

# VISITORS GUIDE

# 2023 ADVERTISING PACKET



**20,0000**  
**Copies Distributed**

**Color Display Ads**  
**Starting at \$206**

**Only tourism guide**  
**focused specifically**  
**on the Alaska's Upper**  
**Kenai Peninsula.**

**DEADLINE TO APPLY NOVEMBER 18, 2022**

## Advertising Information Inside

- About the Visitors Guide
- Chamber Member Benefits
- Pricing and Deadlines
- Ad Specifications and Submission Details
- Advertising Contract and Renewal Forms





# Cooper Landing Chamber of Commerce

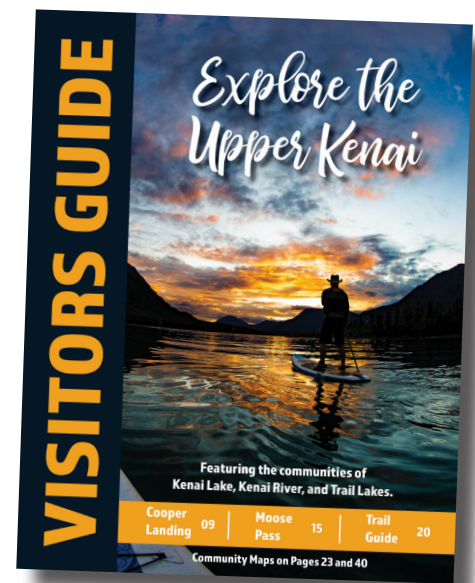
## Upper Kenai Visitors Guide

### Why Advertise in 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 and Moose Pass 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 community, trail maps, history, activities, business directories and Chamber members' business ads.

#### Features of Upper Kenai Visitors Guide

- Printing & Distribution of up to 20,000 copies. Made available at visitor centers in Anchorage, Seward, Soldotna, Kenai, and Homer. They also can be found at key RV and car rental businesses, hotels, airports, the military base, and a number of places in Anchorage, as well as at several locations throughout Cooper Landing and Moose Pass.
- Electronic version available to view on the Cooper Landing Chamber of Commerce and Moose Pass website and social media with direct links to your business or organization. Visitors can view the guide, click on links for more information, and share it with family and friends.
- The production of this guide is solely financed with ad sales. Any extra revenue will be invested back into expansion of the Upper Kenai Visitors Guide for the promotion of our communities.



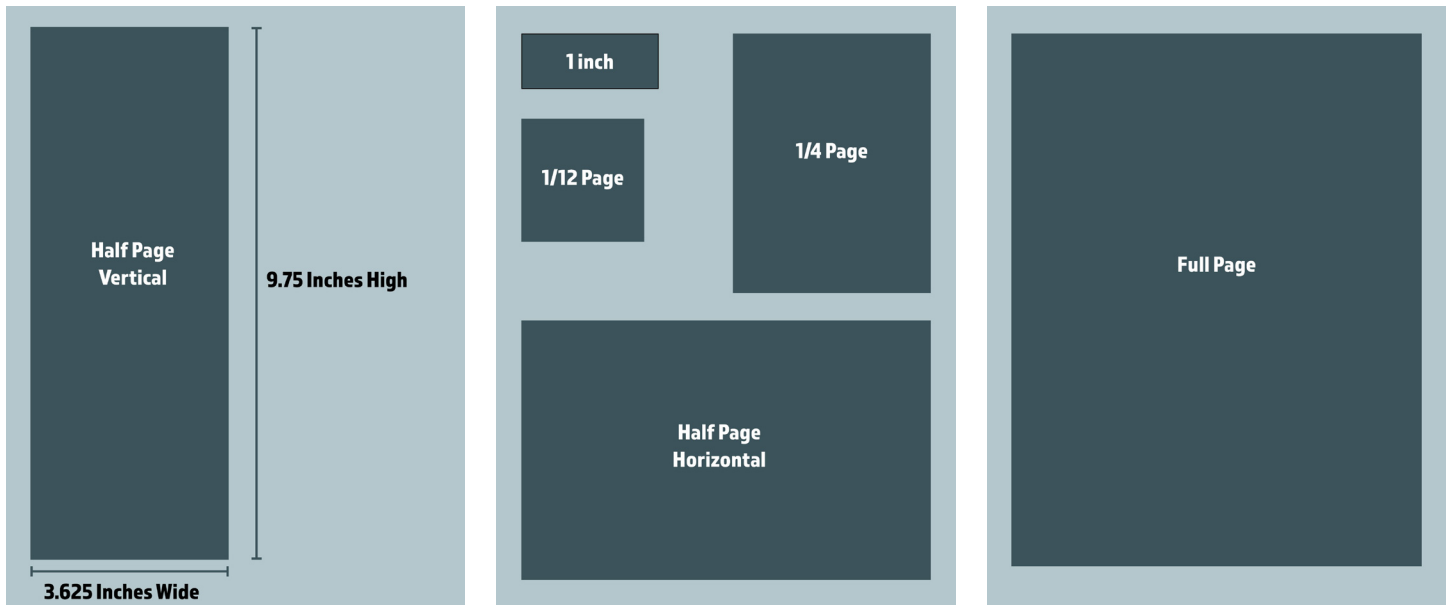
### How being a Chamber Member Benefits Your Business

- Being a Chamber member provides access to numerous networking opportunities, business education programs, community support, and many more important benefits for your business or organization.
- A Chamber provides a central location for visitors to submit inquiries as to the unique qualities of your community and why they should spend their time there. This provides your business or organization with a referral service for your products and services.
- Exclusive advertising perks are also a benefit of being a Chamber member. We provide promotional and advertising opportunities through the Chamber website, brochure display, monthly newsletters, and social media promotion.
- You also benefit from networking opportunities. The Chamber gives you the opportunities to meet and connect with other local business and organization members. Building connections helps make business a positive and integral part to the community.
- The goal of the Chamber is to help support and further the interests of businesses and organizations within the community.

## Advertisement Specifications

To place an ad, your business or organization must be a member in good standing with your local Chamber of Commerce or Visitor Organization in the community you primarily do business with —Cooper Landing or Moose Pass. 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. All ads are placed within their respective categories within their community's Business Directory unless they are full page ads or premium placement ads. Premium placement ads are given on a first come-first serve basis. *Ads may not be split between businesses.*

### Ad Formats Available:



### Ad Sizes and Dimensions:

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
¼ 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

Premium Placement Ads	Dimension	Rate
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*	8.25"w x 7.5"h	\$1715

\* For Full Bleed Ads: Provide at least 1/4" bleed beyond existing ad dimensions to ensure full bleed.

Note: All Rates include 3% KPB Sales 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 and government agencies.

## How to Submit Your Advertisement

All ads must be submitted in digital format. Only four-color process advertising will be accepted. The specifications for 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 specifications noted on this page. 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.**

### Ad Format Requirements

1. Ads must be submitted in High Resolution Print-Ready PDF format.
2. The PDF file resolution must be set to 300 dpi or higher.
3. Ads should be designed and saved in the CMYK 4-color process.
4. Files should be delivered in the exact dimensions of your ad placement.

### Do Not Submit the Following:

- Compressed files
- Microsoft Publisher, Microsoft Word, or similar files
- Files containing registration or crop marks

### Need Creative Ad Help?

Need help in creating an ad? Please contact chamber member, Best Route Productions, local graphic designer for custom ad design or for references to other designers who may be able to assist you. Email [info@bestrouteproductions.com](mailto:info@bestrouteproductions.com) for more information.

### Submit Ads to:

Submit print-ready ads by email to **[info@cooperlandingchamber.com](mailto:info@cooperlandingchamber.com)** or mail on a USB to PO Box 809, Cooper Landing, AK 99572. Email or call us with any questions about submissions.

## Deadlines and Payments

Ads will not be accepted for publication if full payment, including Chamber membership dues, has not been received by the due date. 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.

### DEADLINES

#### November 18<sup>th</sup>, 2022

2023 Chamber membership/renewals dues  
Up-to-date Business directory listing information  
Display Ad Contracts and payment

#### December 15<sup>th</sup>, 2022

All Print-Ready Ads Due



# Upper Kenai Visitors Guide

## Display Ad Contract

**Please complete the following information and return the form to the Cooper Landing Chamber by mail or by email.**

### Business or Organization Published Listing Information

Business or Organization Name: \_\_\_\_\_

Financially Responsible Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell/Alternate Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Non-Profit Tax-Exempt Number: \_\_\_\_\_

Ad Size Requested: \_\_\_\_\_ Requested Category for Ad Display: \_\_\_\_\_

Community Section: \_\_\_\_\_

Once your ad request has been made an invoice will be sent to you. Payment can be made by credit card online or by mailing a check.

**I agree to provide payment and all content needed by the Cooper Landing Chamber for the publication of the Upper Kenai Visitors Guide.**

**Signature of Financially Responsible Individual:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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