

HOMER

Alaska

MEDIA KIT

2023



Photo by **Sergius Hannan**

HOMER MAGAZINE ADVERTISING RATES

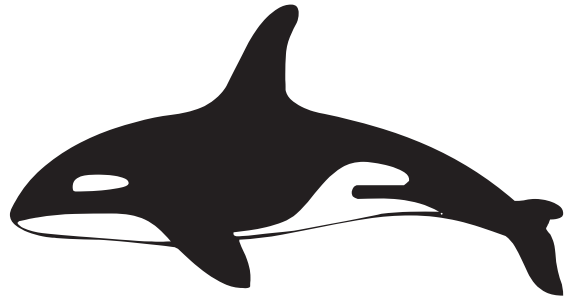
featuring **The Official 2023 Business Directory & Visitor Guide**

BUSINESS DIRECTORY CATEGORIES:

- | | | |
|---|--|---|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Adventure & Eco Tourism | <input type="checkbox"/> Marine Trades |
| <input type="checkbox"/> The Arts | <input type="checkbox"/> Retail & Shopping | <input type="checkbox"/> Alaska Info Services |
| <input type="checkbox"/> Dining & Spirits | <input type="checkbox"/> Transportation | |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Local Services | |

GRID LISTING

All Accommodation & Restaurant Members of HCOC who purchase a display ad are also listed in the grids.



ACCOMMODATION GRID

Choose ALL that apply:

- In-town
- On the Spit
- Near Town
- View Rooms
- Kitchen or Kitchenettes
- Laundry
- Breakfast
- Hot Tub
- Cable/Satellite
- Internet
- Pets OK
- Open all year
- Handicap Access

Choose ONE category for your listing:

- Apartments & Condos
- Across the Bay
- Bed & Breakfast
- Cabins & Cottages
- Camping & RV Parks
- Hotels, Motels & Inns
- Resorts & Lodges
- Yurt
- Vacation Rentals

RESTAURANT GRID

Choose ALL that apply:

- Breakfast
- Lunch
- Dinner
- Reservations
- Beer & Wine
- Cocktails
- In Town
- On the Spit
- Near Town
- Across the Bay
- Outside Seating
- View
- Handicap Access

Choose ONE category for your listing:

- Casual
- Fine Dining
- Brewery, Winery & Spirits
- Sweets & Ice Cream



Ad Size	Dimension width x height	2023 Rate		PRODUCTION SPECIFICATIONS: Trim size: 8.25" x 10.625 Add .125" (1/8"), to all sides beyond trim for bleed. Keep live matter .25" inside trim and from gutter. Web offset, CMYK, perfect binding. No spot or PMS colors. No pixelated screen captures, please. Please, ONLY 300 dpi, high resolution camera-ready or digital ad file in CMYK pdf or transparent tiff format accepted. Homer Magazine can design your ad, please inquire! DESIGN/PRODUCTION FEES: \$100 PER HOUR, \$25 MINIMUM. Production charges will apply for revisions or for incorrectly formatted files. Signature & payment are required to reserve. Rates do not include city sales tax.
1/12 Page Square	2.25 x 2.25	\$700		
1/6 Page (either orientation)	4.5 x 2.25	\$1,350		
1/4 Page	3.5 x 4.5	\$1,550		
1/3 Page (horizontal)	7.25 x 3	\$2,150		
1/2 PAGE (horizontal)	7.25 x 4.25	\$2,275		
Full Page	8.25 x 10.625	\$4,300		
Two Page Spread	16.5 x 10.625	\$8,225		
Inside Front Cover	8.25 x 10.625	\$6,025		
Inside Front Facing	8.25 x 10.625	\$4,025		
Inside Back Cover	8.25 x 10.625	\$5,044		
Back Cover	8.25 x 8.375	\$5,587		
Foldout Covers, Maps, Editorial Mentions, etc.	TBD	Pls Inquire		

Please sign & return with \$ to the
Homer Chamber of Commerce:

201 Sterling Hwy, Homer, AK 99603

15% Earlybird discount. Space is limited!

907-235-7740

ads@homer.alaska.org



Advertising Contract

2023 HOMER Magazine



This is the VISITOR GUIDE that even Alaskans love, featuring the essential HOMER CHAMBER OF COMMERCE BUSINESS DIRECTORY, event calendar, photos, articles, and more.

Business Name: _____

Contact Name: _____

Website: _____

Mailing Address: _____

Email: _____

Phone: _____

AD SIZE & Category: _____

Platinum Members 2 category listings: _____

Additional Categories (\$120 ea - Print & Online)

Signature & printed name of purchaser:

Over 100,000 copies distributed worldwide via the Homer Chamber of Commerce Visitor Center, by direct-mail, to northwestern visitor centers, to adventure, cruise, tourism professionals, travel agents, real estate brokers, digitally via social media influencers, and social media (including FB/Meta, Snap and Insta), at trade shows, and online as an interactive ePub. Augmented reality coming soon.

Advertising Deadlines:

Early Priority Placement: 15% Discount:
Reserve by June 25, 2022

Hard Deadline: ALL ad reservations due:
October 10, 2022

ALL ad material & camera-ready art due
no later than October 20, 2022.

January, 2023 Publication Date

100,000+ magazines distributed worldwide!

COMBO Listings: have your business appear
in additional categories. \$120 per additional
appearance (print and web).

ADVERTISING SPACE IS LIMITED! Reserve today!

Ad submissions & inquiries: ads@homer.alaska.org

Durable, Double-sided, Fold-out Tear-off Map Cover (please inquire)	Full Page	1/2 H		1/3 H		Center Spread	BackCover
		1/4 pg	1/4 pg	1/6 H	1/12		



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