



Seward CHAMBER

2025 MEMBERSHIP
ADVERTISING OPPORTUNITIES

MAXIMIZE YOUR MARKETING DOLLARS

With tailored options in the Hometown Guide, Visitor Guide, and on Seward.com, Chamber members benefit from coordinated print and digital marketing efforts to reach the right audience at the right time.

2025 ANNUAL SEWARD VISITOR GUIDE

Tourism-targeted Exposure

Boost your visibility among visitors to Seward by placing an ad in the 2025 Visitor Guide. This annual guide is essential for visitors of all kinds, putting engaging information about attractions, accommodations, and activities directly in the hands of folks eager to explore everything Seward has to offer.

SEWARD HOMETOWN & RELOCATION GUIDE

Community-focused Advertising

Reach the Seward community directly by advertising in the 2025 Seward Hometown Guide. This publication is the go-to resource for full and part-time residents, highlighting local businesses, services, and resources, ensuring that community-oriented businesses and organizations connect directly with locals.



2025 Visitor Guide Advertising Rates & Contract

WHY ADVERTISE IN THE ANNUAL SEWARD VISITOR GUIDE?

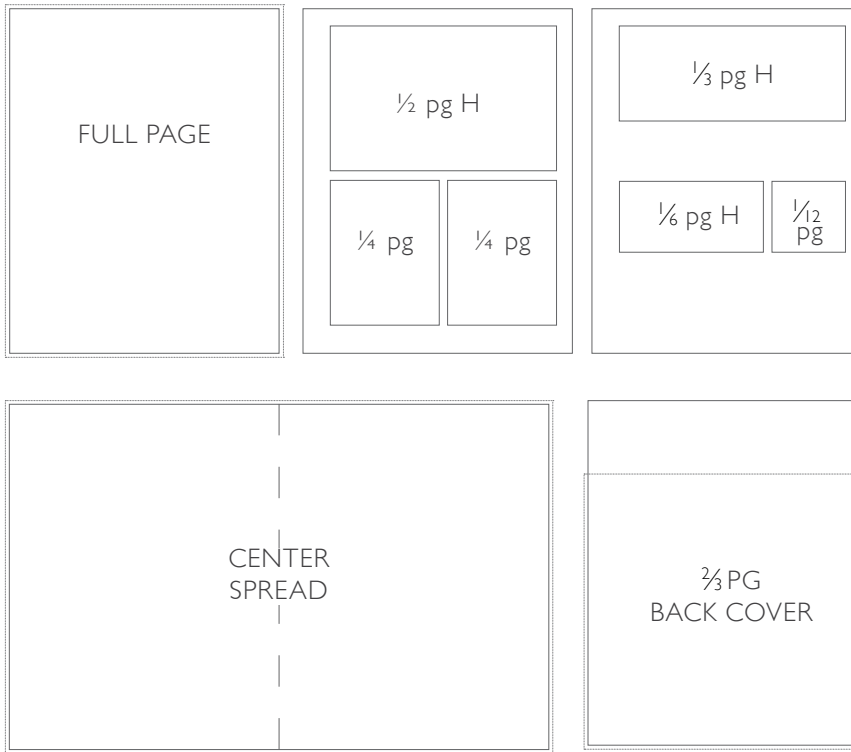
Your advertisement in the Seward Visitor Guide serves as an investment in your business!

- 60,000 copy print/distribution
- Direct-mailed to thousands of interested individuals
- Distributed throughout 50+ visitor centers and chambers in Alaska, Canada & Washington
- Distributed nationwide to tour planners, trade shows, travel media and the cruise industry.
- The Seward Visitor Guide is available online via **Seward.com** and **Issuu.com** with direct links to your website from your Directory Listing web address.

To advertise in the Visitor Guide, businesses, organizations and individuals must be members of the Seward Chamber of Commerce, CVB. All ad sales are used toward production of the Seward Visitor Guide, and any extra revenue is invested back into promoting Seward.

BUSINESS DIRECTORY - AD SIZE	DIMENSION	2022 RATE	QTY
1/2 PAGE	2.25" x 2.25"	\$650	
1/6 PAGE (horizontal)	4.6" x 2.25"	\$995	
1/4 PAGE	3.5" w x 4.5"h	\$1495	
1/3 PAGE (horizontal)	7" x 3"	\$2250	
1/2 PAGE (horizontal)	7"w x 4.5"h	\$2495	
FULL PAGE* (Only (4) available - (1) per	8.25"w x 10.625"h	\$3750	
PREMIUM AD SIZE / FORMAT	DIMENSION	2022 RATE	QTY
INSIDE FRONT COVER*	8.25"w x 10.625"h	\$5000	
INSIDE FRONT FACING*	8.25"w x 10.625"h	\$5000	
INSIDE BACK COVER*	8.25"w x 10.625"h	\$5000	
INSIDE BACK FACING*	8.25"w x 10.625"h	\$5000	
BACK COVER*	8.25"w x 8.375"h	\$7500	
CENTER SPREAD*	16.5"w x 10.625"h	\$9500	
Pricing DOES NOT include 7% KPB Sales Tax			

2025 VISITOR GUIDE ADVERTISING - ARTWORK SPECIFICATIONS



*For all **FULL PAGE, BACK COVER** and **CENTER SPREAD** ads - provide at least a 1/8" bleed on all sides, and restrict live area to within 1/8" on all sides.

ACCEPTABLE AD SUBMISSION

FORMATS include high-res JPEG, PNG, or print-quality PDF files are acceptable. Packaged IND files (with fonts and images included), EPS, AI or PSD files are also acceptable. All ads must be CMYK (no RGB) with a resolution of 300 DPI (smaller than 200 DPI is not acceptable), and fonts converted to outlines.

Ad artwork and payment for the **2025 Seward Visitor Guide** are due **September 30, 2024**. Display ads will not be accepted for publication if full payment has not been received by the Seward Chamber of Commerce.

Full-page ads are limited - contact membership@seward.com for availability.

All directory ads are placed within the business directory within the relevant business listing category. FULL PAGE directory ads are at the beginning of the relevant directory category.

Display ads should not include prices or discounts. Ads smaller than FULL PAGE may not be split between businesses.

The Seward Chamber of Commerce can assist in your advertisement design for an hourly contract rate of \$80/hr.

Any ads that do not meet the digital specifications will be corrected, and the advertiser billed at a rate of \$80/h.

Please submit appropriately sized and formatted display ad files to membership@seward.com.

A LA CARTE ADDITIONAL BUSINESS DIRECTORY CATEGORY LISTINGS (for options see p. 3)

[] Additional category listing(s) on Seward.com AND in printed guide. QTY: _____ x \$100/ea

Primary Listing/Advertising Contact: _____

Email: _____ Phone: _____

Billing Contact (if different): _____

Email: _____ Phone: _____

Ad Designer: _____

Email: _____ Phone: _____

Signature of financially responsible individual: _____

(You will be invoiced for your ad space upon contract submittal)

Date: _____

BUSINESS LISTING DETAILS

The information in this section will be published in the 2025 Seward Visitor Guide and/or Hometown Guide and in on Seward.com. This is how your customers and clients will find and contact you. Not all fields may be applicable to your business - please consider the best way for your audience to connect with your services.

BusinessName: _____

Business Website: _____

Physical Address: _____

Email: _____ Primary Phone: _____

Alternate: _____ Toll Free: _____

ListingCategory: _____

BUSINESS LISTING CATEGORIES: Premium members enjoy (1) additional category listing and Economic Development Partners enjoy (2) additional category listings as part of their membership benefits.

Additional Categories (\$100ea - Print & Online): _____

BUSINESS DIRECTORY CATEGORY OPTIONS

Play - Activities & Attractions

Alaskan Fun & Games
Art Galleries & Gift Shops
Attractions
Bike Tours & Rentals
Boat Rentals
Dog Sledding
Fishing
Flightseeing
Gear Rentals
Glacier & Wildlife Viewing
Guided Hiking & Ice Climbing
Kayaking & SUP
Multi-Day Boat Charters
Rafting
Sailing
Shopping
Sightseeing Tours
Spa & Wellness
Surfing
Wildlife & Glacier Viewing
Winter
Yoga

Eat - Food & Drink

Bars & Lounges
Breweries
Coffee & Sweets

Food Carts/Trucks/Vendors
Restaurants

Stay - Lodging

Bed & Breakfasts*
Cabins & Cottages
Campgrounds & RV Parks
Hostels
Hotels & Motels
Lodges & Resorts
Vacation Rentals
Wilderness Lodging
***Bed & Breakfasts must offer breakfast 7 days a week, inclusive in rate.**

Plan - How to Get Around

Airlines
Car & RV Rentals
Ground Tours
& Transportation
Taxi
Water Taxi

Plan - Travel Planning

Booking & Travel Agencies
Meetings & Events
Visitor Information**
****Only Chambers & CVBs are eligible**

Local Services

Accounting & Book Keeping
Advertising & Publishing
Auto Sales & Service
Banking & Finance
Boat Brokers
Building Supplies
Catering
Churches
Civil Engineering
Cleaning & Janitorial
Computer Sales & Services
Construction
Equipment Rental
Firewood & Snow Removal
Freight & Shipping
Fuel & Energy Solutions
General Contractor
/Site Work
Grocery, Liquor & Gas
Insurance
Laundromat
Library
Luggage Storage
Marine Support Services
Medical & Health Care
Music & Entertainment
Newspaper & Radio

Office Supply

Parking
Photography
Plumbing, Heating & Refrigeration
Real Estate
Resource Development
RV & Boat Storage
Seafood Sales & Processing
Social Services
Telecommunications
Veterinary Care
Waste Management
Web Design

Organizations & Associations

Alaska Native Organizations
Associations & Clubs
Education & Research
Government Organizations
Membership Organizations
Museums & Cultural
Nonprofit Organizations
Trade Associations

PLEASE COMPLETE ALL (3) PAGES OF THIS FORM AND RETURN:

BY MAIL:

PO Box 749
Seward, AK 99664-0749

BY FAX:

(907) 224-5353

IN PERSON:

2001 Seward Highway
Seward, AK 99664

BY EMAIL:

membership@seward.com



2025 Hometown Guide Advertising Rates & Contract

WHY ADVERTISE IN THE SEWARD HOMETOWN GUIDE?

Your advertisement in the Seward Visitor Guide serves as an investment in your business!

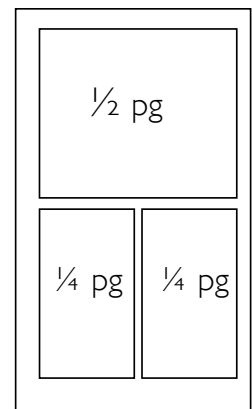
- **WIDE DISTRIBUTION:** 5,000 copies of the 2025 Seward Hometown Guide are distributed locally via the Seward Chamber of Commerce, throughout the community, and the greater Seward area.
- **INCREASED REACH:** The Hometown Guide is hosted on Issuu.com, available for download, with live links to your website, increasing the reach and impact of your marketing.
- The Seward Hometown Guide is available online via **Seward.com** and **Issuu.com** with direct links to your website from your Directory Listing web address.
- **NEW! MULTI-ISSUE DISCOUNT:** Receive a 10% discount on the ad of lesser value when you purchase ads in both the 2025 Visitor Guide and the 2025 Seward Hometown Guide!

To advertise in the Hometown Guide, businesses, organizations, and individuals must be active members of the Seward Chamber of Commerce. All ad sales revenue supports the production of the Seward Hometown Guide, with any extra revenue invested back into promoting Seward as the best place to live, work, and play.

SEWARD HOMETOWN GUIDE - 2025 PRINT ADVERTISING RATES

AD SIZE / FORMAT	DIMENSIONS	RATE*	QTY
¼ PAGE (vertical)	2.25" w x 4.375"h	\$250	
½ PAGE (horizontal)	4.75"w x 4.375"h	\$500	
FULL PAGE	4.75"w x 9"h	\$875	
PREMIUM AD SIZE / FORMAT	DIMENSIONS**	RATE	QTY
INSIDE FRONT COVER	6.25"w x 10.75"h	\$1250	
INSIDE FRONT COVER FACING	6.25"w x 10.75"h	\$1125	
INSIDE BACK COVER	6.25"w x 10.75"h	\$1250	
INSIDE BACK FACING	6.25"w x 10.75"h	\$1125	
BACK COVER	6.25"w x 10.75"h	\$1500	
IFC, IBC, OR CENTER SPREAD	12.25"w x 10.75"h	\$2500	

*Pricing DOES NOT include 7% combined KPB & City of Seward Sales Taxes



PREMIUM ADS

**publication dimensions are 6"w x 10.5"h

ARTWORK MUST INCLUDE 1/8" bleed (.125 in) ON ALL SIDES

NEW! SEWARD HOMETOWN GUIDE CO-MARKETING PARTNERSHIP OPPORTUNITIES

We are excited to offer co-marketing partnership opportunities for our Chamber business members through sponsored content in the **2025 Seward Hometown Guide** and on **Seward.com**. For more information or to secure your sponsored content placement, please contact us at membership@seward.com. Take advantage of this exclusive opportunity to highlight your business and connect with the Seward community in a meaningful way.

CO-MARKETING PARTNERSHIP & SPONSORED CONTENT BENEFITS:

- **COLLABORATIVE PROMOTION:** Partner with the Seward Chamber in promotional efforts, including social media shoutouts, mentions in Chamber newsletters, and inclusion in community events.
- **COMMUNITY ENGAGEMENT:** Strengthen your business's connection with the Seward community by participating in joint marketing initiatives.
- **INCREASED CREDIBILITY:** Enhance your business's credibility and reach by leveraging the Chamber's established reputation and marketing channels.
- **ENHANCED VISIBILITY:** Your content will be prominently featured within the guide, ensuring high visibility.
- **BRAND ALIGNMENT:** Align your business with the Seward Chamber of Commerce, a trusted and respected community organization.
- **ENGAGEMENT:** Provide valuable information and engage readers with compelling storytelling and visuals.

COMMUNITY PARTNERSHIP - SPONSORED CONTENT FEATURE - RATE: \$2500

A 2+ page feature focusing on your business or organization, including an in-depth article and high-quality images. This feature will provide readers with valuable insights about your products, services, or unique story, all presented in an engaging and visually appealing format, in alignment with Seward Hometown Guide branding.

NEW! EXCLUSIVE WEBSITE FEATURE ADD-ON - RATE: \$500

Include your sponsored content feature on seward.com to extend its reach beyond the printed guide, providing continuous exposure to a broader audience.

Rate: \$500

Bundle Rate: \$2250 (Save \$250)

Total Value: \$2750

CO-MARKETING SPONSORED CONTENT HIGHLIGHT - RATE: \$250

Have your business or organization included with others within a relevant article in the Hometown Guide. This option allows your business to be highlighted in context, providing a more integrated and engaging experience for readers.

TERMS & CONDITIONS:

- Sponsored content must align with the overall theme and standards of the Seward Hometown Guide.
- All content and artwork are subject to approval by the Seward Chamber.
- Full payment and timely submission of contracts and artwork are required.
- High-resolution PNG, JPEG, or print-quality PDF files should be emailed to chamber@seward.com by the specified deadline.

Primary Listing/Advertising Contact: _____

Email: _____ Phone: _____

Billing Contact (if different): _____

Email: _____ Phone: _____

Ad Designer: _____

Email: _____ Phone: _____

Signature of financially responsible individual: _____

(You will be invoiced for your ad space upon contract submittal)

Date: _____