

## Winter 49er

Glacier City Gazette is producing a winter special issue that publishes Dec. 12.

**The advertising deadline is Thursday, Dec. 6.**

Ad rates are below.

The 28-page issue will be full color and will print 7,500 copies to be distributed to local businesses from Midtown to South Anchorage and throughout the Turnagain Arm region. There is a increase of four pages and 2,500 copies from previous 49ers. Alyeska Resort will receive 2,500 copie to place in their rooms throughout the season. The Winter 49er is not mailed.

The Winter 49er is a useful, easy to understand guide that visitors and locals will refer to many times because of its comprehensive nature. By advertising in the Winter 49er, your business receives exposure to locals and visitors looking for activities to do, places to eat, and places to drink.

The Winter 49er highlights Turnagain Arm's top activities with a free listing in seven categories: culinary, arts/music, indoor and outdoor activities, holiday/seasonal events, health/beauty, and an x category for events not easily categorized. There will be family friendly listings in each category. Each free listing, written by Gazette staff, will have a one-sentence minimum, a three-sentence maximum, and a photo if possible. Copies of past 49ers are online at [glacierncitygazette.net](http://glacierncitygazette.net), where you can download PDFs of past issues and view our current one.

## Advertising Rates & Dimensions

The Glacier City Gazette is based on a 6-column layout. Advertising rates and dimensions are as follows.

### Rates:

Summer/Winter 49er Special Issue Ad Rates

Ad rates are based on \$14 per column inch.

Business Card = \$85

1/8 = \$157.50

1/6 = \$210

1/4 = \$315

1/3 = \$420

1/2 = \$630

2/3 = \$840

3/4 = \$945

Full Page = \$1,260

Custom ads will be charged at \$20 per column inch.

**Dimensions:**

**1/8 page**

2 col. = 3.2222" x 5.625"  
3 col. = 4.9167" x 3.75"  
4 col. = 6.6111" x 2.8125"  
6 col. = 10" x 1.875"

**1/4 page**

2 col. = 3.2222" x 11.25"  
3 col. = 4.9167" x 7.5"  
4 col. = 6.6111" x 5.625"  
6 col. = 10" x 3.75"

**1/3 page**

2 col. = 3.2222" x 15"  
3 col. = 4.9167" x 10"  
4 col. = 6.6111" x 7.5"  
6 col. = 10" x 5"

**1/2 page**

3 col. = 4.9167" x 15"  
4 col. = 6.6111" x 11.25"  
6 col. = 10" x 7.5"

**2/3 page**

4 col. = 6.6111" x 15"  
6 col. = 10" x 10"

**3/4 page**

6 col. = 10" x 11.25"

**Full page**

6 col. = 10" x 15"