

ANCHORAGE.NET ADVERTISING OPPORTUNITIES

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

DISPLAY ADS

Build the campaign best suited to your budget by advertising in 100,000 impression increments on Anchorage.net. Visit Anchorage will serve your 300 x 250 ad impressions randomly run of site on desktop, tablet and mobile devices. We anticipate delivering your total impressions within 365 days. However, your campaign may be delivered faster or slower than anticipated.

Ads are \$1,500 per 100,000 impressions.

We will monitor your ads and discuss renewal options with you once these impressions have been delivered.

Please submit static display ad files of your own design:

- .jpg or .gif format
(animated ads are not supported)
- 300 pixels wide by 250 pixels high
- 72 dpi resolution
- 99KB or smaller

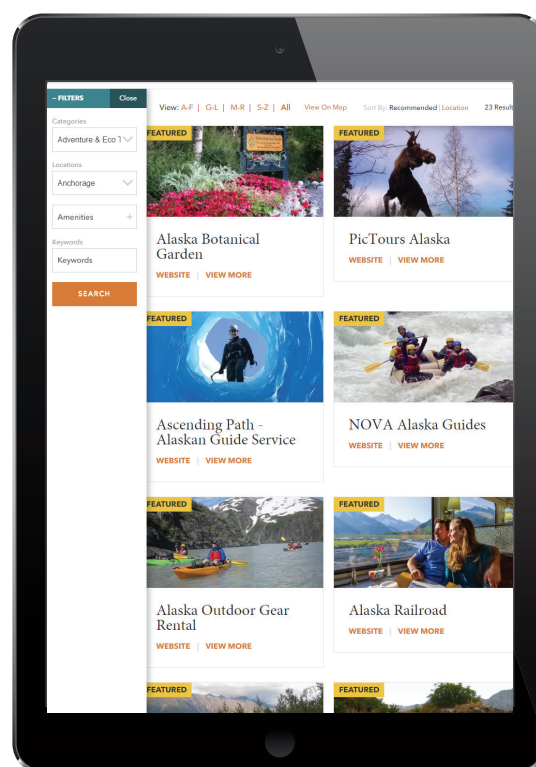
You may change your ad creative or links at any time by contacting your member representative.

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.

\$450/year per listing.

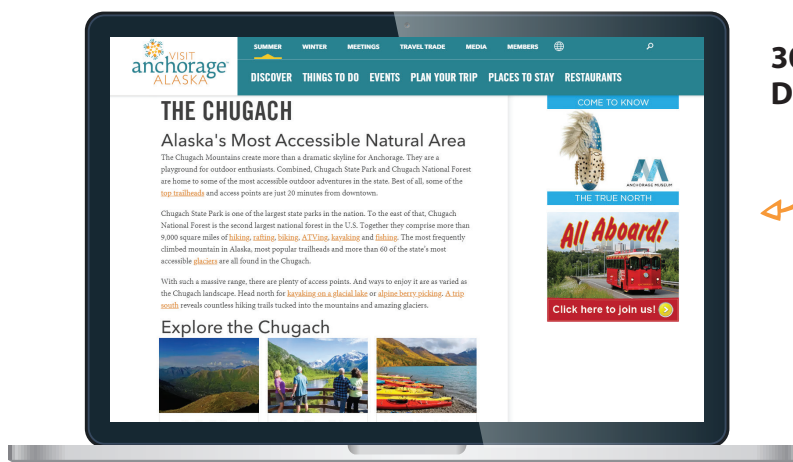
\$225/year for each additional listing.



Featured Listings



**300 x 250
Display Ads**



**300 x 250
Display Ads**

ONGOING OPPORTUNITIES

REACH VISITORS IN TOWN

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

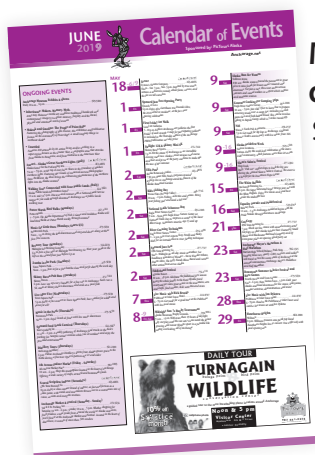
MENU DOSSIER

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 BOARD

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 newsletter published 3 times a year and let Visit Anchorage do the mailing work for you. Reach 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*

