When we started Bear Mountain Lodge, we knew we had a great product, but we didn’t know how to market it. Between the Discovery Guide, online products, industry relationships and advocacy programs, KPTMC brings The Kenai’s unique message to the world and helps our business succeed. KPTMC has been a one stop shop for us.”

Mac and Angie McGahan
Bear Mountain Lodge

“Up Close & Personal Alaska”

KPTMC has created a program that helps local businesses of the Kenai Peninsula to become a part of our evolving relationship with technology and social media. We are offering the KPTMC membership a broad variety of Social Media Services spanning from Content Management System Websites, Social Media account set-up, Management and Training!

KPTMC’s Expanded Online Services program

KPTMC has launched a new Expanded Online Services program that includes improved opportunities for marketing on www.kenaipeninsula.org.

DISPLAY ADS, ONLINE TRAVEL PACKAGES AND EXPANDED LISTING OPPORTUNITIES!

Increased online presence: Facebook, Twitter, Instagram and our member newsletter.

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

Official Kenai Peninsula Vacation Planner and Website:
www.kenaipeninsula.org

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.

Kenai Peninsula Tourism Marketing Council

2020 MEMBERSHIP FORMS AND ADVERTISING PACKET

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

The Kenai Peninsula Tourism Marketing Council is endorsed by the Kenai Peninsula Borough
What is the Kenai Peninsula Tourism Marketing Council?

The Kenai Peninsula Tourism Marketing Council is a 501(c)(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.

• Searchable listing on our website
• Listing in the Discovery Guide includes all benefits offered by KPTMC.

Members are entitled to

What does KPTMC do for its members?

• Social media marketing on Facebook, Twitter and newsletter
• Website: www.kenaipeninsula.org and
• Publication and distribution of the
Wildlife Viewing Trail Guide
Website: www.alaskasplayground.com

• Advertising in national consumer publications
• Use of the Alaska’s Playground logo and
• Feature info and events on our blog
• Numerous cooperative marketing and networking opportunities, ie: online backhauling, FAM tours, TV programs, consumer shows, Industry seminars, out-of-state advertising...

How does KPTMC promote the Kenai Peninsula?

The mission of KPTMC is: “To promote, develop and coordinate visitation to the Kenai Peninsula, and enhance the local economy and residents’ quality of life.”

• Online travel package promotions
• Kenai Peninsula video production
• Ted Stevens International Airport
• Kenai Peninsula Discovery Guide distribution
• Kenai Peninsula video and book sales
• Advertising in national consumer publications
• Tourism Industry advocacy with government and media
• Attendance of travel trade shows and sales missions
• Public relations and familiarization trips for tour operators
• Travel writer and media assistance

Why should you advertise in the Discovery Guide?

• Huge distribution: 80,000 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:

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Horizontal Ad</td>
<td>2.3125”W x 3.375”H</td>
<td>$1175.00</td>
</tr>
<tr>
<td>1/6 Vertical Ad</td>
<td>4.8125”W x 2.3125”H</td>
<td>$2165.00</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>6.75”W x 4.8125”H</td>
<td>$3145.00</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>7.5”W x 10”H</td>
<td>$4295.00</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5”W x 10”H</td>
<td>$5545.00</td>
</tr>
</tbody>
</table>

Note: Rates are in addition to the KPTMC Membership and include design of your advertisement.

All ads are NET and NON-COMMISSIONABLE.

Mechanical Specifications: Printing: Web Offset, Binding: Stitch, Color: 4-Color Process (CMYK)
Advertising Copy: All ads must be submitted 100% (the same size the ad is to run)

Submit your display ad by the deadline date.

Discount applies only to Discovery Guide display advertisements.

Deadline for advertisements: May 25, 2020

deposit, contract deadline August 24, 2020
Adverts will not be accepted for publication if full payment is not received by this date.

Final Payment & Camera Ready Ad Material