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THE SKAGWAY NEWS



2020 PRINT & DIGITAL MEDIA KIT

THE SKAGWAY NEWS, SERVING THE GATEWAY TO THE KLONDIKE SINCE 1978.

Leigh Armstrong

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 season. The Skagway News has proudly served as this unique community's source of information and news for more than 41 years. 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, and it's mailed to subscribers as far away as Sweden.

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

allowed our residents to thrive. The community has a median household income of about \$72,000, among the highest in the state.

Advertising with The Skagway News puts your business 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 Skaguay Alaskan. More than 100,000 copies of the annual guide are passed out 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.

2020 PRINT ADVERTISING RATES

COL. INCHES	RATE PER INCH	AD SIZE	COST
2-5	\$13.25	1 col x 2"	\$26.50
		1 col x 3"	\$39.75
		1 col x 4" (2c x 2")	\$53.00
		1 col x 5"	\$66.25
6-9	\$12.75	2 col x 3" (1c x 6")	\$76.50
		2 col x 3.5" (1c x 7)	\$89.25
		2 col x 4"	\$102.00
		3 col x 3" (1/8 pg.)	\$114.75
10-15	\$12.25	2 col x 5"	\$122.50
		3 col x 4"	\$147.00
		2 col x 7"	\$171.50
		3 col x 5"	\$183.75
16-27	\$11.75	3 col x 6" (1/4 pg.)	\$211.50
		4 col x 5"	\$235.00
		3 col x 7"	\$246.75
		5 col x 5"	\$293.75
		2 col x 13.5"	\$317.25
28-42	\$11.25	3 col x 10"	\$337.50
		5 col x 7" (1/2 pg.)	\$393.75
		4 col x 10"	\$450.00
		3 col x 13.5"	\$455.63
43-67.5	\$10.75	4 col x 13.5"	\$580.50
		5 col x 13.5" (Full)	\$725.63

PUBLICATION PRINT DATE		AD DEADLINES PREFERRED FINAL		UPCOMING EVENTS AND PROMOTION IDEAS
Jan.	Fri. 10*	Fri. 03	Sun. 05	Martin Luther King Jr. Day/State Robotics/Super Bowl/Yukon Quest/Ground Hog Day
Feb.	Fri. 07*	Fri. 31	Sun. 02	Valentine's & Presidents Days/Daylight Savings/Buckwheat Ski classic
Mar.	Fri. 13	Fri. 06	Sun. 08	St. Patrick's Day/Leprechaun Loop/Spring Break
Mar.	Fri. 27	Fri. 20	Sun. 22	Seward's Day/April Fools' Day
Apr.	Fri. 10	Fri. 03	Sun. 05	Easter/Spring Show of Winter Artwork/Folk Fest/Earth Day
Apr.	Fri. 24	Fri. 17	Sun. 19	Clean Sweep/Summer Arrivals/First Cruise Ships/National Tourism Week/Spring Stroll
May	Fri. 08	Fri. 01	Sun. 03	Spring Concert/First Garden City Market/Mother's Day/SHS Graduation/Victoria Day
May	Fri. 22	Fri. 15	Sun. 17	Memorial Day/ N.W. Writers Symposium
June	Fri. 05	Fri. 29	Sun. 31	Pride Weekend/Cancer Awareness walk/Duff's Marathon/Flag Day/ KCIBR Bike Race
June	Fri. 19	Fri. 12	Sun. 14	Summer Solstice/Father's Day/Softball Tournament/Yukon River Quest
July	Fri. 03	Fri. 26	Sun. 28	4th of July Parade & Events/Ducky Derby
July	Fri. 17	Fri. 10	Sun. 12	Summer Midpoint/ NPS Junior Ranger Day/Little Dippers Auction & Wine Tasting
July	Fri. 31	Fri. 24	Sun. 26	SE State Fair/Softball Playoffs/Blues Brews & BBQ
Aug.	Fri. 14	Fri. 07	Sun. 09	Magical Music Night @ Jewell Gardens/RO Drag Show/Discovery Days/Back to School
Aug.	Fri. 28	Fri. 21	Sun. 23	Labor Day/September Sales
Sept.	Fri. 11	Fri. 04	Sun. 06	Klondike Road Relay/Zombie Run/Fall Clean Sweep/End of Season Sales & Parties
Sept.	Fri. 25	Fri. 18	Sun. 20	Municipal Election/Last Cruise Ship/PFD Sales
Oct.	Fri. 09	Fri. 02	Sun. 04	Columbus Day/Alaska Day/Fall Festival
Oct.	Fri. 23	Fri. 16	Sun. 18	Halloween/Veterans Day/Day Light Savings
Nov.	Fri. 13	Fri. 06	Sun. 08	Bazaar Days
Nov.	W. 25**	W. 18	Fri. 20	Thanksgiving/Shop in Skagway/Small Business Saturday/Tree Lighting/Turkey Trot
Dec.	Fri. 11	Fri. 04	Sun. 06	Yuletide/Santa Train/Shop in Skagway
Dec.	Thur.24**	W. 16	Thur.18	Christmas/New Year's

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

2020 DIGITAL ADVERTISING RATES

SIZE/PIXELS	PLACEMENT	COST
300 x 250	Rotating Side Column Banner	\$135/month or \$35/week
300 x 600	Rotating Side Column Banner	\$160/month or \$45/week
640 x 180	Rotating Leader Banner	\$210/month or \$55/week

Print Advertisers Digital Special: Print advertisers that also place a digital ad will receive a 50% discount on the digital ad if their print ad is at least 8 column inches and runs in at least two consecutive issues.

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:** Non-government nonprofit 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.



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 (907)983-2354
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 PO Box 498, Skagway, AK 99840

For advertising, classifieds, circulation
 and accounts receivable contact:
 sales@skagwaynews.com

For news copy, letters to the editor
 and community calendar events
 contact:
 editor@skagwaynews.com