

Be where travelers discover what makes Sitka unforgettable.

Sitka VISIT

2027-28 VISITORS' GUIDE Advertising Opportunities

***Don't wait! Ad content and
contracts are due on August 31!***

PURCHASE YOUR AD BY AUGUST 3RD FOR 10% OFF!



Scan the QR code or visit
visitsitka.org/visitorguideadvertising
to secure your spot and purchase
your ad today!

Sponsored Content

Give readers a deep dive into your business.

2-4 Page Feature Story Starts at \$6,400*

Includes

- 2-4 full page story
- 1-4 photos
- 1 sponsored post on Visit Sitka FB & IG pages
- Guaranteed story placement
- 1 blog post
- Content writing & photography services available*



1 Page Feature Story Starts at \$4,800*

Includes

- 1 full page story
- 1-3 photos
- 1 sponsored post on Visit Sitka FB & IG pages
- Guaranteed story placement
- 1 blog post
- Content writing & photography services available*



*Pricing may change due to photography and copywriting needs

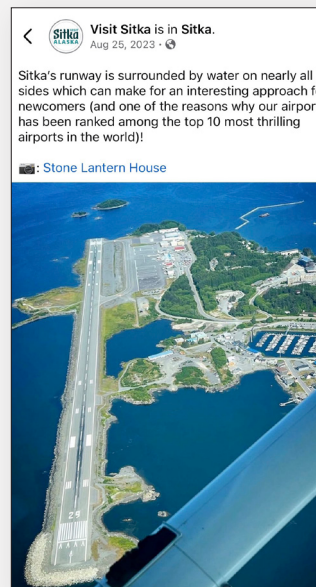
Social Media Promotion Included!

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

- 1 sponsored Facebook post (74k+ followers)
- 1 sponsored Instagram post (20k+ followers)

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

Interested in sponsored content? Contact our team at info@visitsitka.org to discuss an angle for your story.



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

Please check box indicating display ad purchase:

\$4,800 Inside Cover Front/Back

Only 2 available, first-come-first-served basis

\$4,000

Full Page with Bleed*

\$2,200

1/2 Page Horizontal

\$1,600

1/3 Page Box

\$1,000

1/6 Page Vertical OR
Horizontal

\$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
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**

▼

Design services
are available for
an additional
cost, contact us
for details.

All display ads and sponsored content/photography must meet the specifications of Visit Sitka 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 | **\$200 per category**
- ☐ Extend your Narrative | **\$50 per 10 additional words, max of 50**

Business Name

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

VS.

Business Name

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

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 Categories *Our categories have changed! Double check your listing selections when checking out.*

THINGS TO DO

Culture

- Art
- Events
- Experiences
- Historic Sites
- Museums

Outdoor Recreation & Tours

- ATV Tours
- Bike Tours & Rentals
- Boat Rentals
- Driving Tours
- Fishing
- Flightseeing
- Games & Courses
- Hunting
- Kayak Tours & Water Activities
- Multi-Day Charters
- Outdoor Equipment Rentals
- Walking & Hiking Tours

Wildlife Viewing

- Attractions
- Wildlife Boat Tours

DINE

- Bars & Breweries
- Coffee Shops
- Food Trucks
- Restaurants
- Sweet Treats

SHOP

- Cannabis
- Fishing & Outdoor Supplies
- Galleries
- Gifts & Souvenirs
- Groceries
- Liquor Stores
- Other Retail
- Seafood

STAY

- Bed & Breakfasts
- Camping
- Hotels & Inns
- Lodges
- Vacation Rentals

TRANSPORTATION

- Airport Shuttle
- Car Rental
- Getting Here: Air Services
- Getting Here: Boat Services
- Public Transit
- Taxis & Ground Transport
- Water Taxis

LOCAL SERVICES

- Alaskan Neighbors
- Banking
- Beauty & Wellness
- Insurance
- Fitness & Athletics
- Media
- Medical & Pharmacy
- Organizations
- Planning & Logistics
- Port Services & Moorage
- Real Estate

Partner businesses are listed in one primary category in the official visitors guide directory free of charge. Make your primary category selection when you purchase your ad.

If you want to be listed in more than one category, each additional listing is \$50 and must be re-purchased annually.