

THE SKAGWAY NEWS CO.

THE SKAGWAY NEWS
THE SKAGUAY ALASKAN



LYNN CANAL PUBLISHING
SKAGUAY NEWS DEPOT

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SKAGUAY ALASKAN 2009 RATE CARD

Dear friends:

It's time to plan your advertising in the **SKAGUAY ALASKAN**, our popular summer visitor newspaper. For our *32nd year*, we plan to print 130,000-140,000 free copies to assist the thousands of cruise and independent travelers to the "Gateway to the Klondike." The 2009 season should be a decent one here. Despite the weak economy, the cruise lines, ferries and highway travelers are still coming, but you will probably need to target your advertising for people who are watching their wallets. We're thinking about you as well and have decided to keep the rates the same as in 2008. The only difference in the ratecard below is that we have moved up the 15% Off Early Bird Discount to March 1, so get your ads and payments to us early and save! Final deadline is still April 15th.

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

2009 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, 2009	10% DISCOUNT IF PAID BY APRIL 15, 2009
2 inch*	\$450	<i>\$382.50</i>	\$405
3 inch*	\$600	<i>\$510</i>	\$540
4 inch	\$750	<i>\$637.50</i>	\$675
5 inch	\$920	<i>\$782</i>	\$828
6 inch	\$1045	<i>\$888.25</i>	\$940.50
1/8 page - 7"	\$1170	<i>\$994.50</i>	\$1053
1/6 page - 10"	\$1420	<i>\$1207</i>	\$1278
1/4 page - 14"	\$1610	<i>\$1368.50</i>	\$1449
1/2 page - 28"	\$2370	<i>\$2014.50</i>	\$2133
Full page - 54" **	\$3720	<i>\$3162</i>	\$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)	2009 BASE RATE FOR SUMMER	15% OFF IF PAID BY 3/1/09	10% OFF IF PAID BY 4/15/09
2 inch	\$1150	<i>\$977.50</i>	\$1035
3 inch	\$1700	<i>\$1445</i>	\$1530

See next page for deadlines, specifications and more information

2009 SKAGUAY ALASKAN DEADLINES

Early Bird payment deadline: March 1, 2009

1st edition materials deadline: April 15, 2009

2nd edition materials deadline: June 30, 2009

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

DISTRIBUTION - 130,000-140,000 FREE COPIES

Most of the **ALASKANS** (about 120,000) 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.

2009 THEME - “STATEHOOD!”

Here at the **ALASKAN**, we take pleasure in looking backward. Most visitors come here to experience our history, and they enjoy the 1898 look of our paper. This year, on the 50th anniversary of Alaska statehood, we will take a look at how Skagway celebrated our becoming the 49th state. 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, 2009.

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.

Contact Person: **Jeff Brady** • E-mail: **skagnews@aptalaska.net**

Phone **907-983-2354** • Fax **907-983-2356**

Visit us on the Web: www.skagwaynews.com