

Alaska • Yukon • British Columbia • Alberta • Northwest Territories

The

Alaska Travel Planner

MILEPOST®

Since 1949, the bible of
North Country travel!

Print Edition

The most comprehensive travel guide covering more than 15,000 miles of road and hundreds of destinations across Alaska, British Columbia, Alberta, Yukon and Northwest Territories. The MILEPOST® is considered essential for anyone traveling to the North Country. A consistent Amazon "Best Seller" with an average of 4.8 stars!



The Digital eBook Edition

An interactive online fixed format eBook that includes all content from the print edition (FREE to customers with purchase of print edition).

- Downloadable as PDF.
- Hyperlinked and searchable.
- iOS™, Android™ and Kindle Fire™ versions available separately from Apple™, Amazon™ and Google play™ app stores.



Online at www.themilepost.com

The travel site for information on Alaska and Western Canada

- Quick reference logs of services on major routes, with detailed highway maps.
- Feature stories about camping, crossing the border, etc.
- Descriptions and maps of major communities.
- Major attractions and trip planning help.
- Slide shows, special feature articles and much more!

Online Travel eDirectory

An interactive online eDirectory of all MILEPOST® advertisers

- Easy to navigate. Searchable by highway, attraction and category.
- Interactive listings with contact information and website/email links. Additional options available! *requires listing upgrade.

Email Marketing

- Targeted weekly advertising opportunities throughout the year.
- Includes image, written description, contact information and hotlink to your website.
- Together your business and The MILEPOST® can drive up sales with our exclusive opt-in email push to our highly qualified audience.



2022
media kit

60

Scenic Side Trips to Explore

PLUS: Access to
our Digital Edition!

Age group:

18-39	8%
40-54	18%
55-64	38%
65-74	31%
75+	5%

Annual household income:

Under \$50,000	31%
\$50,000-\$100,000	52%
\$100,000-\$150,000	13%
Over \$150,000	5%

Used The MILEPOST® to help select:

Places to eat.....	75%
Places to sleep.....	78%
Places to visit	90%
Routes to take on your trip	95%
Charters / Tours	49%



Where traveled with The MILEPOST®:

Alaska	98%
Canada	73%
Montana	23%
Washington.....	24%

Duration of trip:



The MILEPOST® Consumers

- Travel by all modes of transportation: plane, car, RV, motorcycle, ferry, cruise ship, train, bicycle, motorcoach.
- Plan their trips 4 to 9 months in advance using *The MILEPOST®*'s detailed highway logs, highway maps and famous 21" X 31" pull-out "Plan-A-Trip" map to create itineraries.
- Make decisions about where to stop, shop and play. Our readers access your business information through a robust combination of printed and interactive digital formats.
- Keep *The MILEPOST®* on the dashboard or front seat for easy access. With relatively few highway signs and miles and miles to drive, visitors find *The MILEPOST®* to be a giant billboard in front of your business.
- Consider *The MILEPOST®* a trusted travel companion. Readers and media view *The MILEPOST®* as the most comprehensive and reliable guide available.



Our editors log the highways and byways of the North every year!

Notes found on the windshield of *The MILEPOST®* camper:

"I would like to Thank You for writing such a wonderful travel book. We used it every bit of the way." — Warren & Debbi, New Zealand

"I LOVE The MILEPOST! I suggest it to every southerner headed north. Glad to see you out and about in the camper. Keep doing what you do best." — Born and Bred Yukoner

Source: MILEPOST® Reader Survey. Due to multiple answers, totals may not add up to 100.

Digital Advertising

Expand your reach to travelers and MILEPOST® enthusiasts with an integrated marketing program. Customize a program to fit your unique marketing objectives digitally and on www.themilepost.com.

- Quick reference logs of services on major routes, with detailed highway maps.
- Feature stories about camping, crossing the border, etc.
- Descriptions and maps of major communities.
- Major attractions and trip planning help.
- Slide shows, special feature articles and much more!

Online at www.themilepost.com

The travel site for information on Alaska and Western Canada



Banner Ads

Enjoy share-of-voice rotation

You can **interact with our readers** when they first begin to plan their trip with The MILEPOST®.

Banner Ads

MEDIUM RECTANGLE: Two locations, placement rotates on right side rail of web page.

300 pixels x 250 pixels\$350 Mo.

LEADERBOARD: Singular location, placement rotates at top of web page.

728 pixels x 90 pixels\$350 Mo.

Digital Edition

Interactive online edition

FREE ADDED VALUE! Your print ad is included in the Digital Edition.

- ✓ Hotlinked website and email if they appear in your print ad.



Digital Edition

VIDEO PLACEMENT: Embedded video or slideshow on page of print ad or with content specific to your business. 7 minutes in length maximum\$250/Yr.

ADD EXTRA IMPACT! Embed your video or slideshow to bring your business to life. They also post to our website and YouTube™ page.

Email Marketing

Targeted weekly advertising to over 15k subscribers

LIMITED TO 3 ADVERTISERS PER EMAIL PUSH

- ✓ Includes image, written description, contact information and hotlink to your website

Your business and The MILEPOST® can drive sales with our exclusive email push to our opt-in list.

Email Marketing

SOLO SPONSORSHIP: Your business and message featured including photos, text and web links, to our full email subscriber list\$1,600/per Push

SHARED SPONSORSHIP: Your business and message including photo and web link shared along with up to two other businesses\$350/per Push



eDirectory

on www.themilepost.com

FREE ADDED VALUE! Print advertisers receive FREE Basic Listing in up to 3 trip planning categories.

UPGRADE TO SHOWCASE LISTING! Includes detailed description, business logo or image, video and photo gallery to set your business apart.



eDirectory

SHOWCASE LISTING Basic listing plus detailed description, logo/image, video, photo gallery.....\$199/Yr.

BASIC LISTING (PRINT ADVERTISERS ONLY): Business name, address, phone number, email, URLFREE

Print Rates

(Payable in U.S. Funds only)

PRINT DISPLAY ADS

Advertising Rates – Gross

	B/W	2-color	4-color
Full page (30 inches)	\$5,030	\$5,670	\$6,900
2/3 page (20 inches)	3,700	4,110	5,010
1/2 page (15 inches)	2,780	3,300	4,010
1/3 page (10 inches)	1,840	2,250	2,750
1/4 page (7 1/2 inches)	1,410	1,740	2,140
1/5 page (6 inches)	1,200	1,420	1,740
1/6 page (5 inches)	1,000	1,240	1,490
4 inches	830	1,010	1,240
3 inches	630	820	1,060
2 inches	470	650	900
1 inch	370	N/A	N/A

Advertising Rates – 10% Discount with pre-paid order*

	B/W	2-color	4-color
Full page (30 inches)	\$4,527	\$5,103	\$6,210
2/3 page (20 inches)	3,330	3,699	4,509
1/2 page (15 inches)	2,502	2,970	3,609
1/3 page (10 inches)	1,656	2,025	2,475
1/4 page (7 1/2 inches)	1,269	1,566	1,926
1/5 page (6 inches)	1,080	1,278	1,566
1/6 page (5 inches)	900	1,116	1,341
4 inches	747	909	1,116
3 inches	567	738	954
2 inches	423	585	810
1 inch	333	N/A	N/A

*Discounts

When paying in full with check, money order or credit card at time of order a **10 percent discount** on space cost as quoted is given. Payment must accompany order to qualify for discount. No exceptions!
print display and log ads only.

Commissions

15% of gross billing is allowed to recognized advertising agencies on space, color, bleed and position when digital file is provided. Advertorials are non-commissionable. See Print Ad Requirements.

Change After Confirmation

We require the advertiser to proof their display ad confirmation copy thoroughly. Please let us know if we have made any errors. If an advertiser desires to make a change other than a publisher's error then the production charges listed to the right may apply. Confirmation copies **will not** be sent for customer supplied ads or for repeat ads from previous year.

Inserts

Bound-in reply cards and either bound-in or tipped-in inserts are accepted. Price quotes available upon request. Reply cards and inserts must be accompanied by at least one full-page 4-color ad.

PREMIUM PRINT POSITIONS (Require a 50% deposit)

4-Color Gross Rates

- Gatefold front cover (3 panels)contact your sales rep for availability
- Inside front cover, full page, 4-color only\$16,120
- First 2-page spread, 4-color only 19,930
- First full page, 4-color only10,870
- Inside back cover, full page, 4-color only14,450
- Outside back cover, full page, 4-color only17,470
- Two page spread, 4-color12,200
- "Plan-A-Trip" Map 20,000

10% Discount* with pre-paid order

- Gatefold front cover (3 panels)contact your sales rep for availability
- Inside front cover, full page, 4-color only.....\$14,508
- First 2-page spread, 4-color only 17,937
- First full page, 4-color only9,783
- Inside back cover, full page, 4-color only13,005
- Outside back cover, full page, 4-color only15,723
- Two page spread, 4-color10,980
- "Plan-A-Trip" Map 18,000

LOG ADS

A log ad is a written description of your business that we insert into the editorial copy of The MILEPOST®. If your business is situated along the highway, we will insert your log ad in the highway log at your location. If you are in town, we will put your log ad under Lodging & Services, Camping, Attractions, or whatever category is appropriate and available. Your log ad must begin with the name of your business. We'll put in your mileage if you are on the highway (no charge for this). Each word counts as one (including if, and, a or but and business name); hyphenated words and telephone and fax numbers, email and web addresses count as one word, as do street numbers. Log ads are identified by the copy "[ADVERTISEMENT]," which appears at the end of each advertiser's copy (no charge for this). Display ads are referenced in log ad at no cost to advertiser.

50 word minimum.....	\$5.50/per word
1" B/W photo.....	\$250
1-1/2" B/W photo.....	\$325
1-1/2" Color photo**.....	\$515

Color photo is available **only to advertisers with 3 or more inches of display ad space.
NOTE: Photo space is restricted to use of photos of business only, no artwork, drawings, etc. Log ads are treated as text and subject to column breaks and editorial style rules.

PRODUCTION CHARGES (Print)

NOTE: Discounts do not apply to production charges. If the publisher provides production services for ads, the charges are as follows:

Ad set-up charge	
1" to 5" ads.....	\$45
5 1/2" to 14" ads.....	\$60
1/2 page to full page ads.....	\$85
Simple changes	\$35
(1 to 3 lines added or changed on existing digital ads)	
Additional charges	
B/W photo, logo, art or map scanned.....	\$15
Build a new map.....	\$55
Full color image scanned.....	\$25



Print Distribution

Book sales period: On sale March through February of following year.

Distribution: 45,000

Format: 8 3/8 x 10 7/8, 4-color,

- Approximately 37 percent of sales to Alaskan booksellers, 9 percent to Canadian booksellers, 53 percent to Lower 49 booksellers and 1 percent to several foreign countries
- Nearly 92 percent of the copies are sold by major North American bookstore chains, independent bookstores, e-commerce sites, auto clubs, warehouse stores, visitor centers and sales outlets along the highways of the North
- The publisher contracts to an active fulfillment department for single-copy orders by website, email, phone, fax and letter

Promotion

- Advertised in national magazines and travel planning guides
- Reviewed by major newspapers and periodicals in the U.S., Canada, Great Britain, Germany and Japan, including the extensive Morris Communications network of media
- Motor Coach and RV Association distribution:
Family Motor Coach Association, Cincinnati, OH. 143,000 members
SOI RV Club North Las Vegas, NV. 260 members
- Field editor radio interviews throughout the U.S. and Canada
- Representation at consumer travel and RV shows and publishing conventions
- Email campaigns to highly qualified visitor leads



The MILEPOST® Sales

alaska



Tom Marriage
Associate Publisher
mobile/text 907.317.1114
tom.marriage@morris.com
Fairbanks & North Pole, Steese, Elliott & Dalton highways, Southeast Alaska
Anchorage, Girdwood, Whittier, Eagle River, Mat-Su, Interior Alaska, Prince William Sound - Cordova-Valdez Kenai Peninsula, Halibut Cove, Seldovia & Kodiak

canada



Annemarie Rindt
Canadian Representative
mobile/text 250.727.8305
anne.rindt@gmail.com
Yukon, British Columbia, Alberta, Northwest Territories

Print Ad Requirements

The publisher will output client's work with a line screen of 150 lpi. You assume all responsibility for files that don't output correctly due to errors or omissions in specifications.

Files requiring correction will be sent back to creator or if desired fixed by publisher, at a rate of \$90.00 U.S. per hour.

Acceptable Platform & Software: Files may be produced on the Macintosh or PC platform using InDesign™ (preferred), Quark Xpress™, Illustrator™ or PhotoShop™. Press quality PDF, EPS or TIFF files are also acceptable.
Note: Microsoft Publisher, Word or similar files are not acceptable.

Please be aware of the following requirements & limitations of imaging/setting output.

Fonts and Text: Include all your versions, with a complete list of all fonts used to create your document, to ensure complete compatibility. When creating text with several different font attributes (example Helvetica Bold Italic) use that specific font rather than using the style menu to assign these attributes. Using the style menu may cause changes in spacing and copy flow.

Graphics: Scanned images or digital photos must be of high quality 300dpi saved as TIFF, JPEG, PSD or EPS. When original graphics or scans are created and placed in pagination files, such as InDesign™, the program links the document to the graphic file in the location it was originally created, so a document will look for the graphic folder on the disk. Include all graphic support files that are placed. Size and crop graphic files in their original application before placing them into the pagination file. Avoid sizing graphics after placement to produce a better quality image and reduce the chance of error. Avoid nesting of EPS files (that is an EPS placed in a file, art added to the file and then exported as EPS again, and placed in the page layout). Bitmapped line art should be saved at 1200 dpi in final size.

Colors: RGB (Red, Green, Blue) is for color rendition on your monitor only. These colors should never be used in page make-up. CMYK colors must be set to output as Process Separation in the Edit Color menu. All spot color ads must be process screen blues (CMYK).

Sizing Information: Ads must be submitted at the exact size the ad is to run in the book per the following dimensions:

Inches	
Non-Bleed size	7 1/2 x 10 1/16
Trim size	8 1/8 x 10 1/8
Bleed size	8 1/4 x 11 1/8
1-column width	2.33"
2-column width	4.83"
3-column width	7.33"

