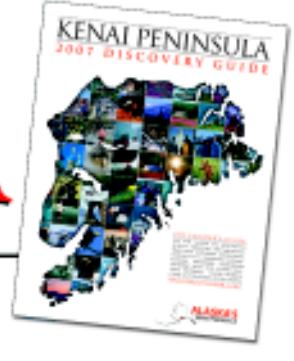




ALASKA KENAI PENINSULA

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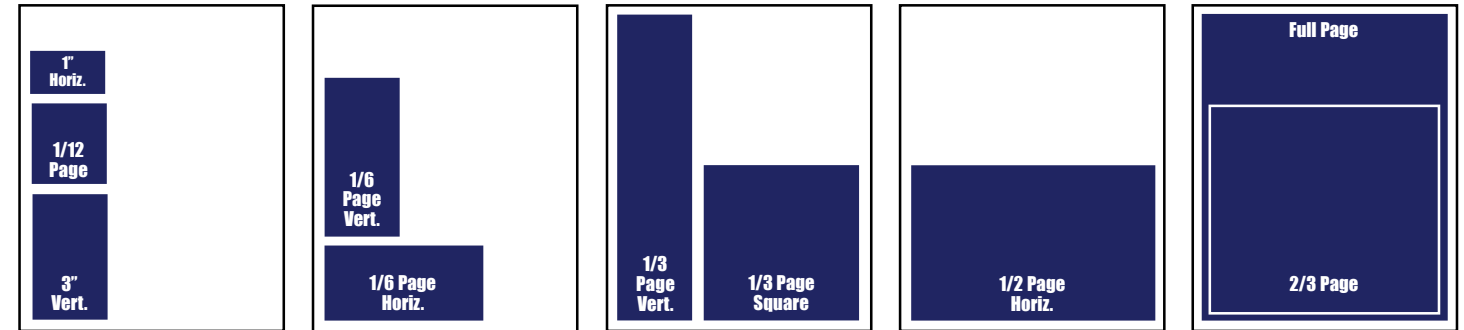
What is The Kenai Peninsula Tourism Marketing Council (KPTMC)?

The KPTMC is a non-profit, regional destination marketing organization (DMO). Through a public-private partnership, we cooperatively represent both our membership and the borough to promote the Kenai Peninsula as a fun filled world class visitor destination.

Why Should You Advertise in the Discovery Guide?

- 150,000 Printed, distributed in November
- Sent directly to potential visitors requesting Kenai Peninsula Information
- Distributed worldwide through direct mailing, local Convention & Visitor Bureaus, major in-state airports, tour operators, ferry terminals, consumer shows and trade shows
- Receive thousands of email visitor information request leads FREE with your advertisement.

Discovery Guide Display Ad Sizes and Rates



Receive FREE email leads from www.kenaipeninsula.org with your Discovery Guide Advertisement!

| Ad Size | Ad Dimensions | Member Investment |
|------------------------------|-------------------------|-------------------|
| 1 Inch Horizontal Ad | (2.3125" w x 1" h) | \$265.00 |
| 1/12 Page Ad | (2.3125" w x 2.25" h) | \$625.00 |
| 3 Inch Vertical Ad | (2.3125" w x 3.375" h) | \$945.00 |
| 1/6 Horizontal Ad | (4.8125" w x 2.3125" h) | \$1,255.00 |
| 1/6 Vertical Ad | (2.3125" w x 4.8125" h) | \$1,255.00 |
| 1/3 Page Square | (4.8125" w x 4.8125" h) | \$2,065.00 |
| 1/3 Page Vertical | (2.3125" w x 10" h) | \$2,065.00 |
| 1/2 Page Horizontal | (7.5" w x 4.8125" h) | \$3,145.00 |
| 2/3 Page | (7.5" w x 7.25" h) | \$4,295.00 |
| Full Page | (7.5" w x 10" h) | \$5,545.00 |
| Prime Positions: | | |
| 2/3 Back | (7.5" w x 7.25" h) | \$5,845.00 |
| Inside Front Cover-Full Page | (7.5" w x 10" h) | \$5,845.00 |
| Inside Back Cover-Full Page | (7.5" w x 10" h) | \$5,845.00 |

DEADLINES

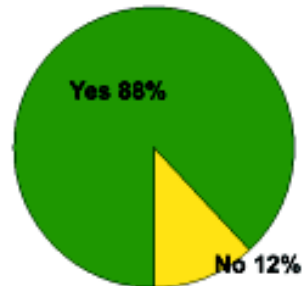
EARLY BIRD DISCOVERY GUIDE DEADLINE:
SAVE \$\$ - June 15, 2007

DISCOVERY GUIDE DEADLINE:
July 15, 2007
 Listings, Narratives, On-Line Contacts, Deposits, Contract Deadline

FINAL PAYMENT & CAMERA READY AD MATERIAL:
August 15, 2007
 Advertisements will not be accepted for publication if full payment is not received by this date.

Our Research Shows that 88% of Visitors who request the Discovery Guide on our website visit the Kenai Peninsula!

Did you visit Alaska's Kenai Peninsula in 2005 or are you planning on coming in 2006?



*Statistics taken from a 2006 conversion study conducted by KPTMC on 1500 people who requested our visitor guide from our website. 380 people responded to the survey.

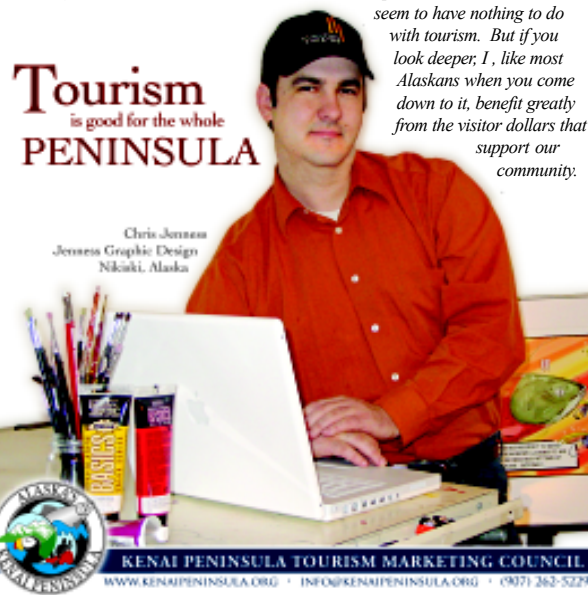
How Do We Show Tourism is Important to our Economy?

- We run local advertising to show how everyone on The Kenai benefits from Tourism.

I don't guide.
I don't hunt.
I don't even fish.

Some people know me as the owner of Jenness Graphic Design and the Triumvirate Theater. I don't consider myself a tourist business owner. But that said, when I look at my income distribution, 70% comes from the tourism industry. I don't rent RV's or run a hotel. I run multiple businesses that would seem to have nothing to do with tourism. But if you look deeper; I, like most Alaskans when you come down to it, benefit greatly from the visitor dollars that support our community.

Tourism
is good for the whole
PENINSULA



How Do We Promote the Kenai Peninsula as a Destination?

- Publish & Distribute the Discovery Guide
- Internet Web Site: www.kenaipeninsula.org
- Advertise in National Consumer Publications
- Kenai Airport Discovery Guide & Brochure Kiosk
- Public Relations and Familiarization (FAM) trips
- Travel Writer (Media) Assistance
- Tok Visitor Center Video Kiosk and Brochure Distribution
- Kenai Peninsula "Milepost Map Insert"
- National Travel Trade Shows
- Serve on the ATIA Marketing Committee
- Alaska's Kenai Peninsula Video Sales

Our Mission: To stimulate potential visitors to choose the Kenai Peninsula Borough as their year-round Alaska visitor destination.

10% OFF! **Early Bird Deadline: June 15, 2007**

Send in your completed contract with payment to receive 10% Off Your Display Ad in the 2008 Discovery Guide

* Advertising Specifications on back page.

Payment: Cash, Personal/Company Check or Credit Card

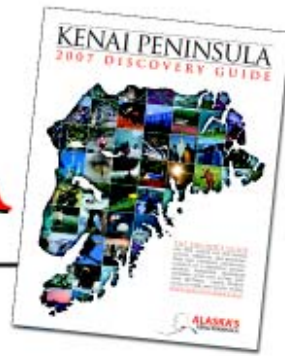


For more information or questions please contact:

Kenai Peninsula Tourism Marketing Council, 35477 Kenai Spur Hwy. #205, Soldotna, AK 99669

Phone: (907) 262-5229 Fax: (907) 262-5212 Email teresa@kenaipeninsula.org

ALASKA KENAI PENINSULA



Mechanical Specifications:

Printing: Web Offset Binding: Saddle Stitch Color: 4 Color Process

Advertising Copy:

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

Submitting Advertising Art:

Ads created on Macintosh can be built in: Quark Express, Adobe Pagemaker, Adobe Photoshop, Adobe Illustrator or Macromedia Freehand. All files must be built in CMYK color and be prepared for high resolution (300 dpi) CMYK film output. Include all images, fonts and graphics.

Ad created on PC must be built in: Corel Draw and must be prepared for high resolution (300 dpi) CMYK film output. Include all images, fonts and graphics.

Submit your display ads on CD-Rom, ZIP Disks or mail to:

KPTMC, 35477 Kenai Spur Hwy., #205, Soldotna, AK 99669

Attn: Teresa Nichol, Membership & Advertising Sales Manager

or contact: teresa@kenaipeninsula.org or call (907) 262-5229.

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.

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. Planned circulation of 175,000 is based on funding received from the Kenai Peninsula Borough. KPTMC accepts no responsibility if circulation base is lower.

