



2018 MARKETING PROGRAMS



- **EXPANDED ONLINE MEDIA SERVICES**
- **WEB BANNERS & ENHANCED LISTINGS**
- **ONLINE PACKAGES**
- **CONSUMER TRAVEL SHOW CO-OP**
- **TOK KIOSK BROCHURE DISTRIBUTION**
- **PASSPORT COUPONS**

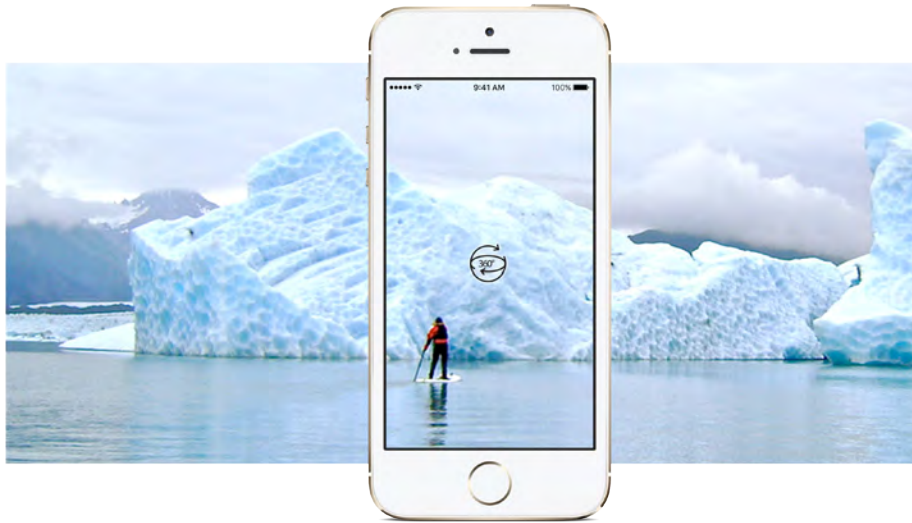
**DON'T MISS THE
VIRTUAL REALITY
OPPORTUNITY!**

DETAILS INSIDE

Kenai Peninsula Tourism
Marketing Council
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fax (907) 262-5212
Keith@kenaipeninsula.org
35571 Kenai Spur Hwy.
Soldotna, Alaska 99669
www.kenaipeninsula.org



Virtual Reality opportunity!



The Kenai Peninsula Tourism Marketing Council (KPTMC) is partnering with the Alaska Channel to produce a series of virtual reality (VR) videos featuring **“The Kenai, Alaska’s Playground!”**

We are seeking a limited number of members to feature in the project, which will be filmed during late May (or early June) of 2018. While we will make an effort to work with all interested members, the interactive nature of virtual reality makes this project best suited for activity-based experiences (rafting, kayaking, fishing, flightseeing, wildlife viewing, etc).

Members may buy-in to be featured in the VR videos for as little as \$1,500. Partnership opportunities are limited, and will be handled on a first-paid-first-partnered basis.

These immersive, VR videos will be compatible with headsets, tablets, smartphones, and computers – allowing prospective visitors from around the world the opportunity to digitally sample experiences on “The Kenai” in a way never before possible.

While nothing compares to experiencing the real thing, these VR videos will help KPTMC distinguish the Kenai Peninsula from other destinations on an increasingly competitive landscape of digital media.

For more details, or to make a deposit on your participation, contact KPTMC’s Executive Director:

Summer Lazenby
summer@kenaipeninsula.org
907-262-5040

ONLINE MEDIA SERVICES

NEW MEDIA AUDIT AND OPTIMIZATION ARE AVAILABLE! CALL FOR A FREE ESTIMATE



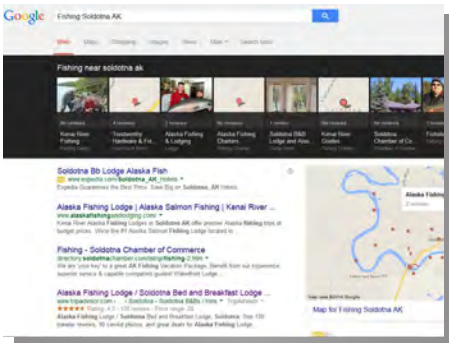
WEBSITE - CONTENT MANAGEMENT SYSTEM SET-UP STARTING AT \$800

Many websites, especially small or older websites, are built using static webpages. These webpages are built using HTML, Javascript, and Macromedia Flash computer code. This code is difficult to access on web servers and is virtually impossible to edit without special software and training. Thus, static websites are difficult and expensive to maintain. To solve this website design and maintenance problem, a new technology called a Content Management System (CMS) was developed. A CMS uses a database to store, retrieve and edit the content of your website. Each page of your site is stored as simple text - making it easy to edit, search and optimize.

- Template selection
- Content copy/paste
- Existing Google Analytics installation (plugin)

- 2 hours demo and user training
- Additional training is available for the additional service fee or a Social Media Training Workshop

- Up to 18 hours of staff time developing your CMS website
- Pre-installation worksheet



SEARCH ENGINE OPTIMIZATION (SEO) STARTING AT \$100

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

- Keyword & term research

- Implementation

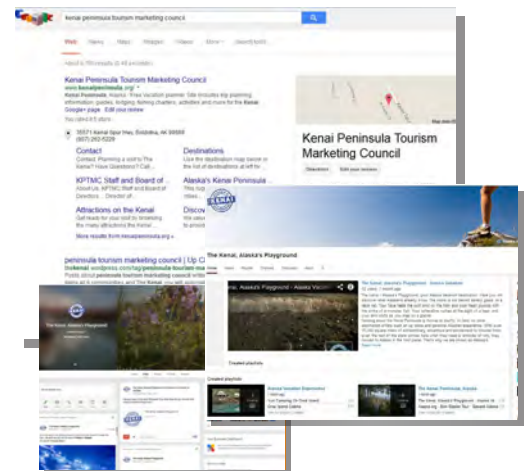
- Up to 3 hours of staff time

SOCIAL MEDIA ACCOUNT SET-UP STARTING AT \$250

Social media set-up services help you put your products and services in front of your target audience through key social media networking sites. By interconnecting all medias and integrating the right applications, your social media strategy will be more powerful than ever.

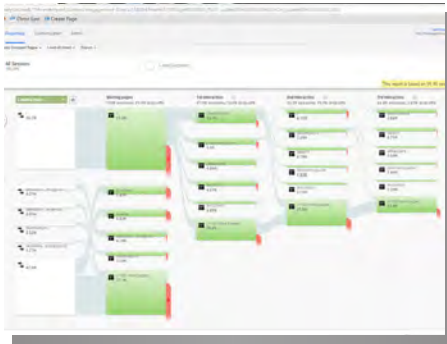
- Facebook, Twitter and Pinterest set-up/troubleshoot or
- Google Plus Business Page and Youtube set-up/optimization
- Connecting medias to each other
- Graphic design for network covers and apps using an existing logo

- Training is available for the "Additional Service" fee or a "Social Media Training Workshop"
- Up to 4 hours of staff time building your social presence



To learn more about or schedule New Media Services, contact KEITH@KENAIPENINSULA.ORG or call 262-5229. Project turnaround time is subject to current workload. All services are scheduled and delivered on a first-paid-first-served basis with 50% due at time of scheduling and the balance upon completion.

ONLINE MEDIA SERVICES



GOOGLE ANALYTICS CONFIGURATION AND INTEGRATION STARTING AT \$150

Google Analytics is the premier tracking system for online metrics. With Google Analytics you will be able to track the sources of your online traffic, identify what search terms people are using to find your website, discover which parts of the world your visitors are browsing from, know which content on your website is most popular and configure custom report emails and conversion goals.

- Linking Gmail account to Google Analytics
- Deploying Google Analytics on your website
- One-on-one walk-through of your Analytics after deployment
- Up to 3 hours of staff time developing your Analytics

EVENT PROMOTION SET-UP STARTING AT \$400

An event – be it at a networking gathering, open house, fundraiser or class – is by nature a social affair, so it makes perfect sense that social media would be a fantastic tool to help promote and build excitement about your event. Use social media to give details, share links where readers can get more information or RSVP, and generate interest in the event.

- 3rd party application design and installation
- Graphic design
- Event creation and KPTMC member networking
- Event blog set-up and design
- Training is available for the “Additional Service” fee or a “Social Media Training Workshop”
- Up to 9 hours of staff time developing your promotion



BASIC BLOG SET-UP STARTING AT \$375

If you are interested in starting your own blog but are not the most tech-savvy, we can help you get the blog presence you need. We can create your WordPress blog and get you blogging for the world in just a few short hours.

- Free WordPress set-up
- Special request widget design
- Networking opportunities with The Kenai, Alaska's Playground
- Up to 10 hours of staff time building your Blog
- 1 hour demo and user training

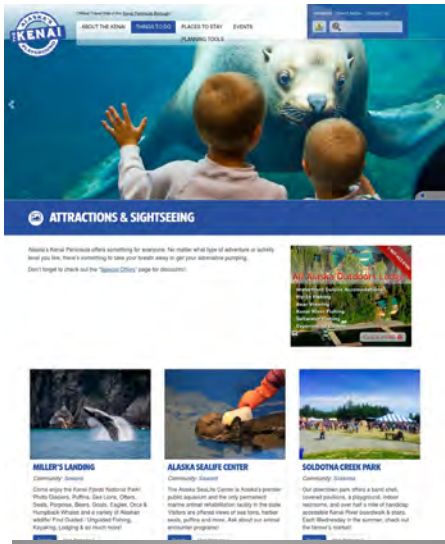


SOCIAL MEDIA TRAINING STARTING AT \$200

Creating the right kinds of media for your business is intimidating. For many people, it's like learning a new language. The good news is we can help you learn social media through a hands on experience. Let us walk you and your team through how to best utilize these marketing platforms for your business.

- Intimate one on one training sessions from a beginner to advanced skill sets
- Take home materials that can be applied outside of the workshop
- Special request workshops available
- Workshop ideas include: Business Facebook page, Twitter account, Pinterest account, YouTube account, Google Plus and business, build a WordPress Website, advanced Facebook and special request workshops

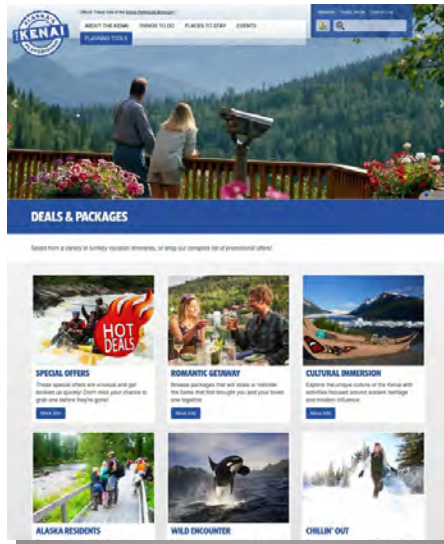
Website Banner Ads, Expanded Listings and Online Packages



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

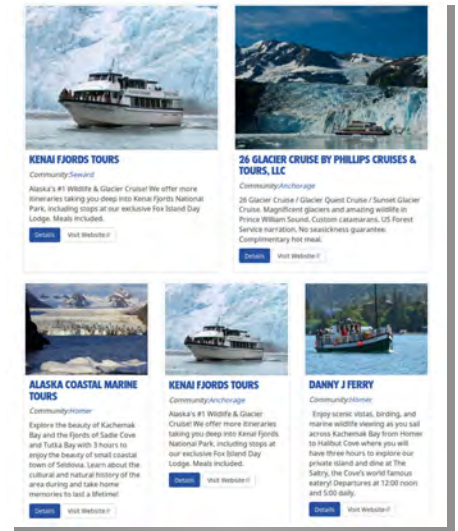
- Vacation Package listings provide all of your package details (including a minimum of one overnight stay and one activity) and link them to you for booking.

**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

passport to the kenai

Anyone can participate in our 2018 Passport program, but distribution targets travelers planning to visit this upcoming summer and encourages them to visit more communities in order to collect "passport stamps." By collecting at least 10 stamps in 2018, participants are entered to win a week-long vacation prize package for 2018.

The Passport also contains coupons for a wide range of products and services. These tear-out coupons are grouped together by community and provide a convenient way for advertisers to track their ROI.

20,000 Passports will be distributed beginning in April. Coupons are \$350, which includes the design and layout of your business-card sized coupon. The Passport deadline is February 23rd.

Logo

ONLY \$350!
20,000 DISTRIBUTED

DEADLINE:
FEBRUARY 23RD



**COUPON ADVERTISING
SPACE AVAILABLE NOW**

Passport to The Kenai!
Limited spaces available at \$350.00 ea.
20,000 passports to be distributed!

Contact Keith at the Kenai Peninsula Tourism Marketing Council: 262-5229 or keith@kenaipeninsula.org.

This is a great opportunity to drive visitors directly through your doors!
Offer expires 02/22/2018.

Headline

Details

Contact

Restrictions/
Expiration

COUPON INFORMATION

Coupon Heading: _____

Details/Narrative: _____



Restrictions: _____

- Intended for private party, non-commissionable use only (no agents)
- Must mention/present coupon at time of booking/sale
- May not be combined with any other offer
- Limit one (1) coupon per purchase/party/booking

consumer travel shows

CONSUMER TRAVEL SHOW	BASIC PROMO 100 Brochures	FULL PARTICIPATION Member allowed to be in the booth to promote business. Does not include shipping, transportation or lodging expenses.	DMO LEVEL Includes unlimited guide distribution and optional booth participation.
LA Travel & Adventure Show Date: February 24-25, 2018 Location: LA, Long Beach Convention Center Deadline: January 10, 2018	100 Rack Card Brochures Displayed and Distributed at Show \$50.00 <input type="checkbox"/>	Limited to three participants, first come, first serve. Only one representative from each company allowed in the booth at a time. (Up to four people in the booth, but only one from each company.) \$500.00 <input type="checkbox"/>	100 recreation guide distribution: \$150.00 <input type="checkbox"/> Joint participation and unlimited recreation guide distribution: \$1000.00 <input type="checkbox"/>
Great Alaskan Sportsman Show Date: April 5-8, 2018 Location: Sullivan Arena, Anchorage Deadline: March 14, 2018	100 Rack Card Brochures Displayed and Distributed at Show \$25.00 <input type="checkbox"/>	Includes up to four hours in the booth to promote your business and rack card brochures displayed and distributed throughout the show. Call to schedule time. \$50.00 <input type="checkbox"/>	Includes unlimited recreation guide distribution: \$250.00 <input type="checkbox"/>
Kenai Peninsula Sport Rec & Trade Show Date: April 27-29, 2018 Location: Soldotna Regional Sports Complex Deadline: March 14, 2018	100 Rack Card Brochures Displayed and Distributed at Show \$25.00 <input type="checkbox"/>	Includes up to four hours in the booth to promote your business and rack card brochures displayed and distributed throughout the show. Call to schedule time. \$50.00 <input type="checkbox"/>	Includes unlimited recreation guide distribution: \$250.00 <input type="checkbox"/>

Please indicate which program(s) you would like to participate in by marking the boxes above with an X in the Basic Promo, full participation, or DMO columns. Please confirm that we have enough of your brochures on hand, or bring in or mail a new supply. KPTMC staff will offer guidance and support in making your reservations and shipping materials. Include this form with your final payment sheet, Pg. 6.

TOTAL \$ _____

Tok visitor center kiosk

NEW 48" DISPLAY!

Showcase your business to thousands of long haul visitors by sending your brochures to our Kenai Peninsula Kiosk in the Tok Visitor Center.

This kiosk features a continuously repeating three minute digital video of The Kenai. Over 2,000 Discovery Guides are distributed at 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 served basis. Now is your chance to be one of the first Alaskan businesses to place your brochure in the hands of these Alaskan visitors.

To participate in this program for the 2018 season, check the appropriate box for your level of participation and fill it in on payment page, Pg. 6. Make sure to have your materials in to the KPTMC office no later than March 14, 2018.



250 BROCHURES \$75.00

500 DESTINATION GUIDES \$300.00

New Media Services

- CONTENT MANAGEMENT SYSTEM WEBSITE SET-UP STARTING AT \$800⁰⁰ _____
- SEARCH ENGINE OPTIMIZATION STARTING AT \$100⁰⁰ _____
- SOCIAL MEDIA ACCOUNT SET-UP STARTING AT \$250⁰⁰ _____
- GOOGLE ANALYTICS CONFIGURATION AND INTEGRATION STARTING AT \$50⁰⁰ _____
- EVENT PROMOTION SET-UP..... STARTING AT \$400⁰⁰ _____
- BASIC BLOG SET-UP..... STARTING AT \$375⁰⁰ _____
- SOCIAL MEDIA TRAINING..... STARTING AT \$200⁰⁰ _____

New Media Services to be scheduled and delivered on a first-paid-first-served basis with 50% due at time of scheduling and 50% upon completion.

BANNERS & ENHANCED LISTINGS

- BANNER ADS ONE YEAR \$300⁰⁰ _____
- PREMIUM WEB LISTING (Premium Placement, Larger Tile Photo Gallery). ONE YEAR \$300⁰⁰ _____
- ONLINE TRAVEL PACKAGES. ONE YEAR \$100⁰⁰ _____
- MAKE IT A BUNDLE! ONE YEAR \$600⁰⁰ _____

BROCHURE DISTRIBUTION

- Consumer Travel Shows (Submit form from page 5) Total from page 5 \$ _____
- Tok Kiosk Brochure Distribution (250). \$75⁰⁰ \$ _____
- Tok Kiosk Brochure Destination Guide Distribution (500). \$300⁰⁰ \$ _____

- Passport Coupon (Submit form from page 4). \$350⁰⁰ \$ _____

TOTAL \$ _____

All services require current membership with KPTMC.

Name of Business/Organization: _____ Date: _____

Representative's Name: _____ Signature: _____

Billing Address (if different from above): _____

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

Business Email: _____ Phone: _____

Method of payment: My check is enclosed Please bill my credit card

Card Number: _____ Expiration: _____

Cardholder Signature: _____

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