



Wrangell Convention and Visitor Bureau
P.O. Box 1350
Wrangell, AK 99929

www.wrangellalaska.org
visitor@wrangellalaska.org
800-367-9745

December 1, 2014

Dear Potential Advertiser:

It is time to update the Wrangell Travel and Business Planner! This 32 page 4-color glossy brochure is used to fulfill to all individuals that inquire about Wrangell..... visitors, investors, potential residents, retirees, developers, etc. It is EXCELLENT value for your advertising dollar!!

I want to encourage all business owners to be included in the Planner, purchasing at minimum a listing for your business. The Planner is used for business development opportunities such as promoting marine services), community development, and tourism development. The Business and Travel Planner is distributed in part via the following avenues:

- Direct Mail from Website, phone, written inquiries (tourism; relocation; economic development)
- Handed out at Tradeshow Booths (ie Fish Expo, Seattle Boat Show, other Travel tradeshow)
- Available to Download on Wrangell Websites
- Convention Delegates
- Meeting Planners
- Press Kits and Travel Writers
- Direct Mailing responses to advertising
- Statewide distribution
- AMHS ferries, terminals, Airports
- Harbors/Yacht Clubs/ Yachters and Fishermen arriving in Wrangell
- Chamber of Commerce distribution

Approximately 30,000 – 50,000 planners will be printed for distribution over the next 2-3 years. Ad sales and CVB Promotional Budget will cover the costs of the redesign and printing. Ad prices have NOT increased since 2008.

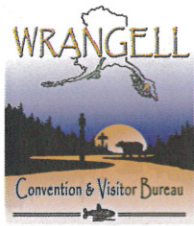
The Wrangell Convention and Visitor Bureau is also trying to update the City's photo bank for use in promoting the community and businesses. CVB is requesting photos from anyone that would be willing to allow their use in the planner, on Facebook, on the website, or any other marketing avenues. Photo credit is provided when possible. PLEASE provide a high quality 300 dpi resolution digital photo to Carol Rushmore at ecodev@wrangell.com. We would appreciate any photos for consideration!!

As a special cost savings bonus, if you can provide your contract information with your listing, narrative and/or camera ready art and payment by **December 19, 2014**, the EARLY BIRD DEADLINE, you can receive a 10% discount off the cost of your advert. This is good for all listings, narratives and display advertising.

If you have any questions, ***please contact*** Carol Rushmore at ecodev@wrangell.com or 874-2381. Thank you! We look forward to seeing you in the improved Wrangell Business and Travel Planner!

Sincerely,

Carol Rushmore, Economic Development Director



2015 Wrangell Travel and Business Planner

DISPLAY AD CONTRACT

BILLING CONTACT INFORMATION

Business Name _____

Contact Person _____

Billing Address _____

City/State/Zip _____

Phone _____

Fax _____

800# _____

Social Media site _____

e-mail _____

website _____

DISPLAY ADVERTISING INFO

Please check the appropriate box. All display adverts will be in four color. Please remember that this brochure will be used for the next two to three years.

- | | | |
|------------------------------------|--------|--|
| <input type="checkbox"/> Full page | \$2175 | (no bleed) = 4.875" W x 7.875" H
(with bleed) = 5.75" W x 11.25" H (trims to 5.5 x 8.5) |
| <input type="checkbox"/> ½ page | \$1100 | 4.875" W x 3.875" H |
| <input type="checkbox"/> ¼ page | \$600 | 2.375" W x 3.875" H |
| <input type="checkbox"/> 1/8 page | \$450 | 1/8 page = 2.375" W x 1.875" H |

Placements are made on space available basis.

It is the responsibility of the business purchasing the ad to submit the advert on time and camera ready to the publisher.

Payment and Material Deadlines for Display adverts

- ✓ **December 19:** EARLY BIRD DEADLINE – Contract, full payment AND camera ready art due, receive a 10% discount.
- ✓ **January 6:** Display Contract, camera ready art, and payment deadline (Display ads over \$600 require 50% down). Contract Materials should be turned in to City Hall, P.O. Box 531, Wrangell, AK 99929. Display Advertising Materials should be sent by email to wrangell@wrangell.com or to AT Publishing (see *contact and specs at end of this contract*).
- ✓ **January 14:** Final payment due.
- ✓ Make Check payable to the City and Borough of Wrangell, P.O. Box 531, Wrangell, AK 99929

I have read and understand the contract conditions information. I agree to the rates as stated above.

Authorized Signature _____

2015 Wrangell Travel and Business Planner

LISTING AND NARRATIVE ADVERTISING INFO

Please Check the correct box or boxes

- ☐ \$300 Listing Only (Business Name, Address {Street or P.O. Box}, one Phone number, email, website address, Twitter or Facebook)
- ☐ \$350 Narrative. Listing information plus 30 words.
- ☐ \$25 Additional for 20 characters exceeding the 30 word limit

Please check the category which best describes your services for your Listing and/or Narrative Advertising. (The actual category name might change after consultation with the contractor. You will be notified if it does). You may suggest a category heading or subheading.

<input type="checkbox"/> Accommodations/Lodging	<input type="checkbox"/> Shopping	<input type="checkbox"/> Transportation
<input type="checkbox"/> Things To Do	<input type="checkbox"/> Organizations	<input type="checkbox"/> Marine Repair and Service
<input type="checkbox"/> Camping/RV Facilities	<input type="checkbox"/> Sightseeing tours	<input type="checkbox"/> Suggest another heading?
<input type="checkbox"/> Events/Festivals	<input type="checkbox"/> Services (banking, Insurance, Groceries, realstate etc)	<input type="checkbox"/>

LISTING INFORMATION: Each listing will include – Business Name, Address (either a street or P.O. Box), one phone number, an email, website address and Twitter or Facebook contact. A second phone number could be substituted for the e-mail, or vice versus.

Business Name: _____

Address: _____

Phone Number: _____
(please specify if it is a fax number)

E-mail: _____

Website: _____

Twitter and/or Facebook contact info: _____

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Narrative Information: Please type or print your 30 word narrative (in addition to the listing information).

Please type or print your additional 20 characters:

Payment and Material Deadlines for Listing and Narrative adverts

- ✓ **December 19:** EARLY BIRD DEADLINE –Full payment AND Listing/Narrative contract due to receive a 10% discount.
- ✓ **January 6:** Listing and Narrative Contract and payment deadline. Contract Materials should be turned in to City Hall, P.O. Box 531, Wrangell, AK 99929.
- ✓ Make Check payable to the City and Borough of Wrangell, P.O. Box 531, Wrangell, AK 99929

I have read and understand the contract conditions information. I agree to the rates as stated above.

Authorized Signature _____

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Payment Calculation:

Display Advert	\$ _____
Listing Advert	\$ _____
Narrative Advert	\$ _____
Additional 20 charac.	\$ _____
Less 10% before Dec. 19	\$ _____
Total Due	\$ _____

Advertising specs for all display adverts in 2015 Travel and Business Planner

Full page (no bleed) = 4.875" W x 7.875" H

Full page (with bleed) = 5.75" W x 11.25" H (trims to 5.5 x 8.5)

1/2 page = 4.875" W x 3.875" H

1/4 page = 2.375" W x 3.875" H

1/8 page = 2.375" W x 1.875" H

AT Publishing prefers high res pdfs (use the Acrobat Distiller setting: "press quality" or "PDFX-4:2008"). When sending raw files of a completed document from QuarkXpress or Indesign, "package" or "collect" all files (including fonts and links) and use "WinZip" or "DropStuff" to compress all files before you send.

To send ads, please go to:

www.atpublishing.com and click on "send a file" (mid screen on right).

Please put Marie McConkey as Contact Preference. Also, please send a copy of your file, to wrangell@wrangell.com as a back up.

If you have any questions regarding the advertising, please call Carol Rushmore at 907-874-2381, or email ecodev@wrangell.com.