

VISIT ANCHORAGE ADVERTISING OPPORTUNITIES



CALL TO ADVERTISE:

SPIFF CHAMBERS 907.257.2321
CAMBRIA PATZ 907.257.2377
KATIE REEVES 907.257.2374
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 ANC

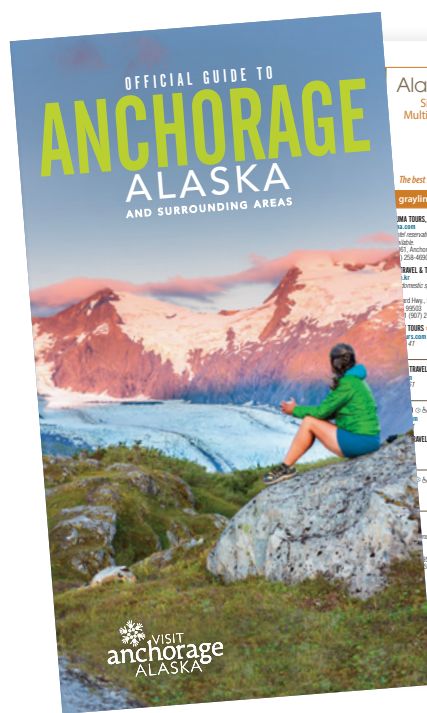
Reach the largest audience of engaged Alaska travelers as they plan their trip and during their visit. Advertising in the Official Guide to Anchorage puts you in one of the most powerful Alaska travel publications.

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
- Online distribution of digital guide on Anchorage.net
- In-state distribution at visitor information centers, hotels, convention registration desks, and more

350,000
COPIES PRINTED

Distribution begins in January 2020



Alaska Vacations
Sightseeing, Rail Tours,
Multi-Day Packages and more!

The best in Alaska vacations for nearly 70 years!
graylinealaska.com • 1.800.544.2206

ALASKA PRIVATE TOURS, LLC 
alaskaprivatealaska.com
see listing page 49

ALASKA TOUR & TRAVEL 
alaskatourandtravel.com
see listing page 51

ALASKA TOURS, INC. 
alaskatoursinc.com
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Hotels, Motels & Inns..... p. 67

THE COMFORTS OF HOME
Vacation Rentals..... p. 77

Find a room with a view, compare prices and
other Anchorage accommodation amenities.
GET MORE!
Visit Anchorage.com/Stay

© Same Day • © White Day • © Traveler • © Alaska

Official Guide to Anchorage

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HOUSAGE: 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

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

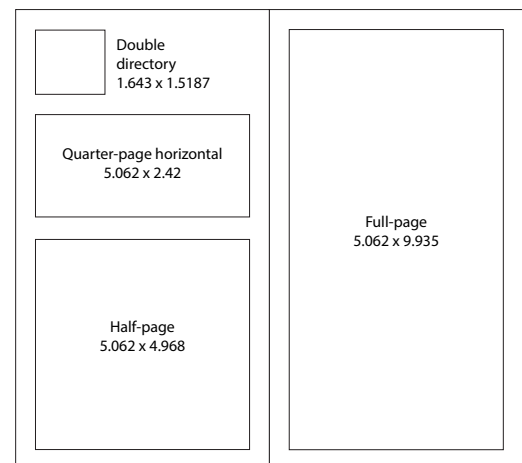
VISIT ANCHORAGE 
anchorage.net
see listing page 105

Category or geographic reference listing

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
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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 DATES

Aug. 28, 2019
CONTRACT AND
PAYMENT DEADLINE

Sept. 6, 2019
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 2020.

New advertorial (with photo shoot)	\$1,775
Re-run 2019 advertorial (without changes)	\$1,525
New photo shoot	\$300

DISPLAY ADVERTISING

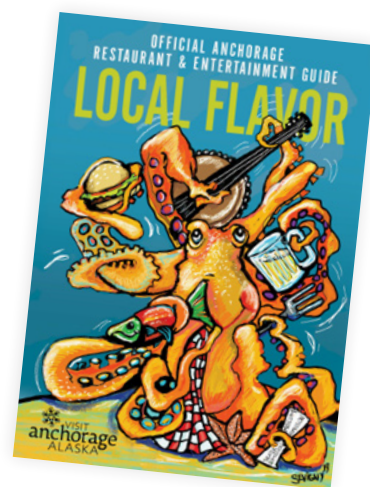
Not a dining or entertainment venue? Not to worry. You can still be included in the guide when you submit your camera-ready display ad.

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% deposit before Oct. 25, 2019, and pay remaining balance by Feb. 5, 2020, to receive:

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



LOCAL FLAVOR

THE WHALE'S TAIL BISTRO AND WINE BAR



CUISINE
Wine bar and bistro

NEIGHBORHOOD
Downtown

CONTACT
Hotel Captain Cook
999 W Fifth Ave
Anchorage, AK 99501
(907) 276-6000
captaincook.com

Local favorites: grilled Kobe beef sliders, truffle popcorn

DUE DATES

Oct. 25, 2019
EARLY BIRD CONTRACT
AND DEPOSIT

Feb. 5, 2020
CONTRACT AND PAYMENT
CAMERA-READY ADS
VERIFYING YOUR FREE LISTING