

Visit Sitka 2026 Advertising FAQ

Visitors' Guide & Collateral

Who is handling advertising in the Official Visitors' Guide this year?

Our subcontractor, Element Agency, is managing ad sales and production. They've been the creative team behind the Guide for over eight years and are continuing their role through the Sitka Chamber's abbreviated contract.

To advertise, [complete the advertising contract](#) and email it to advertising@visitsitka.org or leave a message with your questions at (907) 747-8678.

How do I get featured in a story or photo? What are the advertising options?

Sponsored content is a way to ensure your business gets featured in a story or photo. We have advertising options of all shapes and sizes. Click here to explore advertising options available this year.

Which Guide is advertising open for?

The Official Visitors' Guide, also known as the Visitors Guide, Visit Sitka magazine, or Visit Sitka book, this is the 8.5" x 11", 60-page magazine-style guide. The Guide is a pre-trip planning guide mailed direct to visitors. See the historical distribution below. Click here to view past editions in the [Digital Visitors' Guide Library](#).

What is the distribution of the Guide?

Historically, 20,000 copies have been printed annually:

- 10,000 shipped directly to consumers during pre-trip planning
- 4,000 distributed nationally to marketing partners and statewide to visitor centers
- 6,000 made available locally in hotels, the airport, and visitor centers

Printing, distribution, and development of the Digital Guide for the 2026–27 Guide will be determined by the new contractor. For more information on the new contractor, [click here](#) for the Contract Transition FAQ.

Will there be a new Pocket Guide in 2026?

The creation of new collateral pieces, including pocket guides, will be up to the new contractor.

Partnership

Who will be included in the 2026–27 Official Visitors' Guide?

- Businesses who have paid their 2025 Partnership Dues in January 2025 will be listed under the categories paid for in their 2025 dues. Additional category listings may be purchased for a \$50 processing fee per category. Complete the [advertising contract](#) and email to advertising@visitsitka.org to add a category.
- New businesses may be added by paying a \$50 processing fee per category they'd like to be listed under. Complete the [advertising contract](#) and email to advertising@visitsitka.org to join as a new business.

How does the Visit Sitka contract transition affect advertising and partnership dues?

Advertising for the 2026–27 Official Visitors' Guide is moving forward under the Sitka Chamber's abbreviated contract, with Element Agency managing ad sales and production.

Will I be charged Visit Sitka Partnership Dues in 2026?

The Sitka Chamber will not be billing for 2026 Visit Sitka Partnership dues. During the transition, Partner data, including category listings, will be shared with the new contractor. The new contractor may choose to implement a dues structure, and any changes to pricing or benefits will be at their discretion.

Chamber Memberships will continue to be billed as normal in January 2026. Visit Sitka Partners are welcome to join the Chamber and receive further business development and support from our team. For more information about Chamber memberships, [click here](#) or email membership@sitkachamber.com.

New Categories & Partners

I'm not a Visit Sitka Partner. How do I list my business?

New partners may join for the remainder of 2025 by paying a \$50 processing fee per category. New partners will be listed in the 2026-27 Official Visitors' Guide, visitsitka.org, and [Driftscape](#). These updates will be processed weekly on Fridays. To get started, email advertising@visitsitka.org.

Please note:

- The \$50 fee does not cover your 2026 Partnership Dues.
- Future billing, structure, and benefits will be determined by the new contractor.

I am already a Visit Sitka Partner but I need to update my info. How do I do that?

Partner listings will be updated on the 10th of every month (or the nearest weekday). To request changes, email Kira at info@visitsitka.org.

Existing partners may purchase new categories for a \$50 processing fee per category. This fee does not cover your 2026 Partnership Dues. Future billing, structure, and benefits will be determined by the new contractor. To purchase new categories, [complete the advertising contract](#) and email a completed copy to advertising@visitsitka.org.

Visit Sitka Contract

What's happening with the contract for Visit Sitka?

The City and Borough of Sitka (CBS) has not yet selected a new contractor to manage the Visit Sitka program following the expiration of the Sitka Chamber of Commerce's contract on June 30th, 2025. To prevent a disruption in visitor services and minimize the impact on the local business community, the Sitka Chamber has agreed to continue providing a core set of services under an abbreviated contract through the end of the year.

This temporary extension ensures continuity in visitor services, digital presence, and partner support while CBS finalizes the transition to a new contractor. [Click here](#) for more information on the contractor bidding process with CBS.

[Click here](#) to read the Chamber's contract transition FAQ for more information.

What if I have a question not answered here?

You can reach out to advertising@visitsitka.org with any additional questions or concerns.

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