

2026-27 Advertising Contract

Published Advertiser Information

Published Business Name: _____

Published Address: _____

City/State/Zip: _____ Published Phone: _____

Published Website: _____

Published E-mail: _____

(Not Published - for internal use)

Contact Name: _____

Daytime Phone No.: _____ Cell: _____

E-mail: _____

Advertising Sales Contact: Element Agency | advertising@visitsitka.org | (907) 747-8678

☐ I have read and understand the contract conditions information. I agree to the rates as stated.
I understand that advertising in the 2026-27 Visitors' Guide requires that I am a partner in good standing with Visit Sitka.

Payment

<input type="checkbox"/> TOTAL SPONSORED CONTENT:	\$ _____
<input type="checkbox"/> TOTAL DISPLAY AD:	\$ _____
<input type="checkbox"/> TOTAL DIRECTORY UPGRADE:	\$ _____
<input type="checkbox"/> Pay by August, 21st 2025 and Save 10%:	- \$ _____
<input type="checkbox"/> New partner/category processing fee:	\$ _____
A \$50 processing fee will be applied for new partners and any additional category listings in the 2026-27 Official Visitors' Guide	
TOTAL:	
\$ _____	

PAYMENT OPTIONS

<input type="checkbox"/> CREDIT CARD [<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX]
Card Number: _____
Exp. Date: ____ / ____ CID/CVV: _____
Card Holder Name: _____
Signature: _____
Billing Address Zip Code: _____
<input type="checkbox"/> CHECK Makes checks payable to: Sitka Chamber of Commerce, 104 Lake St, Sitka, AK 99835
<input type="checkbox"/> PLEASE EMAIL INVOICE (NOTE: all invoices must be paid by Sept. 22, 2025)

2026 Partnership renewals will be at the discretion of the new Visit Sitka contractor and will not be billed by the Sitka Chamber.

Contracts and Payment Deadline: All contracts, print-ready display ads and payments are due **Monday, September 22nd, 2025**. This contract must be submitted to ensure the accuracy of your listing. Sitka Chamber reserves the right to pull ads not paid in full by the final deadline.

Cancellation: No cancellations are accepted after closing date of Monday, September 22nd, 2025 and none may be considered executed unless acknowledged in writing by the Sitka Chamber.

Liability: No conditions, printed or otherwise, appearing on the contractor copy instructions which conflict with the Sitka Chamber policies will be binding upon the Sitka Chamber. Both the advertiser and his agency agree to indemnify and hold the Sitka Chamber harmless against all loss, liability, damage; and expense associated with all aspects of printing and publishing this advertisement. When change of copy is not received by the closing date, the publisher reserves the right to pick up an ad from a previous issue. Sitka Chamber's liability for any error on its part is confined to cost of space occupied by the error. Sitka Chamber assumes no liability for errors in key numbers or letters, or if for any reason it becomes necessary to omit an advertisement previously accepted. All advertising is subject to publisher approval. I have read, understand and agree to the conditions outlined in this contract. Advertiser agrees to limit publisher's liability for any error on its part to the cost of the space occupied by any error.

Printing: All printing and distribution of the Visitors' Guide will be the responsibility of the selected Visit Sitka contractor for 2026. The Sitka Chamber is not liable for production delays, printing issues, or distribution concerns.

AUTHORIZED SIGNATURE: _____ **DATE:** _____

Be where travelers discover what makes Sitka unforgettable.



2026-27 VISITORS' GUIDE
Advertising Opportunities

Don't wait! Ad content and contracts are due on September 22!

3 WAYS TO HIGHLIGHT YOUR BUSINESS:

Sponsored Content | Display Ad | Directory Listing Upgrade

Sponsored Content

Give readers a deep dive into your business.

2-4 Page Feature Story \$7,950 - \$9,950

Includes

- 2-4 full page story
- 1-4 photos
- Sponsored posts on Visit Sitka FB & IG pages
- Guaranteed story placement
- Listing in magazine callouts

1 Page Feature Story \$5,950

Includes

- 1 full page story
- 1-3 photos
- Sponsored posts on Visit Sitka FB & IG pages
- Guaranteed story placement
- Listing in magazine callouts



Social Media Promotion Included!

All sponsored stories and full-page sponsored photography now include:

- 1 sponsored Facebook post (72k+ followers)
- 1 sponsored Instagram post (19.5k+ followers)

Your story doesn't stop at the page. Reach tens of thousands of potential visitors this year!

To secure your sponsored content and guarantee your placement in a Visitor Guide story, email advertising@visitsitka.org or give us a call at (907) 747-8678 to get started.

Sponsored Photography

1 Page \$2,950

1/2 Page \$1,750

1/3 Page \$950

1/6 Page \$550

1/12 Page \$300

Includes

- All sponsored photography includes a 1-2 sentence highlight of your business.
- 1 page sponsored photography includes sponsored social posts.

*photography must be a minimum of 300dpi and meet Visit Sitka marketing standards



Display Ad *Keep it classic with a traditional ad.*

Please check box indicating display ad purchase:

☐ \$7,950

Inside Cover Front/Back

☐ \$5,950

Full Page with Bleed*

☐ \$1,950

1/3 Page Vertical

☐ \$1,950

1/3 Page Box

☐ \$1,100

1/6 Page Vertical

☐ \$1,100

1/6 Page Horizontal

☐ I will use my current 2025-26 display ad with NO changes.

☐ \$600

1/12 Page

Inside Cover Front/Back Full Page *Includes ad development 8.375"W x 10.875"H Plus add 1/8" all around for bleed	1/2 Page Horizontal ▼ 7.375"W x 4.812"H	1/3 Page Vertical 2.312"W x 9.875"H 1/3 Page Box 4.812"W x 4.812"H	1/6 Page Vertical 2.312"W x 4.812"H ▼ 1/6 Page Horizontal 4.812"W x 2.312"H	1/12 Page 2.312"W x 2.312"H ▼
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Placement for Display Ads are based on space availability and receipt of full payment.

All display ads and sponsored content/photography must meet the file specifications of Visit Sitka, the Sitka Chamber, and the printer. Ads and sponsored photography must be high-resolution (300 dpi), submitted in PDF, JPG, PSD, or TIFF format, with embedded fonts and CMYK color settings, and must meet Visit Sitka marketing standards.

Directory Listing Upgrade

Make your business stand out with a narrative description.

Your Visit Sitka Partnership includes one category listing in the Visitors' Guide Directory List. Improve your visibility by adding a 30-word narrative.

- ☐ 30-Word Narrative | \$190 per category
- ☐ Extend your Narrative | \$50 per 10 additional words

Business Name

123 Main St.
mywebsite.com
(123) 456-7890

Business Name

123 Main St.
mywebsite.com
(123) 456-7890

VS.

Here's a 30 word description of my business! I captivate readers, grab your attention, and stand out amongst the crowd. Upgrade your listing today for \$190 and improve your visibility!

Directory List Categories

Select one category from the list below.

To list your business in more than one category, purchase additional listings for \$50. For more information contact Element at advertising@visitsitka.org.

THINGS TO DO

Activities

- ☐ Arts & Culture
- ☐ ATV Tours
- ☐ Beauty/Fitness/Wellness
- ☐ Bike Tours & Rentals
- ☐ Boat Rentals
- ☐ Cruising Southeast Alaska
- ☐ Driving Tours
- ☐ Events
- ☐ Fishing – Freshwater
- ☐ Fishing – Saltwater
- ☐ Flightseeing
- ☐ Golf
- ☐ Hunting
- ☐ Kayak Tours/Water Activities
- ☐ Outdoor Equipment & Rentals
- ☐ Walking/Hiking Tours
- ☐ Wildlife Boat Tours

Places to Visit

- ☐ Culture
- ☐ Historic Sites
- ☐ Museums
- ☐ Wildlife

DINE

- ☐ Bars & Breweries
- ☐ Coffee Shops
- ☐ Restaurants
- ☐ Specialty Food & Drink

SHOP

- ☐ Fishing/Marine Supplies
- ☐ Galleries
- ☐ Groceries
- ☐ Liquor Stores
- ☐ Seafood
- ☐ Shops
- ☐ Unique Retail

STAY

- ☐ Bed & Breakfasts
- ☐ Camping/Hostels/RV Parks
- ☐ Hotels & Inns
- ☐ Lodges
- ☐ Reservation Services
- ☐ Vacation Rentals

TRANSPORTATION

- ☐ Getting Here
 - ☐ BY AIR
 - ☐ BY FERRY
 - ☐ BY SMALL CRUISE
 - ☐ BY YACHT
- ☐ Car Rental
- ☐ Public Transit
- ☐ Shuttle
- ☐ Taxis
- ☐ Water Taxis

VISITOR SERVICES

- ☐ Alaskan Neighbors
- ☐ Banking/Financial
- ☐ Catering
- ☐ Event/Meeting Services
- ☐ Event/Meeting Space
- ☐ Insurance
- ☐ Media
- ☐ Medical Services
- ☐ Organizations
- ☐ Pharmacies
- ☐ Port Services/Moorage
- ☐ Print Services
- ☐ Real Estate
- ☐ Travel Services
- ☐ Yacht Services