

# Kenai Convention & Visitors Bureau Membership and Advertising Packet 2012

## Additional Advertising Opportunities

### Rack Card Space at the Kenai Municipal Airport

Place your business information at the airport and potentially reach as many as 100,000 people in 2012!

\* Must be a member of the Kenai CVB or the Kenai Chamber of Commerce in good standing to participate.

\$75/ year

### Lobby Display Advertising

Advertise in front of 50,000 visitors each year on our 42" Plasma Wall Screen! Ads run multiple times hourly above the visitor information rack card wall. Ads run for 15 seconds per loop.

\$100/ year

### Website Advertising

With an average of 500 new visitors weekly, [www.visitkenai.com](http://www.visitkenai.com) is the fastest way to reach potential visitors to the Kenai Peninsula.

#### Homepage Advertising:

160 px X 300 px	6 Months: <b>\$270</b>	12 Months: <b>\$480</b>
34 px X 60 px	<b>\$210</b>	<b>\$360</b>

#### Directory Advertising:

180 px X 150 px	<b>\$150</b>	<b>\$240</b>
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\* Website Advertising can be purchased throughout the year.

To sign up for membership and advertising please contact:

**Natasha Ala**  
Kenai Convention & Visitors Bureau  
11471 Kenai Spur Hwy  
Kenai, AK 99611

Front Desk: (907) 283-1991  
Direct Line: (907) 283-3127  
natasha@visitkenai.com



### Display Ad Specifications:

All display advertising must be submitted in digital format. Properly formatted files are required to place and print your ad. PDF, jpeg, tiff, psd, EPS files accepted.

**Microsoft Publisher and MS Word files are not accepted.** Make sure that fonts are outlined or embedded in the ad text. If you have questions regarding the formatting of your ad, please contact Chris Jenness at [Jenness@gci.net](mailto:Jenness@gci.net).

It is recommended that digital ads be prepared by a professional ad agency or graphic designer. Call Kenai CVB for a list of recommended professionals who provide such services. If the ad does not meet size and format specifications, the advertiser will be charged at the rate of \$85/hr.

Kenai Convention & Visitors Bureau  
11471 Kenai Spur Hwy, Kenai, Alaska 99611

# Kenai Convention & Visitors Bureau Membership and Advertising Packet 2012

## Time to SIGN UP for your 2012 MEMBERSHIP

**Promote your Business!**  
**Basic Membership includes:**

Listing in 2012 Guide to Kenai

Listing on [www.visitkenai.com](http://www.visitkenai.com)

Rack card in Kenai Visitor Center

Visitor Referral Services

Additional Advertising Opportunities



Secure your ad space by  
November 1st in the  
**2012 Guide**  
to the City of Kenai  
and be entered to  
win an advertising upgrade  
worth \$400.00!



**\$150 Full Membership!**

Get all our great benefits at the  
same price since 2003!!



Kenai Convention & Visitors Bureau  
11471 Kenai Spur Hwy, Kenai, Alaska 99611

## Kenai Convention & Visitors Bureau Membership and Advertising Packet 2012

2012 Members receive a FREE directory listing that includes:

**Business Name  
Address  
Phone Number  
Toll Free Number  
Website  
Email Address**

Add a 150-character narrative to highlight your business for a nominal fee (See pricing on opposite page).

### Publication Dimensions:

5 1/2" x 8 1/2"  
40+ glossy pages  
Expanded, pull-out map

### Distribution

20,000 guides are mailed directly to prequalified, high potential leads from statewide marketing programs. 35,000 guides are placed in high traffic visitor locations around Alaska. 10,000 guides are distributed to visitors at the Kenai Visitors and Cultural Center.

**BONUS!!!**

**WITH A PAID AD YOU WILL ALSO  
RECEIVE A BUSINESS LOCATION  
MARKER ON THE PULL OUT MAP**

## Kenai Convention & Visitors Bureau Membership and Advertising Packet 2012

### Ad Options

#### FREE BASIC Directory Listing

(w/ 2012 membership)  
To be included in the 2012 Guide, membership must be PAID and the KCVB 2012 Membership and Advertising Contract must be signed and submitted by November 30, 2011.

#### Enhanced Basic Directory Listing...\$25

Add a 150 character business description to your basic listing in the Visitor Guide.

#### Add Additional Categories .....\$50

Place your business in the Visitor Guide more than once in our directory by purchasing an additional category.

### Examples

#### Your Great Alaskan Company

1234 Your Street, City, AK 00000  
(800) 000-0000 (907) 000-0000  
www.yourwebsite.com info@yourwebsite.com

You can describe in detail the amenities your business offers—the service, the view, the experience—for only \$25! What a deal!



**To be listed in the Guide, Membership must be PAID by 11/30/2011**

### Kenai CVB Visitor Guide Categories

Please choose ONE category that best applies  
(For additional categories see pricing on opposite page)

#### Places to Stay

- \_\_\_ Bed & Breakfasts
- \_\_\_ RV Parks & Campgrounds
- \_\_\_ Cabins, Lodges & Vacation Homes
- \_\_\_ Hotels & Motels
- \_\_\_ Hostels

#### Things to Do

- \_\_\_ Flight Seeing Tours
- \_\_\_ Wildlife & Glacier Tours
- \_\_\_ Attractions & Entertainment
- \_\_\_ Shops / Galleries / Gifts
- \_\_\_ Restaurants & Lounges
- \_\_\_ Microbreweries & Spirit Retailers
- \_\_\_ Bear & Wildlife Viewing
- \_\_\_ Fishing & Charters
- \_\_\_ Guiding (Big Game) & Outfitters
- \_\_\_ Fly-Out Fishing
- \_\_\_ Kayak/ Raft/ Canoe

#### Local Services

- \_\_\_ Transportation
- \_\_\_ Vehicle & Equipment Rentals
- \_\_\_ Laundry & Dry Cleaners
- \_\_\_ Grocery Retailers
- \_\_\_ News & Media
- \_\_\_ Real Estate
- \_\_\_ Building & Marine Supplies
- \_\_\_ Health Care Services
- \_\_\_ Vehicle Repairs & Services
- \_\_\_ Fish Processing
- \_\_\_ Local Organizations & Associations
- \_\_\_ Printing & Photography
- \_\_\_ Day Spas
- \_\_\_ Bank & Financial Services
- \_\_\_ Visitor Center / Chamber / Agency

#### Plan Your Meeting

- \_\_\_ Catering
- \_\_\_ Meeting Facilities

**Your \$150 membership gives you great marketing opportunities!**

1/12 page (2.25" x 1.25").....\$300

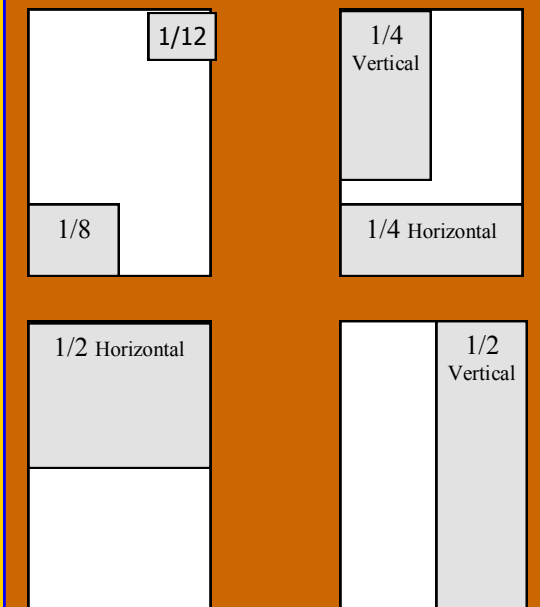
1/8 page (2.5625" x 1.78125").....\$400

1/4 page horizontal (5.375" x 1.7813").....\$750  
or 1/4 page vertical (2.5625" x 3.8125")

1/2 page horizontal (5.375" x 3.8125").....\$1,200  
or 1/2 page vertical (2.5625" x 7.875")

Full Page (5.375" x 7.875").....\$1600

All Visitor Guide advertisements receive a business location marker on the expanded pull-out map printed in the 2012 Kenai Guide. In addition, thousands of these maps are printed and distributed to visitors by staff at the Kenai Visitors and Cultural Center.



*See specifications for display ads on the reverse page.*