

2012 RATE CARD

ALASKA Journal *of* Commerce

The state's best source for business news since 1977



REACH YOUR BEST CUSTOMERS WITH THE ALASKA JOURNAL OF COMMERCE

FOR 35 YEARS, ALASKA'S MOST COMPREHENSIVE SOURCE FOR TIMELY AND RELEVANT BUSINESS NEWS.

MORE THAN 15,000 READERS WEEKLY:

- Top 6% affluent decision makers
- 58% top management
- 65% self-employed/owner/partners
- 72% Read AJOC each week—43 minutes average time spent reading weekly
- 86% agree the Alaska Journal is a resource they use to work and consider if relevant to their professional life
- 64% agree the Alaska Journal is relevant to their personal life
- Includes strong strong legal advertising foundation

ALASKA JOURNAL OF COMMERCE READERS:

- \$112,908 average household income
- 90% work at companies with fewer than 500 employees
- 68% college graduates
- 72% read all issues
- 91% read 3 of 4 issues
- 71% male / 29% female
- Readers predominately 35 or older with an average age of 50

*Source: City Business Journals Network

NEWSPAPER'S WEEKLY DISTRIBUTION:

- Annual subscriptions
- Ted Stevens Anchorage International Airport
- Regional airports and airlines
- Fine hotels statewide
- Carrs-Safeway and Fred Meyer stores
- New Sagaya
- Fine bookstores
- Real Estate companies
- Petroleum club
- Statewide offices, waiting rooms, etc

TARGET YOUR AUDIENCE WITH FEATURED FOCUS EDITIONS:

- Alaska Oil & Gas Reporter
- Alaska Coastal Journal
- Top Forty Under 40®
- Alaska's Premier Book of Lists
- Mining—Health—Transportation
- and more!

Revenue Discount Programs*

\$24,000.....	\$27.50 pci
\$12,000.....	\$29.50 pci
\$8,000.....	\$31.50 pci
\$5,000.....	\$33.50 pci
\$2,000.....	\$36.50 pci

*All buys over a 12 month period

Open Rate..... \$41.00 pci

Pre-Printed Inserts... \$150/per 1000
(Rate is for delivered inserts, up to one ounce each)

Classified Ad Rates

Classified Display\$17.50 pci

Classified Line Rates

Small up to 25 words.....	\$24.50 ea.
Medium 26 to 50 words.....	\$49.00 ea.
Large 51 to 75 words.....	\$74.50 ea.

FREQUENCY DISCOUNT PROGRAMS*

Weekly.....	\$24.50 pci
Bi-Weekly	\$26.00 pci
Monthly	\$27.50 pci

***4 Week Special – Buy 2 weeks get the next 2 for half price. Anniversary/Grand Opening Special, 1/2 price full page.**

pci = per column inch

Agency/Non-Profit Discount -15%

Color Charges \$25 per inch

Spot Color (max charge)	\$150.00
Full Color (max charge)	\$300.00
Specified Placement	Rate + 10%
Premium Placement	Rate + 25%

(Back Page, Page 2 or 3)

Legal Advertising Rates and Placement:

Contact Belinda Cummings
(907) 275-2178 • belinda.cummings@morris.com

Recruitment Advertising Rates and Placement:

Contact Allison King
(907) 275-2152 • allison.king@morris.com

Deadlines

Ad materials and space reservations must be received by 5:00 pm Friday. (9 days prior to publication date)

Production

Our art department will be happy to design your ad. They will provide one layout and two proofs at no charge.

Camera Ready ad specs:

All art must be a minimum of 200 dpi, and CMYK color mode. All fonts must be embedded or converted to outlines. PDF files are preferred, with all art and fonts embedded.

Ad Specifications

Full Page	5 col. x 15.5"
1 column	1.9375"
2 columns.....	4"
3 columns.....	6.0625"
4 columns.....	8.125"
5 columns.....	10.25"
Service Directory ...	3.306" x 1.5" (BW)

ACCEPTABLE FILE FORMATS:

PDF, EPS, TIFF OR JPG



Advertising Director

Evy Gebhardt

(907) 275-2166

evy.gebhardt@morris.com



Account Executive

Ken Hanni

(907) 275-2155

ken.hanni@morris.com



Account Executive

Silvija Kasper

(907) 275-2153

silvija.kasper@morris.com



Account Executive

Suzette Rowell

(907) 275-2150

suzette.rowell@morris.com

ALASKA Journal of Commerce

301 ARCTIC SLOPE AVENUE • ANCHORAGE, ALASKA 99518 • (907) 561-4772 • FAX (907) 275-2176

WWW.ALASKAJOURNAL.COM