



2022 Relocation Guide Advertising Details

Publication Size

8.5" by 11", full color print magazine and online

Distribution

Distributed throughout the year at Chamber events, on the US Coast Guard Base, all Kodiak Real Estate offices and to anyone requesting information on Kodiak through our office. The main entrance of the Discover Kodiak/Ferry Terminal will offer the guide to new visitors and those loading and offloading the ferry. An electronic copy will also be available at www.KodiakChamber.org and emailed to our members for distribution of their own discretion.

Ad File Specifications (digital delivery)

The Chamber recommends that ads be prepared by a graphic designer. If you have decided to create your own ad, please be sure that it fits the below listed requirements. If you need the Chamber to create or alter your ad, please note the ad deadlines to work with our graphic designer on the staff.

1. Ad resolution must be 300 dpi
2. Supply a PDF, png or high-resolution working file (AI, EPS or PSD).
3. Ad dimensions must match the dimensions of the purchased ad space- EXACTLY
4. All type within the ad must be 6pt or larger

Ad Placement

Placement will be guaranteed on first come first serve basis. We will do our best to place your ad near your business listing/main category.

Every Chamber Member Receives a Listing

The member listings includes: Your business name, address, phone number(s), email, and website. (see example below)

Kodiak Chamber of Commerce
100 East Marine Way, Suite 300
Kodiak, AK 99615
(907) 486-5557
www.KodiakChamber.org

To purchase a **Descriptive Narrative**, please see **Step 2, page 3**

To purchase **Ad Space**, see **Step 3, page 4**

If no additional purchases are desired, skip to **page 5**

Deadlines

- Ad Reservation and Payment deadline is January 7, 2022.
- Final delivery of graphics due by February 7, 2022.

Forms and/or final ads can be returned by mail, e-mail or in-person to:

Kodiak Chamber of Commerce
100 East Marine Way, Suite 300
Kodiak, AK 99615

E-Mail: jena@kodiakchamber.org



Step 1 — Choose Your Category*

Getting Around

1. Air Travel
2. Vehicles
3. Marine Transportation
4. Moving & Shipping

Moving to Kodiak

5. Property Rentals
6. Real Estate
7. Financial Services
8. Utilities
9. Insurance
10. Storage
11. Home Services & Repair
12. Construction & Remodeling

Life in Kodiak

13. Pre-School
14. Childcare
15. Education
16. Worship
17. Government Organizations
18. Native Organizations

What to See & Do

19. Cultural & Historical Museums
20. Entertainment

Food & Drink

21. Bar & Lounge
22. Catering
23. Coffee
24. Dining
25. Grocery

Shop Local

26. Art, Photography & Music
27. Retail & Clothing
28. Home Goods
29. Gift Shops
30. Outdoor Goods
31. Home Supplies
32. Automotive
33. Technology Shops

Getting Involved

34. Clubs & Service Organizations
35. Trade Organizations
36. Non Profit Organization

Personal Care

37. Health & Human Services
38. Healthcare
39. Salons
40. Pet Care

Where to Stay

41. Lodging

Business Services

42. Law Offices
43. Promotional Services
44. Miscellaneous
45. Engineers
46. Distributors

Marine Services

47. Harbor & Marine
48. Fisheries
49. Fishing Vessels
50. Seafood Services

Standard Chamber Member — Choose 1 Category

Want to be listed in more than one category? Additional Categories \$25 each

Not a problem! Your memberships includes (1) category. However, your business can be listed in up to (3) categories. Also, if you purchase a 30-word or 60-word narrative, it will also be located in each of the additional categories purchased.

Chamber Members who are PIKE Sponsors — Choose as Follows:

- **Three Sisters Sponsor:** 2 Categories
- **Pillar Sponsor:** 2 Categories
- **Pyramid Sponsor:** 2 Categories
- **Barometer Sponsor:** 3 Categories
- **Crown Sponsor:** 3 Categories

PIKE Sponsorships

PIKE Sponsors are the Chamber's Top Sponsorships Donors who receive additional **"perks"** due to their annual contributions. PIKE IS NOT A LEVEL OF AD PURCHASE. If you are interested in becoming a PIKE Sponsor, please contact the Chamber.

*Categories are subject to change.



Step 2 — Enhanced Listing Options

Option A: Basic Membership Listing

No Narrative — Free

Kodiak Business Member
1234 Main Street
Kodiak, AK 99615
(907) 486-0000
Business@ChamberMember.com
www.KodiakBusiness.com

Option B: Enhanced Member Listing

30 Word Narrative — \$50

Kodiak Business Member
1234 Main Street
Kodiak, AK 99615
(907) 486-0000
Business@ChamberMember.com
www.KodiakBusiness.com

You can describe your business and all of the fantastic and wonderfully unique things your business has to offer by adding a 30 word narrative to your relocation guide listing.

Option C: Enhanced Member Listing

60 Word Narrative — \$100

Kodiak Business Member
1234 Main Street
Kodiak, AK 99615
(907) 486-0000
Business@ChamberMember.com
www.KodiakBusiness.com

You can describe your business and all of the fantastic and wonderfully unique things your business has to offer by adding a 60 word narrative to your relocation guide listing. You can describe your business and all of the fantastic and wonderfully unique things your business has to offer by adding a 60 word narrative to your relocation guide listing.

Option D: PIKE Member Listing

30 or 60 Word Narrative — FREE (see details below)

Kodiak Business Member

1234 Main Street

Kodiak, AK 99615

(907) 486-0000

Business@ChamberMember.com

www.KodiakBusiness.com

You can describe your business and all of the fantastic and wonderfully unique things your business has to offer by adding a 30 word narrative to your relocation guide listing.

Chamber Members who are PIKE Sponsors — Receive the Following Narrative:

- **Three Sisters Sponsor:** 30 Word Narrative
- **Pillar Sponsor:** 30 Word Narrative
- **Pyramid Sponsor:** 30 Word Narrative
- **Barometer Sponsor:** 60 Word Narrative
- **Crown Sponsor:** 60 Word Narrative

PIKE Sponsorships

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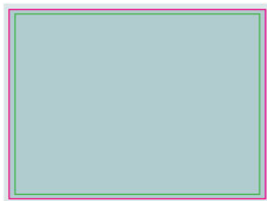
Step 3 — Ad Sizes & Rates

Ad Size	Dimension (In Inches)	Cost	PIKE Sponsorship Free Ad
½ th Page	2.39" square	\$125	Three Sister Sponsor
⅙ th Page Horizontal	5" width x 2.39" height	\$225	Pillar Sponsor
⅙ th Page Vertical	2.39" width x 5" height	\$225	Pillar Sponsor
¼ th Page Horizontal	7.625" width x 2.35" height	\$325	Pyramid Sponsor
¼ th Page Vertical	3.75" width x 5" height	\$325	Pyramid Sponsor
⅓ rd Page	5" square	\$375	Barometer Sponsor
½ Page Horizontal	7.625" width x 5" height	\$550	Crown Sponsor
⅔ Page Vertical	5" width x 10" height	\$725	-
Full Page	8.5" width x 11" height	\$850	-
2-Spread, Full Page Bleed	17.5" width x 11.25" height	\$1,300	-

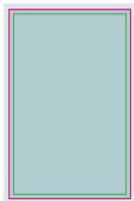
Multiples Are Cheaper!

Owners of multiple businesses can combine their total ad space for one price instead individual ad pricing. For examples, instead of \$650 for (2) ¼th Page ads, pay \$550 for ½ Page ad space)

What will my ad look like in the Relocation Guide?



2-PAGE SPREAD
Bleed: 17.5 x 11.25
No Bleed: 17.25 x 11



FULL PAGE
Bleed: 8.75 x 11.25
No Bleed: 8.5 x 11



2/3 PAGE VERTICAL
5 x 10



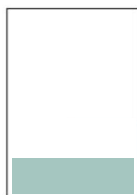
1/2 PAGE HORIZONTAL
7.625 x 5



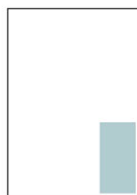
1/3 PAGE SQUARE
5 x 5



1/4 PAGE VERTICAL
3.75 x 5



1/4 PAGE HORIZONTAL
7.625 x 2.35



1/6 PAGE VERTICAL
2.39 x 5



1/6 PAGE HORIZONTAL
5 x 2.39



1/12 PAGE SQUARE
2.39 x 2.39



Relocation Guide 2022 Advertising Contract

Please Complete & Return Pages 5-7

Member Information (Information to Update Chamber Records - Accounts Payable / Primary Contact)

Business Name			
Primary Contact Name			
Primary Contact Office Phone		Primary Contact Cell Phone	
Primary Contact Email:			
Accounts Payable Contact Name			
Accounts Payable Office Phone		Accounts Payable Cell Phone	
Accounts Payable Email:			
Mailing Address			
Physical Address			

Relocation Guide Listing: (used online & print)

Business Name			
Phone:		Alt Phone:	
Website:			
Email:			
Physical Address			

Information From Step 1: List the "Category Number" found on Page 2

	1	2	3
Category #			
Category Name			

TOTAL

\$	
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Every Member receives (1) category for Free. Each additional category is \$25

PIKE Sponsors:

- Three Sisters, Pillar, & Pyramid Sponsors receive (2) Free categories
- Barometer & Crown Sponsors receive (3) Free categories



Relocation Guide 2022 Advertising Contract

Information From Step 2: Add Narrative found on Page 3

30 Word Narriative	Included in PIKE Sponsorship: Three Sisters, Pillar, & Pyramid
60 Word Narriative	Included in PIKE Sponsorship: Barometer & Crown

TOTAL

\$

Narriative Text to Include:

Information From Step 3: Ad Size found on Page 4

Ad Size	Cost of Ads	PIKE Sponsorship Free Ad
1/2 th Page	\$125	Three Sister Sponsor
1/6 th Page Horizontal	\$225	Pillar Sponsor
1/6 th Page Vertical	\$225	Pillar Sponsor
1/4 th Page Horizontal	\$325	Pyramid Sponsor
1/4 th Page Vertical	\$325	Pyramid Sponsor
1/3 rd Page	\$375	Barometer Sponsor
1/2 Page Horizontal	\$550	Crown Sponsor
2/3 Page Vertical	\$725	-
Full Page	\$850	-
2-Spread, Full Page Bleed	\$1,300	-

Multiples Are Cheaper!

Owners of multiple businesses can combine their total ad space for one price instead individual ad pricing. For examples, instead of \$650 for (2) 1/4th Page ads, pay \$550 for 1/2 Page ad space)

TOTAL

\$



Relocation Guide 2022 Advertising Contract

Final Total (add the yellow boxes together)

	TOTAL
Step 1: List Category	\$
Step 2: Narrative	\$
Step 3: Ads	\$
GRAND TOTAL	\$

Sign & Payment for Contract

Business Name						
Contact Name						
Contact Email				Contact Phone		
I will be designing my ad	Yes		No			
I will need the Chamber to design my ad	Yes		No			

Please Pick One:	Invoice Me	
	Check Enclose	
	Call to Process Credit Card	

Signature: _____

Date: _____

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