

Kenai Peninsula Tourism Marketing Council

2012 MEMBERSHIP FORMS AND ADVERTISING PACKET



**Official Kenai Peninsula
Vacation Planner and Website:
www.AlaskasPlayground.com**

Halcyon Heights B&B/Inn is one of the oldest and largest B&Bs in Homer. Last summer, a young family showed up at our door late at night, politely asking for a room. They were following KPTMC's Discovery Guide for their entire week-long travel on the Kenai Peninsula.

**We advertise in the KPTMC
Discovery Guide because it works.**

*Stephen and Juxia Scarpitta
Halcyon Heights B&B/Inn
Homer, Alaska*

**The Kenai Peninsula Tourism
Marketing Council is endorsed
by the Kenai Peninsula Borough**





35571 Kenai Spur Highway
Soldotna, Alaska 99669
Phone: (907) 262-5229
Toll-free: 1-800-535-3624
Fax: (907) 262-5212

What is the Kenai Peninsula Tourism Marketing Council?

The Kenai Peninsula Tourism Marketing Council is a 501c(6) nonprofit, regional destination marketing organization (DMO). Through a public-private partnership, KPTMC cooperatively represents both our membership and the Borough to promote the Kenai Peninsula as a fun-filled, world-class visitor destination.

Staff: **Shanon Hamrick**
Executive Director

Chrissy Johnson
Office Manager

Keith Baxter
Director of Member Relations

Mike Penland
Accountant

Teresa Honrud-Nichol
Travel and Trade Manager

2010 Board of Directors:

Natasha Ala
Kenai Convention & Visitors Bureau
(907) 283-1991 • Kenai, AK

Chuck Bowman
Seward Chamber of Commerce
(907) 224-8051 • Seward, AK

Joe Connors
Big Sky Charter & Fish Camp
(907) 262-9496 • Sterling, AK

Monte Davis
Homer Chamber of Commerce
(907) 235-7740 • Homer, AK

Michelle Glaves
Soldotna Chamber of Commerce
(907) 262-9814 • Soldotna, AK

George Heim
Alaska River Adventures
(907) 595-2000 • Cooper Landing, AK

Peggy Keesecker
Seldovia Bay Ferry
(907) 399-7171 • Seldovia, AK

Pat Melone
The Spyglass Inn
(907) 235-6075 • Homer, AK

Josselyn O'Connor
Kenai Watershed Forum
(907) 260-5449 • Soldotna, AK

Kathy Roser
Era Alaska
(907) 283-3028 • Kenai, AK

Bill Sadler
Soldotna B&B Lodge
(907) 262-4779 • Soldotna, AK

Dennis Swiderski
Orca Island Cabins
(907) 224-5846 • Seward, AK

How does KPTMC promote the Kenai Peninsula?

The mission of KPTMC is: *to stimulate potential visitors to choose the Kenai Peninsula Borough as their year-round Alaska visitor destination.* KPTMC looks for the most effective programs in which to participate and members are encouraged to partner with KPTMC when possible.

- Publication and distribution of the Kenai Peninsula Discovery Guide and the Passport to The Kenai
- Website: www.alaskasplayground.com and www.kenaipeninsula.org
- Host the online Kenai Peninsula Wildlife Viewing Trail Guide
- Social media marketing on Facebook, Twitter and our own travel blog at: TheKenai.wordpress.com
- Online travel packages promotion
- Kenai Peninsula video production
- Tok video kiosk, Discovery Guide and brochure distribution
- Ted Stevens International Airport Discovery Guide distribution
- Kenai Peninsula video and book sales
- Advertising in national consumer publications
- Kenai Peninsula map inserted in the Milepost
- Seat on the Alaska Travel Industry Association Marketing Committee
- Attendance in foreign and domestic travel trade shows and sales missions
- Public relations and familiarization trips for tour operators
- Travel writer and media assistance

What does KPTMC do for its members?

Members are entitled to *and encouraged to take advantage of* all benefits offered by KPTMC.

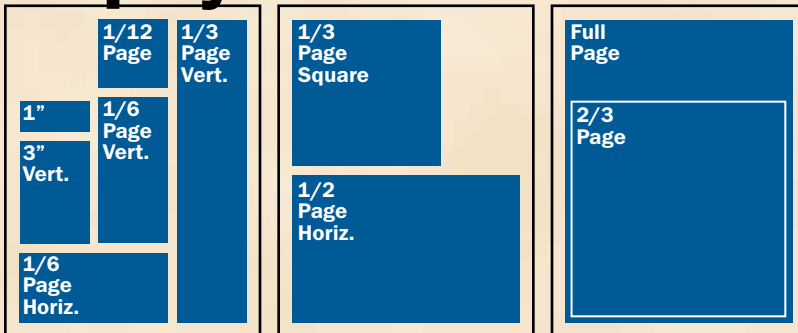
- Listing in the Discovery Guide includes business name, address and two contact methods- upgrades available
- Searchable listing on our website includes hotlink and photo
- Feature info and events on our blog
- Use of the Alaska's Playground logo and KPTMC's Kenai Peninsula map
- Access to the media and slide library, newsletter and research
- Numerous cooperative marketing and networking opportunities, ie: online packaging, FAM tours, TV programs, consumer shows, industry seminars, out-of-state advertising...

Why should you advertise in the Discovery Guide?

- Huge distribution: 125,000 printed, distribution begins in November.
- Sent directly to potential visitors requesting Kenai Peninsula information.
- Distributed worldwide through direct mailing, consumer shows and trade shows, tour operators and agencies, major in-state visitor centers, airports and ferry terminals, as well as local visitor centers and kiosks.
- Access to thousands of e-mail visitor information request leads included with your display ad.



Display ad sizes and rates:



1 Inch Horizontal Ad	2.3125"W x 1"H	\$295.00
1/12 Page Ad	2.3125"W x 2.25"H	\$595.00
3 Inch Vertical Ad	2.3125"W x 3.375"H	\$855.00
1/6 Horizontal Ad	4.8125"W x 2.3125"H	\$1175.00
1/6 Vertical Ad	2.3125"W x 4.8125"H	\$1175.00
1/3 Page Square	4.8125"W x 4.8125"H	\$2165.00
1/3 Page Vertical	2.3125"W x 10"H	\$2165.00
1/2 Page Horizontal	7.5"W x 4.8125"H	\$3145.00
2/3 Page	7.5"W x 7.25"H	\$4295.00
Full Page	7.5"W x 10"H	\$5545.00

PRIME POSITIONS

2/3 Back	7.5"W x 7.25"H	\$5845.00
Inside Front Cover-Full Page	7.5"W x 10"H	\$5845.00
Inside Back Cover-Full Page	7.5"W x 10"H	\$5845.00

Note: Advertising rates are in addition to the KPTMC Membership. All charges for ad composition are the responsibility of the advertiser. All ad rates are NET and NON-COMMISSIONABLE. Payment will be due on two separate dates. Half the cost of your ad will be due by July 1 with your signed contract and the remaining half by August 19, 2011.

Mechanical Specifications- Printing: Web Offset, Binding: Saddle Stitch, Color: 4-Color Process (CMYK)

Advertising Copy- All ads must be submitted 100% (the same size the ad is to run)

Submitting Advertising Art- We accept PDF files with all fonts embedded, built in CMYK format and prepared for high resolution (300 dpi) output. Ads may also be built in QuarkXPress or Adobe programs: PhotoShop, Illustrator, InDesign, PageMaker; with all fonts and graphics included. Ads that do not meet publication requirements the provider will be notified, at which time the provider can choose to implement corrections and Jenness Graphic Design will assess costs and notify advertiser of penalties.

Please submit ads and art on CD/DVD-ROM or USB flash drive and deliver to:

KPTMC Attn: Keith Baxter, 35571 Kenai Spur Hwy. Soldotna, AK 99669

Call (907) 262-5229 or e-mail luanne@kenaipeninsula.org for more information.

Cash, personal/business check or credit card accepted



Both the advertiser and its agency agree to indemnify and save KPTMC harmless against all loss, liability, damage and expense associated with all aspects of printing and publishing its advertisement. Publisher's liability for any error is confined to the cost of space occupied by the error. Publisher assumes no liability for errors in key numbers or letters, or if for any reason it becomes necessary to omit an advertisement previously accepted. KPTMC programs and planned Discovery Guide circulation of 125,000 is based on funding received from the Kenai Peninsula Borough. KPTMC accepts no responsibility for decreased services or circulation.

DEADLINES

10% OFF YOUR DISPLAY AD:
Save with the Early Bird
Discovery Guide Deadline
May 20, 2011

Discount applies only to Discovery Guide display advertisements

**Discovery Guide Deadline
July 1, 2011**

Listings, narratives, online contacts, deposits, contract deadline

**Final Payment & Camera
Ready Ad Material
August 19, 2011**

Advertisements will not be accepted for publication if full payment is not received by this date.



Kenai Peninsula Discovery Guide

The Discovery Guide has the best distribution of any Kenai Peninsula travel publication. KPTMC works hard to ensure the Discovery Guide is produced at the highest level of quality and gets into prospective visitors' hands in a timely manner.

Passport to The Kenai

This combination activity and coupon book highlights each community on The Kenai. Distribution of the Passport is 20,000 to meet the high demand from visitors and residents alike. Collect stamps in each community to enter to win a Kenai Peninsula vacation package and use the coupons along the way!

Cooperative advertising in outside publications

KPTMC advertises on its own in national publications and also cooperatively through several programs with the Alaska Travel Industry Association. KPTMC also strikes deals with magazines and newspapers across the country so its membership is able to cooperatively advertise with them.



Increased online presence: Facebook, Twitter and our own exclusive travel blog at TheKenai.wordpress.com



Up Close and Personal Alaska



AlaskasPlayground.com searchable membership directory and VACATION PACKAGES section

Let KPTMC put the power of travel packaging to work for you! The packaging area of alaskasplayground.com showcases your product to customers ready to book. Post your online packages for only \$50 each! Don't have a package ready to advertise? KPTMC can help you put together packages to wow your customers!



Representation of Alaska's Playground at travel trade shows, expos and other special events

KPTMC travels the globe to represent Alaska's Playground at numerous shows, conventions and special events- locally, nationally or abroad.

International Pow Wow
 International Sales Mission w/ATIA
 Media Road Show
 ATIA Convention
 LA Times Travel & Adventure Show
 Seattle Adventures in Travel Expo

Great Alaska Sportsman Show
 Mat-Su Outdoorsman Show
 Fairbanks Outdoor Show
 Soldotna Sport, Rec & Trade Show
 Industry Appreciation Day
 Oxygen & Octane Winter Rec Show



2009 Sales Mission in Germany



Members are entitled to ALL benefits offered by the KPTMC:

- Listing in **THE DISCOVERY GUIDE**, includes business name, address, two contact methods.
- Listing on **www.kenaipeninsula.org** and **www.alaskasplayground.com**, including **WEB SITE HOTLINK, PHOTO** and email address.
- Numerous **Cooperative Marketing Opportunities**, ie: **Website Packaging, FAM Tours, TV Programs, out-of-state advertising.**
- **Use of the KPTMC Logo and Kenai Peninsula Map.**
- **Access to the Media and Slide Library, Newsletter and Research.**



MEMBERSHIP \$150.00

YES, I would like to become a member of the KPTMC

Name of Business/Organization: _____ Date: _____

Representative's Name: _____ Signature: _____

Representative's Title: _____

Public Address: (Will be printed in the Discovery Guide & Online): _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip: _____ Web Site Hotlink: _____

Business Email: _____ Representative's E-mail: _____

Phone: _____ Fax: _____ Toll Free: _____

DISCOVERY GUIDE & WEB SITE INFORMATION:

Heading under which you would like to appear (One Listing Free with Membership):

- | | | |
|--|--|---|
| <input type="checkbox"/> Adventures & Activities | <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Resorts, Lodges & Cabins |
| <input type="checkbox"/> Area Services | <input type="checkbox"/> Dining & Shopping | <input type="checkbox"/> RV Parks & Campgrounds |
| <input type="checkbox"/> Attractions & Sightseeing | <input type="checkbox"/> Fishing | <input type="checkbox"/> Transportation Service & Rentals |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Hotels & Motels | <input type="checkbox"/> Visitor Services |
| <input type="checkbox"/> Bear Viewing | <input type="checkbox"/> Planning & Booking Agents | |

Community which you would like to appear (One Listing Free with Membership):

- | | | | |
|---|-----------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Hope | <input type="checkbox"/> Sterling | <input type="checkbox"/> Kasilof | <input type="checkbox"/> Homer |
| <input type="checkbox"/> Seward | <input type="checkbox"/> Soldotna | <input type="checkbox"/> Clam Gulch | <input type="checkbox"/> Seldovia |
| <input type="checkbox"/> Moose Pass | <input type="checkbox"/> Kenai | <input type="checkbox"/> Niniichik | <input type="checkbox"/> Outlying Areas |
| <input type="checkbox"/> Cooper Landing | <input type="checkbox"/> Nikiski | <input type="checkbox"/> Anchor Point | <input type="checkbox"/> Other _____ |

ADDITIONAL LISTINGS \$50.00 EACH:

Price includes Discovery Guide & Website

- Listing #2 (\$50.00) Heading: _____ Community: _____
- Listing #3 (\$50.00) Heading: _____ Community: _____

CHECK ALL THAT APPLY:

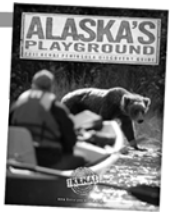
- Open Year Round Handicap Accessible
- Member Kenai Peninsula Bed & Breakfast Association

phone (907) 262-5229
 fax (907) 262-5212
 email luanne@kenaipeninsula.org
 35571 Kenai Spur Hwy.
 Soldotna, Alaska 99669





2011 Tok Video Kiosk Brochure Display



YES, I want to send 250 of my brochures to Tok. Only \$55.00

Once again the KPTMC will be sponsoring a video kiosk in the Tok Visitor Center. The kiosk provides a tremendous opportunity to **showcase your Kenai Peninsula business.**

The kiosk features a continuously repeating three minute digital video of Alaska's Kenai Peninsula. Over 2,000 Discovery Guides are distributed via the kiosk with 60 spaces available for member brochures. Due to the limited number of spots, this program is available on a first come, first serve basis. Now is your chance to be one of the first Alaskan businesses to **place your brochure** in the hands of these Alaskan visitors. The fee to participate is **only \$55** for the entire summer

To participate forward 250 copies of your brochure to the KPTMC **prior to May 10, 2011.** If you have any questions or would like more details please feel free to contact Luanne at 262-5229.



2011/12 Posted Packages at www.alaskasplayground.com

YES, I want to post a package for my business online. Only \$50.00

Let KPTMC put the power of travel packaging to work for you! We have developed a new packaging area of our web site that will help you showcase your product to customers ready to book. Introductory Special: Only \$50.00 per package. Sign up online at www.alaskasplayground.com. Simply click on "Alaska's Playground Packages", then click on the add package button at the bottom of the page, fill out the online form, submit, and KPTMC staff will review and contact you as soon as your package is ready. Each package must include two nights lodging plus one additional activity in order to be posted in the KPTMC online packages section.



KPTMC Membership & Service Contract

- KPTMC Membership \$150⁰⁰ _____**
 - Display Advertisement _____**
 - Discovery Guide Narrative and Website Narrative \$150⁰⁰ _____**
 - Posted Package on Website (Fill out information online) \$50⁰⁰ Each _____**
 - Extra Listing in Discovery Guide and Website \$50⁰⁰ Each _____**
 - Extra Narrative in Discovery Guide and Website \$50⁰⁰ Each _____**
 - Tok Kiosk Brochure Distribution Program \$55⁰⁰ _____**
- TOTAL \$ _____**

I have read and accept the terms and deadlines stated in this contract. I have also read, understand and accept the specifications stated on the accompanying ad specifications sheets. I further understand that the Kenai Peninsula Tourism Marketing Council Inc. is not responsible for any errors on any advertisements or production materials received from my company or ad agency. I understand this contract binds me to full payment on display ad(s) that I have selected on this contract unless written notice is received within three business days of the signature date below.

Signature: _____ **Date** _____

METHOD OF PAYMENT

- My check is enclosed. Please bill my credit card.

Card Number: _____ Exp. Date _____

Cardholder Signature: _____

Printed Name: _____

Name of Business: _____

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 Soldotna, Alaska 99669

