

#### PREPRINT INSERTS

0.00-1.0

1.01-1.5

1.51-2.0

2.01-2.5

2.51-3.0

3.01-3.5

3.51-4.0

Prices based on weight OUNCES

		- 3
	E 0 000	
•	Full run quantities	

- Tabloid size must be quarter folded, not to exceed a folded size of 71/4" x 113/4"
- Must not have permit numbers or bulk rate stamps, per postal regulations
- Additional charges may apply for zoned mailings



FRONT PAGE DIGITAL
STICKER ADS
AVAILABLE
Ask your rep for pricing.

Anything over 4 oz. must

be separately quoted.

**PER 1000** 

\$110.00

\$127.50

\$145.00

\$162.50

\$180.00

\$197.50

\$215.00

## TOTAL DISTRIBUTION OVER 149,000



GREAT LANDERS
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)

#### BACK COVER

#### **FULL PAGE**

#### HALF PAGE

#### OUARTER PAGE

 Size
 4%"w x 6"h

 Black & White Rate
 \$200.00

 Full Process Color Rate
 \$300.00

#### **EIGHTH PAGE**

Add 15% for Guaranteed Placement

Add 25% for Premium Placement

#### AD SIZES Kenai Peninsula

Quarter Page 4%"w x 6"h Half Page Vertical

Quarter

Page

4%"w x 6"h

Vertical 4%"w x 121/4"h Quarter
Page
478"w x 6"h

Eighth Pg. 4%"w x 2%"h

Eighth Pg. 4%"w x 2%"h

Half Page Horizontal 9%"w x 6"h

Full Page: 97/8"w x 121/4"h

Doubletruck: 211/4"w x 121/4"h



#### MECHANICAL SPECIFICATIONS

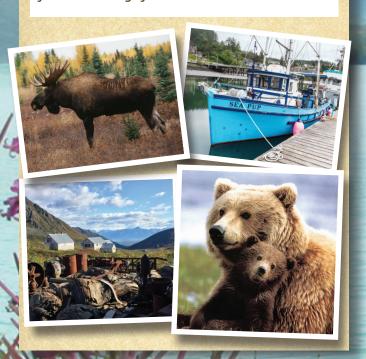
All GreatLander publications are printed on Electra-Brite 32#/72 newsprint using web offset printing. The following specifications should be used when preparing files for print.

**ACCEPTEDMEDIA** 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

#### GREAT LANDER PUBLICATIONS

(a subsidiary of Anchorage Printing)

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



#### PREPRINT INSERTS

#### **Gross Rates**

- · Prices based on weight
- Full run quantities
- Tabloid size must be quarter folded, not to exceed a folded size of 71/4" x 113%"
- 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	\$126.50	
1.01–1.5	\$147.00	
1.51-2.0	\$167.00	
2.01-2.5	\$187.00	
2.51-3.0	\$207.00	
3.01-3.5	\$227.00	
3.51-4.0	\$247.00	

Anything over 4 oz. must be separately quoted.

FRONT PAGE DIGITAL
STICKER ADS
AVAILABLE
Ask your rep for pricing.

TOTAL DISTRIBUTION OVER 149,000



GREAT LANDERS
DIRECT MAILED MONTHLY

#### AGENCY DISPLAY ADVERTISING

The GreatLander Publications are 4-column tabloids with modular ad sizes.

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

#### AGENCY AD RATES Kenai Peninsula

#### DOUBLE TRUCK (2-page spread)

#### BACK COVER

#### **FULL PAGE**

#### HALF PAGE

 Size, Horizontal
 9% "w x 6"h

 Size, Vertical
 4% "w x 12¼ "h

 Black & White Rate
 \$460.00

 Full Process Color Rate
 \$690.00

#### **OUARTER PAGE**

 Size
 4%"w x 6"h

 Black & White Rate
 \$230.00

 Full Process Color Rate
 \$345.00

#### **EIGHTH PAGE**

Add 15% for Guaranteed Placement

Add 25% for Premium Placement

#### AD SIZES Kenai Peninsula

Quarter
Page
4%"w x 6"h

Half Page
Vertical
4%"w x
121/4"h
Page
4%"w x 6"h

Quarter Page 4%"w x 2%"h Eighth Pg. 4%"w x 2%"h Eighth Pg. 4%"w x 2%"h

Half Page Horizontal 9%"w x 6"h

Full Page: 9%"w x 121/4"h

Doubletruck: 211/4"w x 121/4"h

#### DISCOUNTS

15% Agency Discount Applied to Recognized Agency Placement



# MECHANICAL SPECIFICATIONS

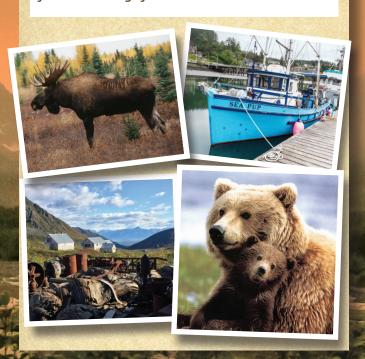
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#### **TERMS & CONDITIONS**

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

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# 2024 DEADLINES

JANUARY 2024 ISSUE Space Reservation / Submit Ad Copy
FEBRUARY ISSUE Space Reservation / Submit Ad Copy
MARCH ISSUE Space Reservation / Submit Ad Copy
APRIL ISSUE Space Reservation / Submit Ad Copy
MAY ISSUE Space Reservation / Submit Ad Copy
JUNE ISSUE Space Reservation / Submit Ad Copy
JULY ISSUE Space Reservation / Submit Ad Copy
AUGUST ISSUE Space Reservation / Submit Ad Copy
SEPTEMBER ISSUE Space Reservation / Submit Ad Copy
OCTOBER ISSUE Space Reservation / Submit Ad Copy
NOVEMBER ISSUE Space Reservation / Submit Ad Copy
DECEMBER ISSUE Space Reservation / Submit Ad Copy
JANUARY 2025 ISSUE Space Reservation / Submit Ad Copy

#### DISTRIBUTION LIST

Сітч	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			

