:

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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

- 300,000 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
- Free digital guide download available on anchorage.net

Distribution begins in May 2023.



REACH 300,000+ 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

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

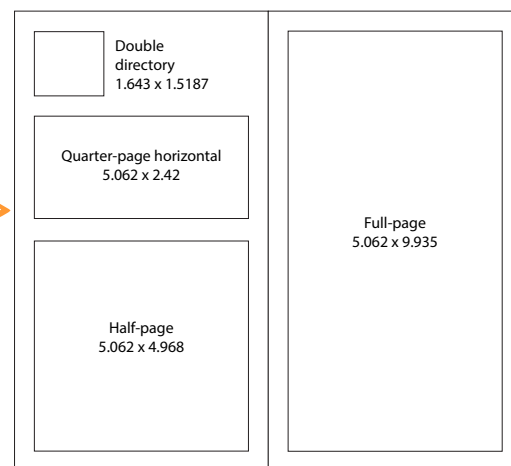
see listing page 109

Category or geographic reference listing

DISPLAY ADVERTISING

Include your camera-ready ad in the visitor guide directory for increased visibility. 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 directory	\$7,850
Half-page in directory	\$4,950
Directory Quarter-page horizontal	\$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
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Note: Materials are subject to Visit Anchorage review/approval, and member is responsible for printing and shipping insert to Portland, Oregon.

DUE DATE

NOVEMBER 8, 2022
CONTRACT, ADS AND
PAYMENT DEADLINE