

Summer 49er

The Glacier City Gazette is producing a summer special issue that arrives May 22.

The advertising deadline is Friday, May 17.

Ad rates are below.

The 28-page issue will be full color, and 5,000 copies will be distributed to local businesses from Midtown to South Anchorage and throughout the Turnagain Arm region, including Hope, Whittier and Cooper Landing. The Summer 49er will not be mailed, but this larger issue will be distributed throughout the summer.

The Summer 49er will highlight the Turnagain Arm region's top activities 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 entry will have a one-sentence minimum, a three-sentence maximum, and a photo if possible.

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:

<p>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"</p> <p>1/6 page 2 col. = 3.2222" x 7.5" 3 col. = 4.9167 x 5" 4 col. = 6.6111 x 3.75" 6 col. = 10" x 2.5"</p> <p>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"</p> <p>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"</p>	<p>1/2 page 3 col. = 4.9167" x 15" 4 col. = 6.6111" x 11.25" 6 col. = 10" x 7.5"</p> <p>2/3 page 4 col. = 6.6111" x 15" 6 col. = 10" x 10"</p> <p>3/4 page 6 col. = 10" x 11.25"</p> <p>Full page 6 col. = 10" x 15"</p>
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