

THE SKAGWAY NEWS CO.

THE SKAGWAY NEWS
THE SKAGUAY ALASKAN



LYNN CANAL PUBLISHING
SKAGUAY NEWS DEPOT

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SKAGUAY ALASKAN 2012 RATE CARD

Dear friends:

It's time to plan your advertising in the **SKAGUAY ALASKAN**, our popular summer visitor newspaper. For our *35th year*, we plan to print 125,000 free copies to assist the thousands of cruise and independent travelers to the "Gateway to the Klondike." We should see a slight bump in cruise travelers to Alaska with some ships returning to the port. Skagway should top last year's total of about 820,000 visitors. With numbers and circulation leveling off, we are able to keep our rates the same. Hopefully, the weather will be better this summer!

As with last year, there will be a 15% Off Early Bird Discount, so get your ads and payments to us by March 1 and save! Final materials deadline is April 10th. Please don't be late!!!

The rewards of advertising in the **ALASKAN** don't need to be drawn out here. **Our paper is simply the most read piece of media in any Alaska cruise or ferry port.** An added advantage is that each advertiser receives a free listing in our map-directory. We also key each ad to a map locator number to help visitors find your business.

If you advertised with us last year, then you will see your sizes highlighted and a copy of your old ad is attached: Just send it back with any changes and check the map to make sure you are in the right category. If you are new to the Alaskan this year, then we look forward to working with you.

-Jeff Brady, publisher

2012 SKAGUAY ALASKAN • INSIDE RATES

SIZE AD BY COLUMN INCH	BASE RATE FOR SUMMER ALL EDITIONS	15% EARLY BIRD RATE – MUST BE PAID BY MARCH 1, 2012	10% DISCOUNT IF PAID BY APRIL 10, 2012
2 inch*	\$450	\$382.50	\$405
3 inch*	\$600	\$510	\$540
4 inch	\$750	\$637.50	\$675
5 inch	\$920	\$782	\$828
6 inch	\$1045	\$888.25	\$940.50
1/8 page - 7"	\$1170	\$994.50	\$1053
1/6 page - 10"	\$1420	\$1207	\$1278
1/4 page - 14"	\$1610	\$1368.50	\$1449
1/2 page - 28"	\$2370	\$2014.50	\$2133
Full page - 54" **	\$3720	\$3162	\$3348

* Does not include reserved ads on front page which are higher.

** Full page ad depends on space availability, limit one per store. Call to reserve.

FRONT PAGE RATES

If you have a reserved ad on the front, your size ad will be highlighted below.

PAGE ONE ADS BY COLUMN INCH (RESERVED)	2012 BASE RATE FOR SUMMER	15% OFF IF PAID BY 3/1/12	10% OFF IF PAID BY 4/10/12
2 inch	\$1150	\$977.50	\$1035
3 inch	\$1700	\$1445	\$1530

See next page for deadlines, specifications and more information

2012 SKAGUAY ALASKAN DEADLINES

Early Bird payment deadline: March 1, 2012

1st edition materials deadline: April 10, 2012

2nd edition materials deadline: June 30, 2012

(a minimum of new ads are accepted for the 2nd edition and are charged 65% of base summer rate).

DISTRIBUTION – 125,000 FREE COPIES

Most of the **ALASKANS** (about 110,000) are distributed by our popular “Newsies,” boys and girls dressed in Klondike newsgarb, who are the first to greet visitors coming off cruise ships every morning, just as in 1898. Your advertising helps pay for this well-received, unique and thorough method of distribution. **ALASKANS** also are on board the state ferries and Juneau-Haines-Skagway shuttle boats. The rest are distributed locally at visitor centers, tour shelters, the train depot, ferry & airport terminals, hotels, campgrounds, museums, and attractions, and in many RV parks and visitor centers on the highways heading here from the Yukon Territory.

2012 THEME - “THE TOWNSITE CHRONICLES”

Here at the **ALASKAN**, we take pleasure in looking backward. Most visitors come to experience our history, and they enjoy the 1898 look of our paper. The story of Skagway’s founding by the Moores is well known, but their little “Mooreville” changed when Frank Reid was hired by the first stampedes to lay out a Skaguay townsite, and the Moores got in the way. The conflict landed in court, and resulted in a settlement that shaped the town’s future. Historical author Cathy Spude will dive into the testimony and shed some light on the fascinating beginnings of our city. In addition, we will include our popular timeline, Native Alaskan history, updated information about events and attractions, and guides to the railroad and highway. There's no shortage of information about Skagway in the **ALASKAN** – our visitors truly depend on it!

MORE PERTINENT INFORMATION

- Prices quoted are for both summer editions. Each advertiser gets a free listing on the back page map/directory with a key in your ad to direct customers to your map number.
- Copy changes to ads are permitted in the second edition, which is printed in mid-July.
- Please make checks payable in U.S. funds to **The Skagway News Co.**
and mail to: **Skagway News/Alaskan Ads, PO Box 498, Skagway, AK 99840.**
- Credit cards are accepted but a 2.5% administrative fee will be added on all pre-paid discounted ads.
- A monthly interest charge of 1.5% per month will be assessed on all unpaid ads after August 1, 2010.

ALASKAN SPECIFICATIONS

Historic appearance circa 1898, only black and white ads are accepted!

Historical 4-column, tabloid format - Ad Column widths are:

1 col. - 2 3/8” • 2 cols. - 4 7/8” • 3 cols. - 7 3/4” • 4 cols. - 10 3/8”

Full page image area is 13 1/2” long by 10 3/8” wide.

Electronic PDF and/or JPEG or TIFF files of ads are acceptable via e-mail.

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Phone **907-983-2354** • Fax **907-983-2356** • Website **www.skagwaynews.com**