

ANCHORAGE PRESS .COM

Local. Local. Local.

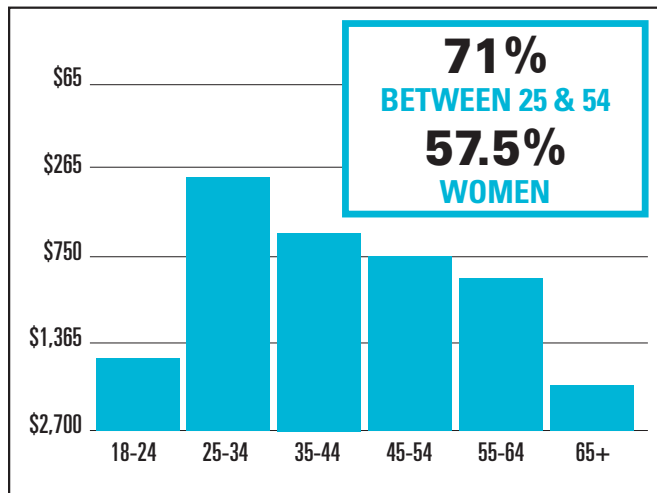
The Press website lets locals know what's happening in around town — where to eat, art openings, live music, theater and recreational opportunities.

2016 DIGITAL RATE CARD

AD SIZES	SUGGESTED PACKAGE	LEADERBOARD/DISPLAY		TOWER	
Per Week	4,000 impressions	\$16.25 CPM	\$65	\$17 CPM	\$70
1 Month	17,500 impressions	\$15 CPM	\$260	\$16 CPM	\$280
3 Month	52,500 impressions	\$14.25 CPM	\$750	\$15 CPM	\$785
6 Month	105,000 impressions	\$13 CPM	\$1,365	\$14 CPM	\$1,470
Annual	225,000 impressions	\$12 CPM	\$2,700	\$13 CPM	\$2,900

Print + Digital Combo Discounts Available!

Digital Advertising with the Press promotes your business to and intellectual, active and affluent Anchorage Demographic. Our rates are EXTREMELY affordable, and our ads are EXTREMELY effective.



Digital Ad Specs:

File Formats: GIF, JPG, PNG

File Size: 72dpi

Placement Deadline:

2 days prior



LEADERBOARD
728X90

DISPLAY
300X250

TOWER
300X600

CONTACT YOUR ACCOUNT EXECUTIVE OR CALL 907.561.7737

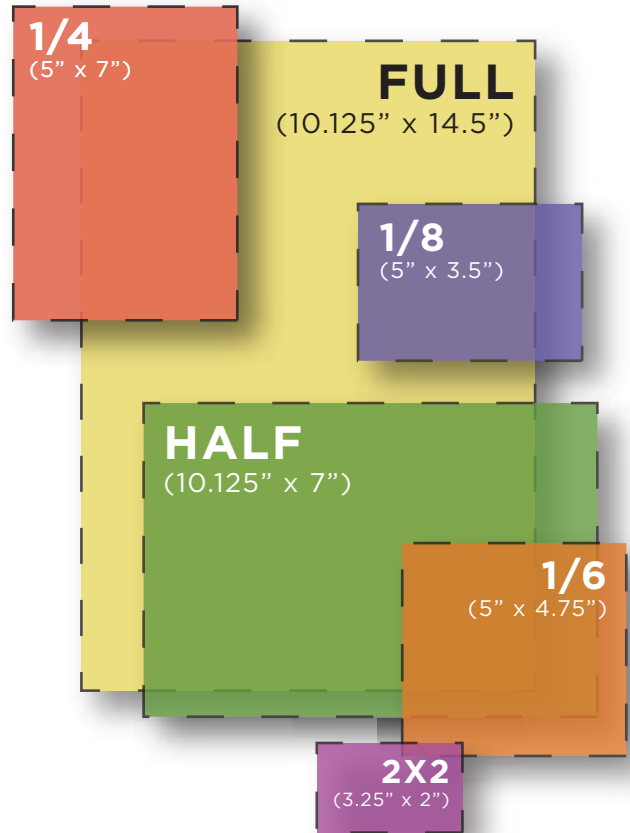
ANCHORAGE PRESS

2016 RATE CARD

Founded in 1992, the Press is Anchorage's FREE WEEKLY newspaper. Featuring compelling editorial content with a hyper-local focus, 20,000 copies are distributed free every Thursday at 550 rack locations throughout South Central Alaska. Advertising in the Press is the most affordable and effective way to promote your business to Anchorage residents & visitors who actively participate in the huge range of fantastic events and activities our community offers.

RATES:		add color (*\$5 per c/i)
Open Rate	\$24 per c/i	\$5 per c/i
Business Card	\$96	\$20
Eighth Page	\$245	\$45
Sixth Page	\$330	\$60
Quarter Page	\$475	\$95
Half Page	\$945	\$175
Full Page	\$1,800	\$325

FREQUENCY DISCOUNTS:		COL. WIDTH	
5-14	10%	1	1.5"
15-25	20%	2	3.25"
25-40	25%	3	5"
40+	35%	4	6.5"
		5	8.25"
		6	10"



Guaranteed placement: add 10%
 Agency Discounts: 15% to accredited agencies
 Non-profits (501c3): \$16 per column inch

DEADLINES:

Placement: Thursday 5pm for the following week's issue.
 Copy: Thursday 5pm for ads requiring production.
 Camera Ready: Monday 5 p.m.
 Inserts: 1 week prior to insertion date.
 (*Deliver to 5801 E. Mayflower Ct., Wasilla, AK 99654)
 \$75/thousand
 Multiple page insert—call rep for quote

PRODUCTION SPECS:

Acceptable formats: PDF, high-quality JPEG, TIFF
 PDFs: distill/export to PDF/X-1a:2001 standard
 Images: 200 dpi at print size
 Color: CMYK or grayscale only.
 (*black text must be defined as C0 M0 Y0 K100)

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