



KENAI PENINSULA TOURISM MARKETING COUNCIL

2018

MEMBERSHIP FORMS AND ADVERTISING PACKET

Your 2018 Membership Listing Includes:

- **GUIDE LISTING:** A directory-style contact listing in 125,000 copies of the 2018 Kenai Peninsula Discovery guide.
- **AN EXPANDED WEB LISTING:** With the launch of our new, mobile-friendly website in 2017, each and every online listing includes a 250-character keyword narrative for enhanced searchability and at least one high-resolution, full-page header image to accompany the listing.
- **EXCLUSIVE OPPORTUNITIES:** Including The Passport To Adventure On The Kenai, Consumer Travel Show Co-op, Travel Trade Events, Travel Media Events, Online Banners, Online Vacation Packages, Online Special Offers, Travel Trade & Media FAMs and National Print Co-op.
- **MEMBER-ONLY SERVICES:** Need a logo? Rack card? Website? Blog? Social media presence? Comprehensive marketing plan? KPTMC provides these services - and more - starting at \$35/hr.

Name of Business/Organization: _____ Date: _____

Representative's Name: _____ Signature: _____

Representative's Title: _____

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

Private Address (if different from above): _____

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

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

Phone: _____ Toll Free: _____

DISCOVERY GUIDE & WEB SITE INFORMATION:

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

- | | | |
|--|--|--|
| <input type="checkbox"/> Area Services | <input type="checkbox"/> Fishing | <input type="checkbox"/> Rafting |
| <input type="checkbox"/> Attractions & Sightseeing | <input type="checkbox"/> Flightseeing | <input type="checkbox"/> Resorts Lodges & Cabins |
| <input type="checkbox"/> Bear Viewing | <input type="checkbox"/> Glacier & Wildlife Cruise | <input type="checkbox"/> RV Parks & Campgrounds |
| <input type="checkbox"/> Bed & Breakfasts | <input type="checkbox"/> Golfing | <input type="checkbox"/> Shopping & Gift Shops |
| <input type="checkbox"/> Birding | <input type="checkbox"/> Hiking & Biking | <input type="checkbox"/> Transportation Services & Rentals |
| <input type="checkbox"/> Canoeing | <input type="checkbox"/> Horseback Riding | <input type="checkbox"/> Vacation Rentals |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Hotels & Motels | <input type="checkbox"/> Visitor Services |
| <input type="checkbox"/> Dogsledding | <input type="checkbox"/> Kayaking | <input type="checkbox"/> Wildlife Viewing |
| | <input type="checkbox"/> Planning & Booking Agents | |

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

- | | | | | |
|-------------------------------------|---|-------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Anchorage | <input type="checkbox"/> Cooper Landing | <input type="checkbox"/> Nikiski | <input type="checkbox"/> Anchor Point | <input type="checkbox"/> Other: _____ |
| <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"/> Ninilchik | <input type="checkbox"/> Outlying Areas | |

ADDITIONAL LISTINGS \$100.00 EACH:

Price includes Discovery Guide & Website

- Listing #2 (\$100.00) Community: _____ Category: _____
- Listing #3 (\$100.00) Community: _____ Category: _____

CHECK ALL THAT APPLY:

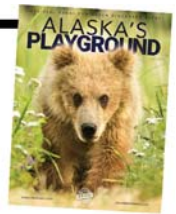
- Open Year Round Handicap Accessible
- Member Kenai Peninsula Bed & Breakfast Association

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





2018 KPTMC Website Banner Ads, Expanded Listings and Online Packages



DISPLAY BANNER

- 300X250 Banner Ads: Feature your business with a banner ad on kenaipeninsula.org. Prominent page positioning in the upper right corner of the page.
- Ads rotate randomly with every page load for equal impressions.
- Provide your own camera-ready artwork or allow KPTMC to design your ad free of charge.

One Year
Rate: \$300.00



TRAVEL PACKAGE LISTINGS

- Vacation Package listings provide all of your package details (including a minimum of one overnight stay and one activity) and link them to you for booking.

One Year
Rate: \$100.00

SPECIAL OFFER LISTINGS

- Incentivize products and services by placing Special Offer listings on the kenaipeninsula.org site. Ideal for restaurants, activities, lodging or retail (e.g. 10% Off, Buy One Get One Free etc).

One Year
Rate: \$100.00



PREMIUM LISTING

- Premium listings are an effective way to drive highly-qualified traffic to your website. They appear larger and higher in site search results and on category pages and include a 10 image photo gallery. While every premium listing will be displayed before other content, the exact order of premium content is randomized on category pages, and determined by relevancy for site search results.

One Year
Rate: \$300.00

MAKE IT A BUNDLE!

Maximize your online presence on kenaipeninsula.org by buying into all of our online services and save! Receive a Banner, a Premium Listing and an online Vacation Package Listing or Special Offer Listing for the low rate of \$600, a \$100 savings!



\$600⁰⁰
\$100 SAVINGS



2018 KPTMC Membership, Discovery Guide & Website Service Contract



- 2018 Membership Listing**..... \$225⁰⁰ X _____ TOTAL \$ _____
Includes listing in guide and online. 250 character web narrative is included.
 - Display Advertisement**..... X _____ TOTAL \$ _____
Includes visitor leads subscription. Early Bird Discount of 10% if paid off by May 25th.
 - Print Narrative in Discovery Guide** \$100⁰⁰ X _____ TOTAL \$ _____
 - Extra Listing** \$100⁰⁰ Each X _____ TOTAL \$ _____
Appear in guide and online. 250 character narrative for online listing is included.
 - Extra Print Narrative in Discovery Guide**..... \$50⁰⁰ Each X _____ TOTAL \$ _____
 - Online Banner Ad** \$300⁰⁰ X _____ TOTAL \$ _____
 - Premium Website Listing**..... \$300⁰⁰ X _____ TOTAL \$ _____
 - Online Vacation Package or Special Offer**..... \$100⁰⁰ X _____ TOTAL \$ _____
 - Online Bundle**..... \$600⁰⁰ X _____ TOTAL \$ _____
Banner, Premium Listing, Travel Package or Special Offer.
- FINAL 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.

Billing Address: _____

City: _____ State: _____ Zip: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Cardholder Signature: _____

Printed Name: _____

Name of Business: _____

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