

2019 PRINT & DIGITAL MEDIA KIT

THE SKAGWAY NEWS.

SERVING THE GATEWAY TO THE KLONDIKE SINCE 1978



Elise Giordano

Skagway — In Tlingit, it means a windy place with white caps on the water. The city of Skagway flourished during the famous Klondike Gold Rush at the end of the 19th Century.

Today, Skagway is one of the busiest cruise ship destinations in the world, seeing almost one million tourists in the summer seasons.

The Skagway News has proudly served as this unique community's source of information and news for 40 years. With a winter circulation of 800 newspapers, and summertime circulations of 1,000 papers, we directly tap into the living heart of the town: Its more than 900 year-round residents. The newspaper's reach doesn't stop at Skagway's borders, however. The Skagway News is sold in Juneau and in Whitehorse, Yukon Territory. It is mailed to nearly 550 subscribers from Skagway to Sweden.

Even with Skagway's remote location, the tourism business has

allowed our residents to thrive. It has one of the highest rates of per-capita income in the state of Alaska, with a median household income of around \$70,000.

Advertising with The Skagway News puts your business right at the community's fingertips.

In addition to our regular publication, which caters to the town, we also print a yearly visitor's guide, The Skagway Alaskan. Over 100,000 copies of this visitor's guide are passed out for free to cruise ship visitors and circulated throughout the area. For more information about the Alaskan, visit www.skagwaynews.com/advertise.

To learn more about The Skagway News and how advertising can benefit your business, email sales@skagwaynews.com or call (907) 983-2354.

2019 PRINT ADVERTISING RATES

COL. INCHES	RATE PER INCH	AD SIZE	COST
2-5	\$12.50	1 col x 2"	\$25.00
		1 col x 3"	\$37.50
		1 col x 4" (2c x 2")	\$50.00
		1 col x 5"	\$62.50
6-9	\$12.00	2 col x 3" (1c x 6")	\$72.00
		2 col x 3.5" (1c x 7)	\$84.00
		2 col x 4"	\$96.00
		3 col x 3" (1/8 pg.)	\$108.00
10-15	\$11.50	2 col x 5"	\$115.00
		3 col x 4"	\$138.00
		2 col x 7"	\$161.00
		3 col x 5"	\$172.50
16-27	\$11.00	3 col x 6" (1/4 pg.)	\$198.00
		4 col x 5"	\$220.00
		3 col x 7"	\$231.00
		5 col x 5"	\$275.00
		2 col x 13.5"	\$297.00
28-42	\$10.50	3 col x 10"	\$315.00
		5 col x 7" (1/2 pg.)	\$367.50
		4 col x 10"	\$420.00
		3 col x 13.5"	\$425.25
43-67.5	\$10.00	4 col x 13.5"	\$540.00
		5 col x 13.5" (Full)	\$675.00

PUBLICATION PRINT DATE	AD DEADLINES		UPCOMING EVENTS AND PROMOTION IDEAS
	PREFERRED	FINAL	
Jan. Fri. 25	Fri. 18	Sun. 20	State Robotics/Super Bowl Sunday/Yukon Quest/Ground Hog Day
Feb. Fri. 08	Fri. 01	Sun. 03	Valentine's & Presidents' Days/Winter Film Fest/ State DDF
Feb. Fri. 22*	Fri. 15	Sun. 17	Boyd Worley Basketball Tournament/SE Hoops/Daylight Savings Begins
Mar. Fri. 15	Fri. 08	Sun. 10	St. Patrick's Day/Leprechaun Loop/Buckwheat Ski Classic/Seward's Day/Spring Break
Mar. Fri. 29	Fri. 22	Sun. 24	April Fools
Apr. Fri. 12	Fri. 05	Sun. 07	Easter/Spring Festival/Folk Fest/Clean Sweep/Earth Day
Apr. Fri. 26	Fri. 19	Sun. 21	Summer Arrivals/First Cruise Ships
May Fri. 10	Fri. 03	Sun. 05	Victoria Day/SHS Graduation/Mother's Day/Spring Stroll/Garden City Markets
May Fri. 24*	Fri. 17	Sun. 19	Memorial Day/ N.W. Writers Symposium/F.D. Cancer Awareness walk/Duff's Marathon
June Fri. 14	Fri. 07	Sun. 09	Summer Solstice/Flag Day/Father's Day/KCIBR Bike Race
June Fri. 28	Fri. 21	Sun. 23	Yukon River Quest/Softball Tourney/4th of July Parade & Events/Ducky Derby
July Fri. 12	Fri. 05	Sun. 07	Summer Midpoint/ NPS Junior Ranger Day/Little Dippers Auction & Wine Tasting
July Fri. 26	Fri. 19	Sun. 21	Softball Playoffs/SE State Fair
Aug. Fri. 09	Fri. 02	Sun. 04	Discovery Days/Back to School
Aug. Fri. 23*	Fri. 16	Sun. 18	Labor Day/September Sales/Klondike Road Relay
Sept. Fri. 13	Fri. 06	Sun. 08	Zombie Run/Box of Rocks/Fall Clean Sweep/End of Season Sales & Parties
Sept. Fri. 27	Fri. 20	Sun. 22	Community Garage Sale/Municipal Election/Last Ship/PFD Sales/Columbus Day
Oct. Fri. 11	Fri. 04	Sun. 06	Fall Festival/Alaska Day
Oct. Fri. 25*	Fri. 18	Sun. 20	Halloween/Veterans Day/Day Light Savings
Nov. Fri. 15	Fri. 08	Sun. 10	Bazaar Days
Nov. W. 27**	W. 20	Fri. 22	Thanksgiving/Shop in Skagway/Small Business Saturday/Tree Lighting/Turkey Trot
Dec. Fri. 13	Fri. 06	Sun. 08	Yuletide/Santa Train/Shop in Skagway
Dec. T. 24**	W. 18	Thur.19	Christmas/New Years/Don Hather H.S. Bball Tourney/ML King Day

* Extra week follows this issue ** Published early due to holiday/events Red lettering-Early deadline





2019 DIGITAL ADVERTISING RATES

SIZE/PIXELS	PLACEMENT	COST
300 x 250	Rotating Side Column Banner	\$125/month or \$30/week
300 x 600	Rotating Side Column Banner	\$150/month or \$40/week
640 x 180	Rotating Leader Banner	\$125/month or \$30/week

Print Advertisers Digital Special: Print advertisers receive a 50% discount with a print ad placement of 8" and up , or any print ad size placed 2 consecutive issues or more.

ADDITIONAL ADVERTISING INFORMATION

- **Prices:** Prices are in U.S. dollars. Business accounts must be pre-approved. All advertisements, classified and legal ads must be paid in advance unless the client has a business account. Visa, MC, AMEX & Discover cards accepted.
- **Ad Agency:** 15% Standard ad agency discount for approved camera-ready ads booked by agencies.
- **Non-profit Groups:** NGO non-profit groups receive a 20% discount off regular display rates. Volume discounts do not apply.
- **Print Volume Discounts:** Volume discounts are available for advertisers in 12 or more consecutive issues for the following sizes and percentages: 2-5" 5% 6-15" 10% 16-39" 15% 40-67.5" 25%
- **Print Layout/Format Specs:** Images should be emailed in PDF/JPG format. The Skagway News is published in five-column, tabloid format. Full page image area is 13.5 inches tall by 10 3/8 inches wide. Ad layout widths by column inch are: 1col = 1 7/8" 2col = 4" 3col = 6 1/8" 4col = 8 1/4" 5col = 10 3/8"
- **Print Color Cost:** Color ads are welcome at an added cost of \$165 per spot color (after black), or \$450 for a four-color process ad.
- **Pre-Printed Inserts:** Pre-printed inserts up to 8 pages are accepted at a cost of 50¢ per insert for our prime retail circulation area of Skagway, Southeast Alaska, and the Yukon Territory.
- **Classified & Legal Ads:** All classified and legal ads appear in print and in our online edition for a minimum of two weeks. Classified ads cost 40¢ per word, 10-word minimum. Legal ads and government public notices cost \$2.85 per line, per issue.

	Alaska Travel Publications, LLP D/B/A, The Skagway News	For advertising, classifieds, circulation and accounts receivable contact:	For news copy, letters to the editor and community calendar events contact:
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