

Alaska • Yukon • British Columbia • Alberta • Northwest Territories

themilepost.com **2024 MEDIA PLANNER**

The

MILEPOST®



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

• Custom dedicated email promoting your business to our more than 21,000 subscribers



Since 1949, the bible of North Country travel!



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:



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



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."

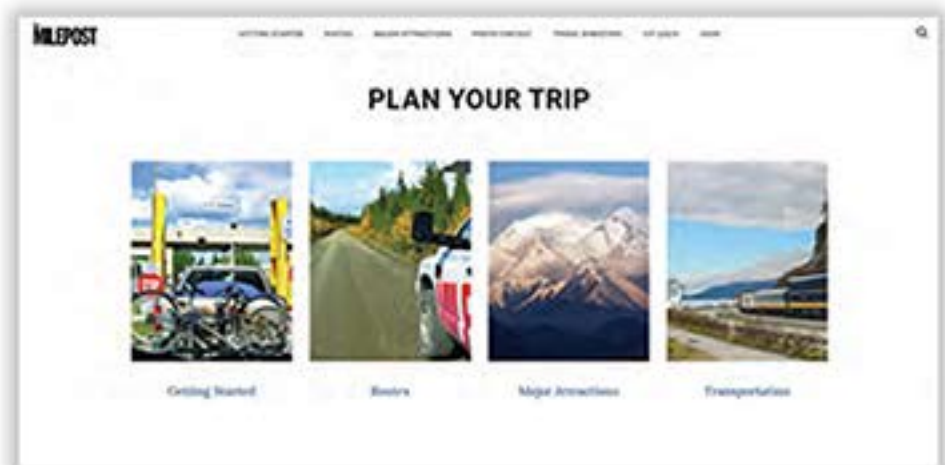
– Born & Bred Yukoner

DIGITAL ADVERTISING

 41,648 Followers  1,309 Followers  11,460 eSubscribers

Online Sponsored Content: \$2,500

- ✓ Article is featured on the homepage for one month
- ✓ Includes Facebook post promoting article to 36,000+ followers
- ✓ One eBlast to 20,000+ subscribers
- ✓ 300x250 ad run-of-site for first month article is live



Leaderboard Package: \$650

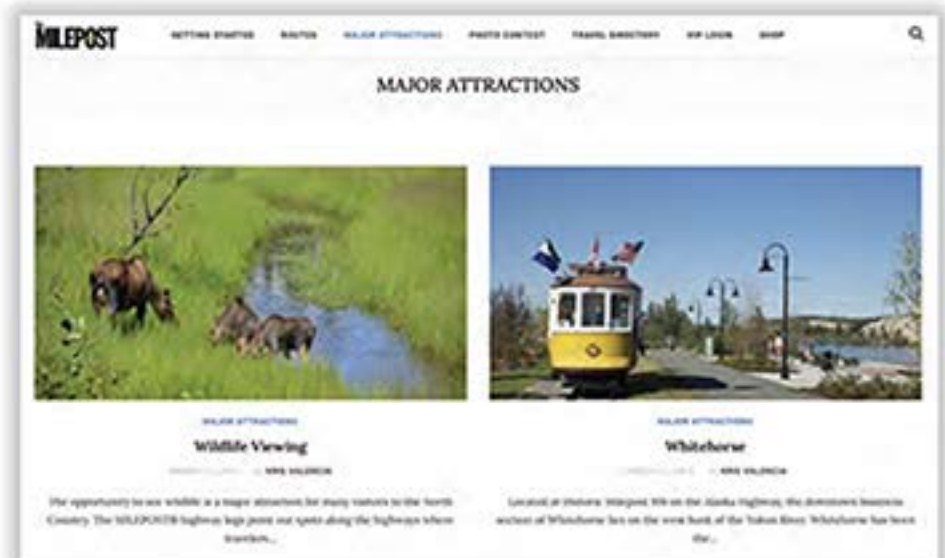
970x50 | 728x90 | 320x50 | 300x50

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



Right Rail package: \$450

300x250

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media

Skyscraper Package: \$850

300x600 | 160x600

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



Standalone eBlast: \$1,600

Design your own eBlast and messaging

Includes: 20,466 Opt-In Milepost

eSubscribers. Re-engage unopened

addresses with a second blast and

message — \$350 additional

PRINT RATES & SPECS

(Payable in U.S. funds only)

PRINT DISPLAY ADS

Advertising Rates - Gross

	B/W	2-color	4-color
Full page	\$5,030	\$5,670	\$6,900
2/3 page	3,700	4,110	5,010
1/2 page	2,780	3,300	4,010
1/3 page	1,840	2,250	2,750
1/4 page	1,410	1,740	2,140
1/5 page	1,200	1,420	1,740
1/6 page	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	\$4,527	\$5,103	\$6,210
2/3 page	3,330	3,699	4,509
1/2 page	2,502	2,970	3,609
1/3 page	1,656	2,025	2,475
1/4 page	1,269	1,566	1,926
1/5 page	1,080	1,278	1,566
1/6 page	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! Discount applies to 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 only 10,870
- Inside back cover, full page, 4-color only 14,450
- Outside back cover, full page, 4-color only 17,470
- Two page spread, 4-color 12,200
- "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 only 9,783
- Inside back cover, full page, 4-color only 13,005
- Outside back cover, full page, 4-color only 15,723
- Two page spread, 4-color 10,980
- "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" 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: 8³/₈ x 10⁷/₈, 4-color, 704 pages (approx.)

- ✓ 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

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 imagesetting output.

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

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 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.

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 1/8 x 10 1/16
Trim size	8 1/8 x 10 1/8
Bleed size	8 1/8 x 11 1/8

The MILEPOST Sales



ALASKA

John Lunn
 Publisher
 mobile/text
 (907) 313-9110
 john.lunn@morris.com

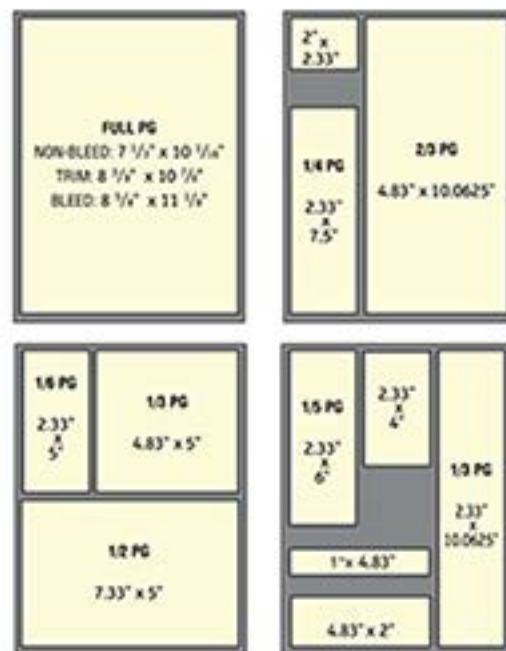
Fairbanks & North Pole, Steese, Elliott & Dalton highways, Southeast Alaska, Anchorage, Girdwood, Whittier, Eagle River, Mat-Su, Interior Alaska, Prince William Sound-Cordova-Valdez, Kenai Peninsula, Halibut Cove, Seldovia & Kodiak



CANADA

Annemarie Rindt
 Canadian Representative
 mobile/text
 (250) 727-8305
 anne.rindt@gmail.com

Yukon, British Columbia, Alberta, Northwest Territories



The
MILEPOST

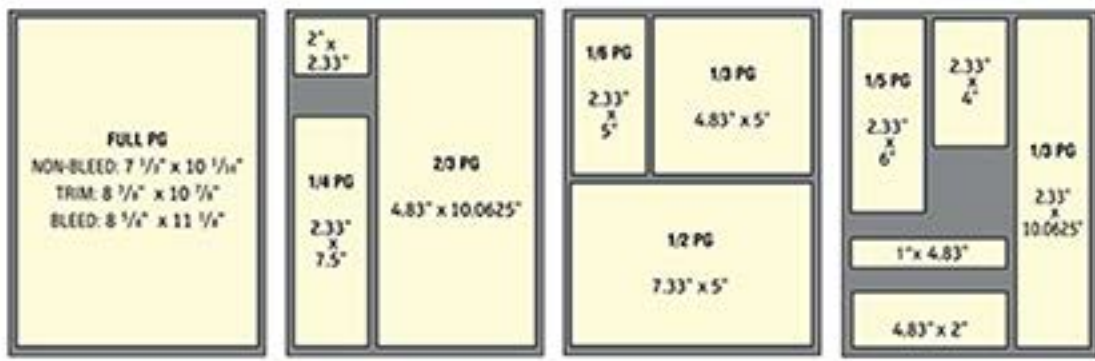
Online: www.themilepost.com

@themilepost



Member of the **M** Morris Media Network

Ad Size with columns wide	Actual Dimensions	Cost			
4 Color Ads			2 Color Ads		
4 Color Full Page Bleed	8-5/8" wide by 11-1/8" high	\$6,900.00	2Color 3C x 10" Full page Bleed	8-5/8" wide by 11-1/8" high	\$5,670.00
4 Color Full Page non-bleed	7-1/3" wide by 10-1/16" high	\$6,900.00	2Color 2C x 10" (2/3 page)	4.83" wide by 10" high	\$4,110.00
4 Color Full Page Trim	8-3/8" wide by 10-7/8" high	\$6,900.00	2Color 2C x 7.5" (1/2 page)	4.83" wide by 7.5" high	\$3,300.00
4 Color 2C x 10" (2/3 page)	4.83" wide by 10" high	\$5,010.00	2 Color 3C x 5" (1/2 page)	7.33" wide by 5" high	\$3,300.00
4 Color 3C x 7"	7.33" wide by 7" high	\$5,010.00	2Color 2C x 5" (1/3 page)	4.83" wide by 5" high	\$2,250.00
4 Color 2C x 7.5" (1/2 page)	4.83" wide by 7.5" high	\$4,010.00	2Color 2C x 4"	4.83" wide by 4" high	\$1,740.00
4 Color 3C x 5" (1/2 page)	7.33" wide by 5" high	\$4,010.00	2Color 2C x 3" (1/5 page)	4.83" wide by 3" high	\$1,420.00
4 Color 2C x 6"	4.83" wide by 6" high	\$3,200.00	2Color 1C x 5" (1/6 page)	2.33" wide by 5" high	\$1,240.00
4 Color 1C x 10" (1/3 page)	2.33" wide by 10" high	\$2,750.00	2Color 2C x 2.5" (1/6 page)	4.83" wide by 2.5" high	\$1,240.00
4 Color 2C x 5" (1/3 page)	4.83" wide by 5" high	\$2,750.00	2Color 1C x 4"	2.33" wide by 4" high	\$1,010.00
4 Color 3C x 3.33" (1/3 page)	7.33" wide by 3.33" high	\$2,750.00	2Color 2C x 2" (4" ad)	4.83" wide by 2" high	\$1,010.00
4 Color 3C x 3"	7.33" wide by 3" high	\$2,750.00	2Color 1C x 3.5	2.33" wide by 3.5" high	\$900.00
4 Color 2C x 4"	4.83" wide by 4" high	\$2,600.00	2Color 2C x 1.75"	4.83" wide by 1.75" high	\$900.00
4 Color 1C x 7.5 (1/4 page)	2.33" wide by 7.5 high	\$2,140.00	2Color 1C x 3" (3"ad)	2.33" wide by 3" high	\$820.00
4 Color 2C x 3.75" (1/4 page)	4.83" wide by 3.75" high	\$2,140.00	2Color 2C x 1.5" (3"ad)	4.83" wide by 1.5" high	\$820.00
4 Color 3C x 2.5" (1/4 page)	7.33" wide by 2.5" high	\$2,140.00	2Color 1C x 2" (2"ad)	2.33" wide by 2" high	\$650.00
4 Color 2C x 3.5"	4.83" wide by 3.5" high	\$2,000.00	2Color 2C x 1" (2"ad)	4.83" wide by 1" high	\$650.00
4 Color 1C x 6" (1/5 page)	2.33" wide by 6" high	\$1,740.00			
4 Color 2C x 3" (1/5 page)	4.83" wide by 3" high	\$1,740.00	1 Color or Black and White		
4 Color 3C x 2" (1/5 page)	7.33" wide by 2" high	\$1,740.00	1 Color 3C x 10" (Full page) Bleed	8-5/8" wide by 11-1/8" high	\$5,030.00
4 Color 1C x 5" (1/6 page)	2.33" wide by 5" high	\$1,490.00	1 Color 2C x 10" (2/3 page)	4.83" wide by 10" high	\$3,700.00
4 Color 2C x 2.5" (1/6 page)	4.83" wide by 2.5" high	\$1,490.00	1 Color 3C x 5" (1/2 page)	7.33" wide by 5" high	\$2,780.00
4 Color 1C x 4" (4" ad)	2.33" wide by 4" high	\$1,240.00	1 Color 2C x 5" (1/3 page)	4.83" wide by 5" high	\$1,840.00
4 Color 2C x 2" (4" ad)	4.83" wide by 2" high	\$1,240.00	1 Color 2C x 3.75" (1/4page)	4.83" wide by 3.75" high	\$1,410.00
4 Color 1C x 3" (3" ad)	2.33" wide by 3" high	\$1,060.00	1 Color 1C x 6" (1/5 page)	2.33" wide by 6" high	\$1,200.00
4 Color 2C x 1.5" (3" ad)	4.83" wide by 1.5" high	\$1,060.00	1 Color 1C x 5" (1/6 page)	2.33" wide by 5" high	\$1,000.00
4 Color 1C x 2" (2" ad)	2.33" wide by 2" high	\$900.00	1 Color 2C x 2" (4"ad)	4.83" wide by 2" high	\$830.00
4 Color 2C x 1" (2" ad)	4.83" wide by 1" high	\$900.00	1 Color 1C x 4" (4"ad)	2.33" wide by 4" high	\$830.00
4 Color 1C x 1"	2.33" wide by 1" high	\$800.00	1 Color 1C x 3.5"	2.33" wide by 3.5" high	\$730.00
			1 Color 1C x 3" (3" ad)	2.33" wide by 3" high	\$630.00
			1 Color 2C x 1.5"	4.83" wide by 1.5" high	\$630.00
			1 Color 1C x 2.5"	2.33" wide by 2.5" high	\$520.00
			1 Color 1C x 2" (2" ad)	2.33" wide by 2" high	\$470.00
			1 Color 2C x 1"	4.83" wide by 1" high	\$470.00
			1 Color 1C x 1.5"	2.33" wide by 1.5" high	\$420.00
			1 Color 1C x 1" (1" ad)	2.33" wide by 1" high	\$370.00
Log Ads					
\$5.50 per word, minimum 50 words					
Log Photos 1" Black and White		\$250.00			
Log Photos 1-1/2" Black and White		\$325.00			
Log Photos 1-1/2" Color		\$515.00			



Color processing notice

CMYK color output is required for all print ads. Files must be set to output as Process Separation in the Edit Color menu. All spot color ads must be process screen builds (CMYK).