

2024

# Advertise in the FUR RONDY GUIDE



## Put your business in front of thousands of Rondy Revelers— locals and visitors alike!

Ads are placed in the printed version of the Rondy Guide, a copy of which is made available digitally on the furrondy.net website. No online advertising is included or offered.

**Fur Rondy is February 22 - March 3, 2024**

**Publication Date: Sunday, Feb 11, 2024**

**Space Reservation Deadline: Monday, December 18, 2023**

**Camera-ready Deadline: Friday, December 29, 2023**

Files must be at least 300 dpi in CMYK PDF file format with fonts embedded.



**Greater Anchorage, Inc.**

Corner of 4th Ave & D St.

400 D Street, Suite 110

Anchorage, AK 99501

(907) 274-1177 office

(907) 277-2199 fax

marketing@furrondy.net

### Advertising Rates and Sizes

#### Premium Placements (check one)

Back Cover	8.25" W x 10.625" H (w/ .25" bleed)	\$4,500
Inside Back Cover	8.25" W x 10.625" H (w/ .25" bleed)	\$4,000
Inside Front Cover	8.25" W x 10.625" H (w/ .25" bleed)	\$4,000
Page 2	7.75" W x 9.8" H	\$4,000

#### Standard Placements (check one)

Full Page	7.75" W x 9.8" H	\$3,200
1/2 Page Horizontal	7.75" W x 4.8" H	\$1,800
1/2 Page Vertical	3.75" W x 9.8" H	\$1,800
1/4 Page	3.75" W x 4.8" H	\$1,100
1/8 Page	3.75" W x 2.25" H	\$600

Space Deadline Oct 1

Early Bird Rates

\$3,000

\$1,600

\$1,600

\$1,000

\$500

**TOTAL:**

**Name of Advertiser:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

AGREEMENT: I understand that a code of ethical conduct and all consumer protection and truth in advertising laws apply to Anchorage Fur Rondy and therefore to myself as an advertiser in the Official Fur Rondy Guide. Rondy reserves the right to reject any advertising it deems inappropriate for the Official Fur Rondy Guide. I further understand that space is reserved on a first-come, first-served basis and cannot be reserved until payment in full is received.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

TERMS NET 10 DAYS: Advertiser will be held liable to publisher. In the event of nonpayment, Agency and Advertiser shall also be liable for all collection expenses, including attorney's fees. The terms of the Guide's current rate sheet are incorporated herein by reference to the extent they do not conflict with these terms. These terms may not be altered in any way without the written consent of Fur Rondy.