

The Upper Kenai Visitors Guide

The Upper Kenai Visitors Guide is now being produced to exclusively cover the beauty, amenities and communities of Cooper Landing, Moose Pass and Hope in print and electronic formats. Our visitors are being shown by the locals what they love about where they live and what they love to do. *The Upper Kenai Visitors Guide* features a general overview of each area, trail maps, event calendar, history, activities, business directories and Chamber member's business ads.



Printing & Distribution of more than 20,000 copies. (Including Visitors Centers/Chambers like Anchorage, Seward, Soldotna, Kenai and Homer, key RV and car rental businesses, hotels, and the JBER Military base by Anchorage.)

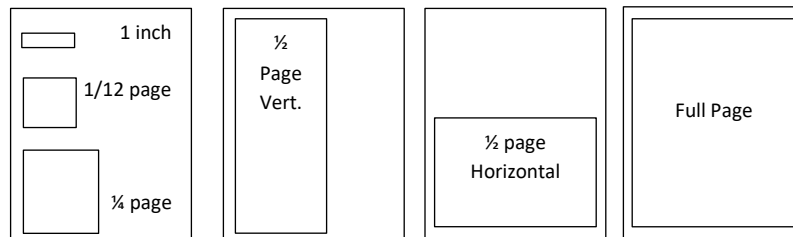
Electronic magazine format available to view on your Chamber's website and to share via Social Media. This gives extra promotional exposure for your community and expands the reach of your advertising dollars!

All ad sales are used towards the production of this guide and any extra revenue is invested back into expansion of The Upper Kenai Guide for the promotion of our communities.

Take advantage and advertise today!

To place an ad, your business must be a member in good standing with your local Chamber of Commerce, or Visitor Organization in the community you primarily do business with. Your commitment to a chamber membership allows the Upper Kenai Visitors Guide to meet trade exchange agreements with other local chambers and be strategically placed in these key visitors centers.

Ad Formats Available:



Ad Size	Dimension	Rate
1 inch	2.5 "w x 1" h	\$206
1/12 Page	2.25" w x 2.25" h	\$360.50
1/4 Page	3.625" w x 4.75" h	\$463.50
Half Page Horizontal	7.5" w x 4.75" h	\$665
Half Page Vertical	3.625" w x 9.75" h	\$665
Full Page	7.5" w x 9.75" h	\$1215
Inside Front Cover	7.5" w x 9.75" h	\$1415
Inside Front Facing	7.5" w x 9.75" h	\$1515
Inside Back Cover	7.5" w x 9.75" h	\$1415
Inside Back Cover Facing	7.5" w x 9.75" h	\$1315
2/3 Back Cover	7.5" w x 7.25" h	\$1715

NOTE: All ads are placed within their respective categories within their communities Business Directory unless they are full page ads or prime placement. All Rates include 3% KPB Tax or include maximum of \$15 tax for meeting the KPB \$500 tax cap. KPB sales tax is not applicable to tax exempt non-profits.

Distribution

Your advertising dollars in The Upper Kenai Visitor Guide will be distributed throughout key trade partners in local Chambers as well as by a contracted established distributing company in Anchorage. That contract alone includes several key car rentals, hotels, RV rentals, the military base and more. The Upper Kenai Visitors Guide is also available in E-Magazine format that is uploaded to our chamber's websites as well as shared by members on through their social media venues. Not only will visitors be able to view the guide online, but also download it, print or share with a friend!

Digital Submittal Format Requirements

All ads must be submitted in digital format. Only four-color process advertising will be accepted. The specifications or digital files are required in order to eliminate common production problems such as unwanted font substitutions, incompatible color models or import errors. To avoid additional costs, delays or possible loss of ad placement, ads submitted in digital format must follow the digital requirements provided. It is recommended that a professional ad agency, service bureau, or graphic designer prepare digital ads. Any ads that do not meet the requirements will have to be corrected and the advertiser will be billed at \$50 per hour.

1. Ad must be submitted in Hi Rez PDF format

2. Additional rasterized version of entire ad may be submitted as follows: 600 dpi CMYK JPG (high setting) or TIFF

- 4-color process (CMYK) in all cases
- The exact dimensions of your ad placement (except inside back cover which will bleed)
- All fonts saved as outlines (raw _les)

Other Suggestions

- A color proof must be submitted with the ad (see below)
- All photos must be saved in CMYK mode at 300 dpi.
- Include all _les used to build the ad (photo scans, placed artwork and fonts)
- Ads must be submitted on CD **or emailed to info@akmarketingconsultants.com**
- Mark CD or include in your email the advertiser's name/phone, ad creator's name/phone, & ad size.

Bitmap Files Set up for 133 dpi web printing including SWOP coated ink colors with 20 percent dot gain. Maximum density of 260%.

Proofs A color proof from a calibrated output device must accompany digital artwork.

All Fonts must be converted to outlines or paths. Vector-based programs such as Illustrator, Freehand and Corel Draw are capable of converting fonts to outlines, as is Photoshop V.6 or above. AMC does not accept responsibility for font defaults.

Do Not Submit the Following:

- Compress _les
- Microsoft Publisher, Word or similar _les will not be accepted.
- Include registration or crop marks

Need Creative Ad Help?

Need help in creating an ad? Please contact Alaska Marketing Consultants for references to local graphic designers who may be able to assist you! Email info@akmarketingconsultants.com for more information.

Ad Placement Due Date and Where to Submit

All ad contracts and payments are due by October 31, 2018. Camera ready ads are due November 15, 2018 and must be sent to Alaska Marketing Consultants at info@akmarketingconsultants.com • 907.230.3055

Note – All ad payments are due to Cooper Landing Chamber of Commerce, PO Box 809, Cooper Landing, Alaska 99572.

2019 Upper Kenai Visitors Guide Display Ad Contract

Form 2

Display Advertising Contract – *Please note that display ads will not be accepted for publication if full payment has not been received by your local chamber. Single ads will only be accepted for submission for total ad size order.*

Business Name: _____

Non-Profit Tax-Exempt Number: _____

Financially Responsible Contact: _____ Phone: _____

Fax: _____ Email: _____

Ad Designer: _____ Phone: _____

Signature of financially responsible individual: _____

Ad Size: _____ Display Ad Price: \$_____

Community Section: _____ Ad Category: _____

**Please email a copy of your ad contract to
Alaska Marketing Consultants
at info@akmarketingconsultants.com**

**Ad Placement Contract Deadline – October 31, 2018
Camera Ready Ad Deadline - November 15, 2018**

Display ads will not be accepted for publication if full payment has not been received by the Cooper Landing Chamber and the due date above. Please Note: To advertise, you must be a member of good standing with your local chamber or become a member with the chamber in the community you primarily do business with.

Alaska Marketing Consultants is a full-service marketing consulting firm with an office based in Cooper Landing. Owner Yvette Galbraith operates her marketing consulting firm for several clients statewide. For more information, please contact Yvette at Alaska Marketing Consultants at 907-230-3055, or email her at info@akmarketingconsultants.com.