

DISCOVER VALDEZ

2024 Advertising Opportunities



Important Information

- Forms must be submitted with full payment by 5pm 09/15 for Guide Ads.
- Rates subject to 2024; 2025 may see additional increase
- If you would like your business to be invoiced, please email the executive director.

Upgrades to your Membership are available at any time.

CONTACT US! 907-835-2984

OR EXECUTIVEDIRECTOR@VALDEZALASKA.ORG For More Details



Scan me!

DIGITAL ADD ONS:

- **DIGITAL SOCIAL MEDIA AD (Peak season upon Availability): \$50**
Ad of your choice on any one social media site --Facebook, Instagram, Twitter, or TikTok (subject to review and approval) – **YouTube add additional \$50**
- **DIGITAL SOCIAL MEDIA BLAST (Peak season upon Availability): \$200**
All 5 Social Media sites ad blast (member provided ad)
- **SHOUT ON SOCIAL MEDIA PLATFORMS (Peak season upon Availability): \$200**
Discover Valdez created promotion of your choice.
Organic post feels natural and supportive; *Excludes YouTube
- **WEBSITE - ONLINE GUIDE CLICKABLE LINK: \$175**
Allows online viewers to use a clickable link on Digital Guide to redirect to your website
- **WEBSITE - INTERACTIVE MAP BUSINESS LINK: \$175**
Link allows online visitors to click on your business our online interactive map to redirect to your website or webpage of your choice
- **WEBSITE - HOME PAGE AD WITH CLICKABLE LINK: (Peak Season): \$250**
One Week Ad on homepage gallery that rotates (limit 3 spots for maximum ad visibility)
- **WEBSITE - DISCOVERVALDEZ.ORG BUSINESS WEBPAGE UPGRADE:**
Basic Link with 2 Photos: \$ 200, Full Link- Unlimited Photos: \$350
Business Webpage upgrade offers your personalized web page on our website increased options; Businesses can make changes to it to photos, descriptions, and info at any time.

PHYSICAL ADD ONS:

VISITORS CENTER:

- **LOUNGE – VIDEO AD PLACEMENT: \$250**
Year-round Placement of your advertisement on our lounge screen in a rotation of 10 minutes
- **WALL AD: Regular Size - \$250, Double Ad Space - \$350**

Year-round Wall advertisement on our wall for maximum visibility

- **STANDING BANNER: \$300**
Year-round placement of a standing banner;
Optional cloth or rigid frame (banner to be provided by member)
- **WALL MOUNTED TV: \$400**
Year round mounted tv with promotional material (subject to review and approval)
- **RACK CARD DISTRIBUTION: \$50**
Year round in Center rack card; Includes full rack card display of a second business, stocking, and verbal representation
- **DISPLAY CASE: ½ Size: \$200, Full Size: \$350 (both subject to availability)**
Year-Round Display at the Visitor Center (subject to review and approval);
Can include product for retail sales (call for details); Verbal Promotion included

OTHER:

- **RACK CARD TRADE SHOW DISTRIBUTION: \$50**
Verbal Representation with Rack Card at one Consumer trade show
- **TRADE SHOW BANNER DISPLAY: \$200**
Display of a banner of your choice (provided by member) for trade show presence.
Includes setup, takedown, and verbal representation during the trade show
- **IMAGE LIBRARY ACCESS: \$300 and up (Call for more information)**
Access & use of the Discover Valdez professional image photography library
(Levels vary)
- **DISCOVER VALDEZ NEWSLETTER AD: \$75**
Quarterly Member and Quarterly Consumer Newsletter offering news, information, updates, and insights about Valdez and its Business Members
- **DISCOVER VALDEZ NEWSLETTER SPOTLIGHT: \$100**
Sent to over 500+ subscribers; Members may request specific feature dates.
- **GUIDE LISTING: \$100** - Additional business listing in the annual Guide