



PREPRINT INSERTS

- Prices based on weight
- Full run quantities
- Tabloid size must be quarter folded, not to exceed a folded size of 7¼" x 11¾"
- Must not have permit numbers or bulk rate stamps, per postal regulations
- Additional charges may apply for zoned mailings

OUNCES	PER 1000
0.00-1.0	\$110.00
1.01-1.5	\$127.50
1.51-2.0	\$145.00
2.01-2.5	\$162.50
2.51-3.0	\$180.00
3.01-3.5	\$197.50
3.51-4.0	\$215.00

Anything over 4 oz. must be separately quoted.



**FRONT PAGE DIGITAL
STICKER ADS
AVAILABLE**

Ask your rep for pricing.

**TOTAL DISTRIBUTION OVER
149,000**



**GREATLANDERS
DIRECT MAILED MONTHLY**

DISPLAY ADVERTISING

The GreatLander Publications are 4-column tabloids with modular ad sizes.
All prices quoted are per publication per month.

AD RATES Kenai Peninsula

DOUBLE TRUCK (2-page spread)

Size..... 21¼"w x 12¼"h
Full Process Color Rate \$2500.00

BACK COVER

Size..... 9¾"w x 12¼"h
Full Process Color Rate \$1500.00

FULL PAGE

Size..... 9¾"w x 12¼"h
Black & White Rate \$800.00
Full Process Color Rate \$1200.00

HALF PAGE

Size, Horizontal 9¾"w x 6"h
Size, Vertical..... 4¾"w x 12¼"h
Black & White Rate \$400.00
Full Process Color Rate \$600.00

QUARTER PAGE

Size 4¾"w x 6"h
Black & White Rate \$200.00
Full Process Color Rate \$300.00

EIGHTH PAGE

Size..... 4¾"w x 2¾"h
Black & White Rate \$100.00
Full Process Color Rate \$150.00

Add 15% for Guaranteed Placement

Add 25% for Premium Placement

AD SIZES Kenai Peninsula

Quarter Page 4¾"w x 6"h	Half Page Vertical 4¾"w x 12¼"h	Eighth Pg. 4¾"w x 2¾"h
		Eighth Pg. 4¾"w x 2¾"h
Quarter Page 4¾"w x 6"h	Half Page Horizontal 9¾"w x 6"h	

Full Page: 9¾"w x 12¼"h

Doubletruck: 21¼"w x 12¼"h



MECHANICAL SPECIFICATIONS

All GreatLander publications are printed on Electra-Brite 32#/72 newsprint using web offset printing. The following specifications should be used when preparing files for print.

ACCEPTED MEDIA We accept files on CD, DVD, flash drive, via e-mail, Dropbox, or through our FTP site. See our website (www.greatlander.com) for instructions.

FILE FORMAT GreatLander requests that all documents be submitted in PDF format. When creating a PDF please embed all fonts and turn Color Management OFF. Color images should be saved as CMYK.

Although we strongly encourage PDF file submissions, we will accept working files created on Macintosh or IBM using one or more of the following applications: Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.

If you must send working files, all supporting fonts and image files MUST be included!



TERMS & CONDITIONS

JOINT LIABILITY - Advertiser and agency are held jointly and separately responsible for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 90 days after billing may be rebilled directly to the advertiser.

CREDIT TERMS- Net 30 days. 1% monthly interest charged on unpaid balance over 60 days. First-time advertisers must pre-pay first insertion. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the balance. We accept VISA, MasterCard, and Amex.

PUBLISHER'S PROTECTIVE CLAUSE- Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising.

COPY- All advertising must be in good taste as to form, subject matter, wording, size, artwork and typography. Advertising that is considered offensive, misleading or detrimental to the public, the GreatLander or another Advertiser, may be refused for publication. The Advertiser assumes full liability for the content of all ads authorized for publication and for any claims that arise therefrom which may be made against the Publisher.

PLACEMENT- Publisher will make no adjustments, re-runs or refunds because of the position in which ROP ads have been published.

OMISSION & ERROR- The Publisher accepts no financial responsibility for typographical and human errors. All care and diligence are used to prevent omission of an ad or any part of an ad.

GREATLANDER RATE CARD

EFFECTIVE JANUARY 2024

The GreatLander Kenai Peninsula is a monthly tabloid publication, direct-mailed to homes and businesses throughout the Kenai Peninsula.

Total circulation is over 25,000.



Phone: (907) 274-0611
Fax: (907) 272-2105

TOLL FREE
1-888-746-7452

Email: info@greatlander.com

GREATLANDER PUBLICATIONS
(a subsidiary of Anchorage Printing)

3110 Spenard Road • Anchorage, AK 99503
www.greatlander.com



PREPRINT INSERTS

Gross Rates

	OUNCES	PER 1000
• Prices based on weight	0.00-1.0	\$126.50
• Full run quantities	1.01-1.5	\$147.00
• Tabloid size must be quarter folded, not to exceed a folded size of 7¼" x 11¾"	1.51-2.0	\$167.00
	2.01-2.5	\$187.00
	2.51-3.0	\$207.00
• Must not have permit numbers or bulk rate stamps, per postal regulations	3.01-3.5	\$227.00
	3.51-4.0	\$247.00
• Additional charges may apply for zoned mailings	Anything over 4 oz. must be separately quoted.	



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149,000**



**GREATLANDERS
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AGENCY DISPLAY ADVERTISING

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All prices quoted are gross rates and are per publication per month.

AGENCY AD RATES Kenai Peninsula

DOUBLE TRUCK (2-page spread)

Size..... 21¼"w x 12¼"h
Full Process Color Rate \$2875.00

BACK COVER

Size..... 9¾"w x 12¼"h
Full Process Color Rate \$1725.00

FULL PAGE

Size..... 9¾"w x 12¼"h
Black & White Rate \$920.00
Full Process Color Rate \$1380.00

HALF PAGE

Size, Horizontal 9¾"w x 6"h
Size, Vertical..... 4¾"w x 12¼"h
Black & White Rate \$460.00
Full Process Color Rate \$690.00

QUARTER PAGE

Size 4¾"w x 6"h
Black & White Rate \$230.00
Full Process Color Rate \$345.00

EIGHTH PAGE

Size..... 4¾"w x 2¾"h
Black & White Rate \$115.00
Full Process Color Rate \$172.50

Add 15% for Guaranteed Placement

Add 25% for Premium Placement

AD SIZES Kenai Peninsula

Quarter Page 4¾"w x 6"h	Half Page Vertical 4¾"w x 12¼"h	Eighth Pg. 4¾"w x 2¾"h
		Eighth Pg. 4¾"w x 2¾"h
Quarter Page 4¾"w x 6"h	Half Page Horizontal 9¾"w x 6"h	

Full Page: 9¾"w x 12¼"h

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DISCOUNTS

**15% Agency Discount
Applied to Recognized
Agency Placement**



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If you must send working files, all supporting fonts and image files MUST be included!



TERMS & CONDITIONS

CAMERA READY/AGENCY DISCOUNT
15% commission to recognized advertising agencies. Agencies must supply suitable camera-ready reproduction materials to earn commission.

JOINT LIABILITY - Advertiser and agency are held jointly and separately responsible for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 90 days after billing may be rebilled directly to the advertiser.

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www.greatlander.com

GREAT LAKER KENAI PENINSULA

2024 DEADLINES

JANUARY 2024 ISSUE

Space Reservation / Submit Ad Copy..... Dec 18, 2023
 Camera Ready or Final Approval.....Dec 26, 2023
 Inserts must be received by Dec 26, 2023

FEBRUARY ISSUE

Space Reservation / Submit Ad Copy..... Jan 22
 Camera Ready or Final Approval.....Jan 25
 Inserts must be received by.....Jan 25

MARCH ISSUE

Space Reservation / Submit Ad Copy..... Feb 16
 Camera Ready or Final Approval..... Feb 27
 Inserts must be received by..... Feb 27

APRIL ISSUE

Space Reservation / Submit Ad Copy..... Mar 18
 Camera Ready or Final Approval.....Mar 26
 Inserts must be received by.....Mar 26

MAY ISSUE

Space Reservation / Submit Ad Copy..... Apr 12
 Camera Ready or Final Approval..... Apr 18
 Inserts must be received by..... Apr 18

JUNE ISSUE

Space Reservation / Submit Ad Copy..... May 20
 Camera Ready or Final Approval.....May 28
 Inserts must be received by.....May 28

JULY ISSUE

Space Reservation / Submit Ad Copy..... Jun 14
 Camera Ready or Final Approval..... Jun 25
 Inserts must be received by..... Jun 25

AUGUST ISSUE

Space Reservation / Submit Ad Copy..... Jul 22
 Camera Ready or Final Approval..... July 30
 Inserts must be received by July 30

SEPTEMBER ISSUE

Space Reservation / Submit Ad Copy..... Aug 19
 Camera Ready or Final Approval..... Aug 27
 Inserts must be received by Aug 27

OCTOBER ISSUE

Space Reservation / Submit Ad Copy..... Sep 20
 Camera Ready or Final Approval..... Sept 26
 Inserts must be received by Sept 26

NOVEMBER ISSUE

Space Reservation / Submit Ad Copy..... Oct 18
 Camera Ready or Final Approval..... Oct 24
 Inserts must be received by Oct 24

DECEMBER ISSUE

Space Reservation / Submit Ad Copy..... Nov 11
 Camera Ready or Final Approval..... Nov 15
 Inserts must be received by Nov 15

JANUARY 2025 ISSUE

Space Reservation / Submit Ad Copy.....Dec 20
 Camera Ready or Final Approval.....Dec 31
 Inserts must be received by.....Dec 31

DISTRIBUTION LIST

CITY	ZIP	TOTAL
CLAM GULCH	99568	160
ANCHOR POINT	99556	1,249
COOPER LANDING	99572	267
HOMER	99603	6,006
KASILOF	99610	1,267
KENAI	99611	6,250
MOOSE PASS	99631	115
NIKISKI	99635	755
NINILCHIK	99639	748
SOLDOTNA	99669	7,275
STERLING	99672	1,654
TOTAL KENAI BOROUGH		25,746

