



# Media Guide

The Mat-Su Valley Frontiersman is simply the best source of news in, about, and for the Matanuska–Susitna (Mat-Su) Valley. This award-winning community newspaper publishes thrice-weekly and has served since 1947 as not only the first place the Valley turns for local news, but also as an important community partner. The Valley continues to grow faster than any other Alaska community, and the Mat-Su Valley Frontiersman is growing with it.

The Mat-Su Valley Frontiersman is produced by local people for local people, and its connection to this community runs deep. With a large and ever-expanding readership plus a level of brand recognition unmatched in this region, the Mat-Su Valley Frontiersman is the best, most cost-effective way to communicate with the people of the Mat-Su.

Our professional staff is committed to top quality customer service and to ensuring your experience with the Mat-Su Valley Frontiersman will be a pleasant part of your business's success.

# Overview

As the only community newspaper serving the rapidly growing Mat-Su Valley, the Mat-Su Valley Frontiersman has its work cut out for it. We have risen to the challenge by expanding or maintaining our editorial and advertising teams at a time when many other newspapers are having to cut back. Our success is due to two key factors:

## 1. The phenomenal growth of the Valley is continuing.

According to the Alaska State Department of Labor and Workforce Development, only Anchorage and Fairbanks have larger populations than the Mat-Su Borough. The Valley's population has grown by 42 percent since 2000, as compared to 9 percent for Anchorage and 10 percent statewide. As of 2009 there were 84,314 people living in the Valley. That number is expected to increase to 108,000 by 2019.

## 2. We maintain an acute focus on local news and events.

We report news that directly impacts Valley people. We dedicate our energy and resources to what community newspapers do best: serving the local community.



For Information or  
To Advertise Call  
907.352.2250  
5751 E Mayflower Court  
Wasilla, AK 99654

# Opportunities

## Advertising Opportunities

Your business or organization is unique, and our advertising sales executives are eager to put together a proposal especially tailored to your needs. Here are just some of the opportunities we can bring you:

- Display ads in the Mat-Su Valley Frontiersman and Valley Sun
- Online advertising at Frontiersman.com
- Special sections throughout the year with niche editorial content
- Special pages
- Inserts and flyers
- Front page sticky notes
- Front page banner advertising

## Distribution

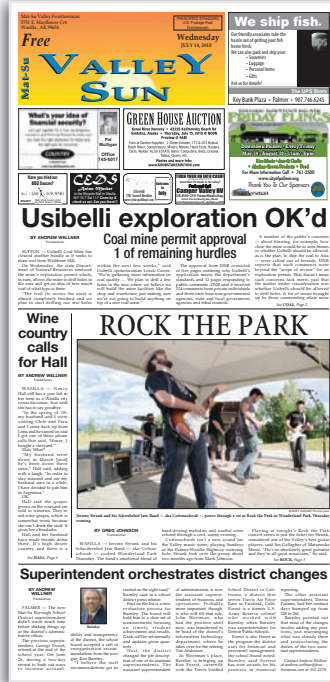
The Mat-Su Valley Frontiersman is a paid-distribution thrice-weekly newspaper audited by the ABC (Audit Bureau of Circulation) and published on Tuesdays, Fridays and Sundays. We also publish the Valley Sun every Wednesday; this is a free publication with local content distributed at no charge throughout the Valley.

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# Valley Sun

The Valley Sun is a free publication distributed on Wednesdays at more than 100 locations around the Valley.

The Valley Sun is the perfect compliment to your Mat-Su Valley Frontiersman advertising campaign; the combination buy delivers your advertising message to 31,000+ readers throughout the Borough.



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# www.frontiersman.com

Frontiersman.com is one of the most visited web sites in Alaska, and online advertising is a very effective way to promote your business. Online ads are a terrific supplement to your print campaign, helping you reach the entire Valley audience. They also stand well on their own.

Average Monthly Visitors	125,000+
Average Monthly Pageviews	400,000+



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# Location

## Local Towns and Cities

The Matanuska-Susitna Borough is centrally located to many communities in Alaska.

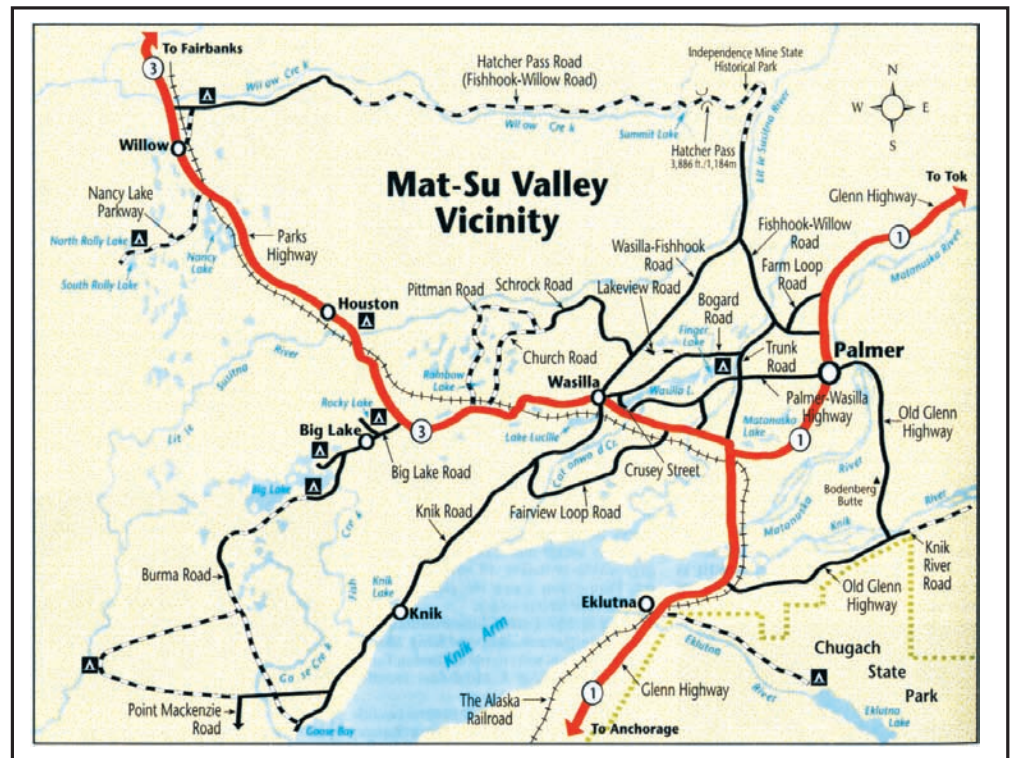
Anchorage 37 miles

Kenai 101 miles

Fairbanks 229 miles

Eagle River 24 miles

Glennallen 120 miles



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# Major Businesses



Walgreens



Home Depot



Sports Authority



Wal-Mart



Chili's



Red Robin



Lowe's



Fred Meyer



Target



Sportsman's Warehouse



Mat-Su Regional  
Medical Center

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# Commuters



**Valley residents pack the Glenn Highway on their daily commute to Anchorage.**

According to the Alaska State Department of Labor, nearly one third of Mat-Su Borough residents commute to Anchorage for work. This heavy daily travel results in Valley residents spending substantial amounts of money in Anchorage for a variety of goods and services.

In addition, Valley residents who do not work in Anchorage travel there frequently for shopping, entertainment, health care and more. It makes economic sense for Anchorage businesses to communicate with Valley residents by advertising in the Mat-Su Valley Frontiersman and online at [Frontiersman.com](http://Frontiersman.com).

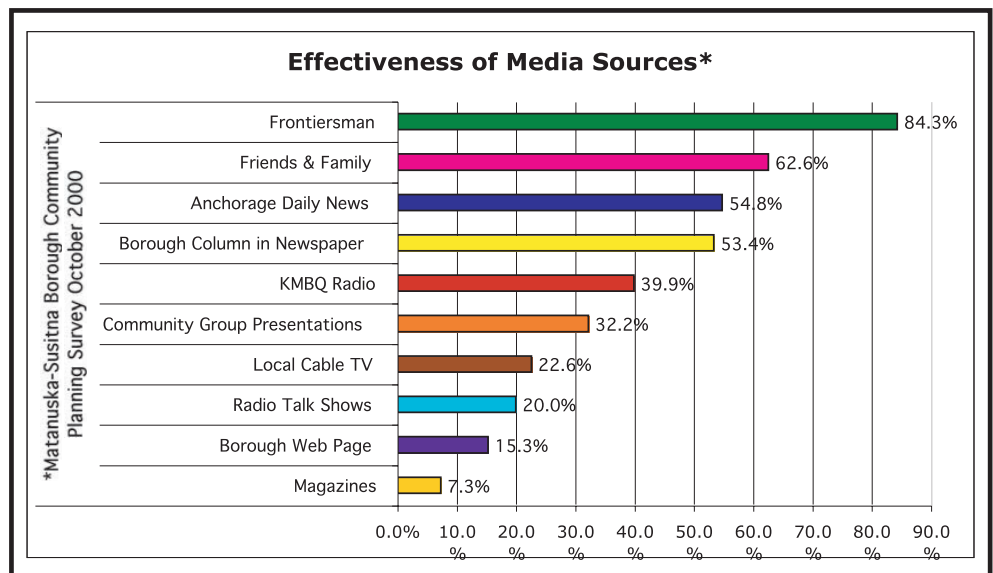
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# Circulation

For the best, most comprehensive local news coverage, no one does it better than the Mat-Su Valley Frontiersman.

When you want to reach the Valley market, there is only one newspaper that delivers the largest audience - the Mat-Su Valley Frontiersman. With 11,000+ readers, your advertising message hits home with Valley decision makers. Our Valley Sun publication reaches an additional 20,000+ readers weekly, and our website, Frontiersman.com, gets 400,000+ pageviews monthly.



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# Editorial Features

**Sundays** Business  
Valley Life

**Tuesdays** Outdoors  
Schools  
World of Wonder

**Fridays** Health

**Every Day** Comics  
Entertainment  
Opinion  
Police Beat  
Faith  
Sports  
Obituaries



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# Advertising Specs

ROP Display Ad Sizes	1 column	1.595"
	2 column	3.301"
	3 column	5.007"
	4 column	6.713"
	5 column	8.419"
	6 column	10.125"

Classified Display Sizes	1 column	1.046"
	2 column	2.180"
	3 column	3.317"
	4 column	4.452"
	5 column	5.588"
	6 column	6.723"
	7 column	7.859"
	8 column	8.994"
	9 column	10.125"

Full page build height is 21.25".

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability of other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issues or the refund of any monies paid for the advertisement.

The advertiser/ or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patent or proprietary rights or violation of rights of privacy resulting from the publication of advertiser's advertisements.

All pricing includes production charges. If submitting camera-ready ads, please send PDF file format with the fonts and images embedded, with a minimum resolution of 300 dpi. Please e-mail questions and/or ads to: [advertising@frontiersman.com](mailto:advertising@frontiersman.com). We reserve the right to reject any advertisement. Prepayment on all advertising is required until credit application is approved. Reduced contract pricing, classified pricing and color pricing is available. Prepayment of political advertising is always required.

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## 2011 Rate Card

Open Rate				
1st \$26.00 - 2nd \$13.00 - 3rd \$9.00				
Col	Width	Height	Price	
<b>Full</b>	6	10.125" x 21.25"	\$3,315.00	
2nd p/u			\$1,657.50	
3rd p/u			\$1,147.50	
<b>Half</b>	6	10.125" x 10.5"	\$1,638.00	
2nd p/u			\$819.00	
3rd p/u			\$567.00	
<b>1/4</b>	3	5.007" x 10.5"	\$819.00	
2nd p/u			\$409.00	
3rd p/u			\$283.50	
<b>1/6</b>	3	5.007" x 7"	\$546.00	
2nd p/u			\$273.00	
3rd p/u			\$189.00	
<b>1/8</b>	3	5.007" x 5"	\$390.00	
2nd p/u			\$195.00	
3rd p/u			\$135.00	
<b>2x2</b>	2	3.301" x 2"	\$104.00	
2nd p/u			\$52.00	
3rd p/u			\$36.00	

Classified Display	
Open Rate Per Column Inch	
<b>Weekly Combo</b> (Includes Frontiersman 3x Weekly, Valley Sun, Arctic Warrior, and Anchorage Press)	\$ 35.00
<b>Local Only</b> Frontiersman 3x Weekly Plus Valley Sun	\$ 29.00
Frontiersman Tuesday Only Plus Valley Sun	\$ 25.00
Frontiersman Only Friday OR Sunday	\$ 20.00
25% Discount for Annual Agreement 10% Discount for 6 Month Agreement	

Discounted Rates With Annual Agreement						
	\$3000	\$8000	\$20,000	\$39,000	\$79,000	\$100,000
<b>1st Ad in Week</b>	\$ 21.48	\$ 20.15	\$ 18.82	\$ 17.60	\$ 15.20	\$ 12.55
<b>2nd Pick Up</b>	\$ 10.74	\$ 10.08	\$ 9.42	\$ 8.81	\$ 7.60	\$ 6.28
<b>3rd Pick Up</b>	\$ 7.52	\$ 7.05	\$ 6.59	\$ 6.16	\$ 5.33	\$ 4.40

Color	
<b>1" to 30"</b>	\$4.50 per inch
<b>31" to 60"</b>	\$270.00
<b>61" +</b>	\$400.00

Deadlines		
Edition	Space Reservation	Final Ad
Sunday	Wed. 5pm	Fri. Noon
Tuesday	Thurs. 5pm	Mon. Noon
Friday	Tues. 5pm	Thurs. Noon
Valley Sun	Thurs. 5pm	Fri. Noon

**Anniversary/Grand Opening Specials and Front Page Banner Ads Available**  
Ask account executive for details

**Guaranteed placement: add 15%**  
Non-profits (501c3): 25% discount on ad space

**1/2 Page**  
10.125" x 10.5"

**Full Page**  
10.125" x 21.25"

**2x2**  
3.3" x 2"

**1/4 Page**  
5.007" x 10.5"

**1/8 Page**  
5.007" x 5.5"

**1/6 Page**  
5.007" x 7"

Retail				Classified	
Size	Dimensions	Col.	Width	Col.	Width
Full	10.125" x 21.25	1	1.595"	1	1.046"
Half	10.125" x 10.5"	2	3.301"	2	2.18"
1/4	5.007" x 10.5"	3	5.007"	3	3.317"
1/6	5.007" x 7"	4	6.713"	4	4.452"
1/8	5.007" x 5.5"	5	8.419"	5	5.588"
2x2	3.3" x 2"	6	10.125"	6	6.723"
				7	7.859"
				8	8.994"
				9	10.125"

## Production Specs:

Accepted formats: PDF, high-quality JPEG, TIFF  
Images: Minimum 200 dpi at print size  
PDFs: If possible, please distill/export as PDF/X-1a:2001 standard.  
Color: CMYK or Grayscale only. Please convert RGB or spot colors.  
All black text should be: C0 M0 Y0 K100

## Inserts

Annually Tab/Std	Open	12+	24+	36+	52+	WE PRINT QTY	Frontiersman	Valley Sun	Both	Overruns
Price Per Thousand						Price Per Thousand				
4-12 / 2-6	\$80.00	\$74.26	\$68.96	\$63.65	\$58.35	1 Side Black Ink	\$94	\$94	\$82	\$41
16-24 / 8-12	\$82.00	\$76.35	\$71.05	\$65.79	\$60.49	White Paper				
28-36 / 14-18	\$84.00	\$78.45	\$73.19	\$67.89	\$62.58	2 Sides Black Ink	\$104	\$104	\$96	\$61
40-48 / 20-24	\$86.00	\$80.64	\$75.33	\$70.03	\$64.72	White Paper				
52-60 / 26-30	\$88.00	\$92.93	\$77.42	\$72.12	\$66.81					

The screenshot shows the Frontiersman website layout with several advertising opportunities highlighted:

- Top Tile:** Located at the top right of the page, above the main navigation bar.
- Banner:** Located below the Top Tile, spanning the width of the page.
- Weather Bug:** Located on the right side of the page, below the Banner.
- Big Box:** Located on the right side of the page, below the Weather Bug.
- Side Rail:** Located on the right side of the page, below the Big Box.
- Bottom Tile:** Located at the bottom of the page, below the Side Rail.

Top Tile  
200 x 90 px

Banner  
728 x 90 px

Weather Bug  
88 x 31 px

Big Box  
300 x 250 px

Side Rail  
300 x 600 px

Bottom Tile  
120 x 90 px

Your Online Ad  
Appears on our Site....

Gain visibility on the Valley's #1  
credible online news resource.  
125,000+ visitors monthly!

Online Advertising is one of the  
most effective means of  
promoting your business. For a  
minimal investment, online ads  
are the best way to get your  
message across, driving traffic  
to your site and business,  
working best as a brand  
awareness tool.

Frontiersman.com is a leading website  
reaching the Valley's local population  
with more than 400,000 page views  
per month. Expand your reach and  
gain visibility by linking your ad to  
your company's website.

To advertise call 352-2250 or email  
[advertising@frontiersman.com](mailto:advertising@frontiersman.com)



Banner & Box Ads Open Rate	CPM	Weekly 5,000 Imp	CPM	Weekly 7,500 Imp	CPM	Weekly 10,000 Imp	CPM	Weekly 15,000 Imp
	\$18.40	\$92.00	\$17.86	\$134	\$16.00	\$145.00	\$14.33	\$215.00
52 Week Agreement	\$11.04	\$55.20	\$10.72	\$ 80.40	\$ 9.90	\$ 99.00	\$ 8.6 0	\$129.00
26 Week Agreement	\$14.72	\$73.60	\$14.29	\$ 107.20	\$12.92	\$129.25	\$11.46	\$172.00
13 Week Agreement	\$16.56	\$82.80	\$16.08	\$120.60	\$14.30	\$143.00	\$12.90	\$193.50

Additional impressions above 15,000 weekly available at \$40/week per 5,000 based on availability.

Top Tile/Weather Bug Open Rate	CPM	Weekly 5,000 Imp	CPM	Weekly 7,500 Imp	CPM	Weekly 10,000 Imp	CPM	Weekly 15,000 Imp
	\$14.00	\$70.00	\$13.06	\$98.00	\$12.00	\$120.00	\$10.00	\$140.00
52 Week Agreement	\$8.40	\$42.00	\$7.84	\$ 58.80	\$ 7.20	\$ 72.00	\$ 5.60	\$84.00
26 Week Agreement	\$11.20	\$56.00	\$10.45	\$ 78.40	\$9.60	\$96.00	\$7.46	\$112.00
13 Week Agreement	\$12.60	\$63.00	\$11.76	\$ 88.20	\$10.80	\$108.00	\$8.40	\$126.00

Additional impressions above 15,000 weekly available at \$40/week per 5,000 based on availability.

Middle Rail Open Rate	CPM	Weekly 5,000 Imp	CPM	Weekly 7,500 Imp	CPM	Weekly 10,000 Imp	CPM	Weekly 15,000 Imp
	\$15.40	\$77.00	\$14.40	\$108.00	\$12.90	\$129.00	\$10.33	\$155.00
52 Week Agreement	\$ 9.24	\$ 46.20	\$ 8.62	\$ 64.68	\$ 7.74	\$ 77.40	\$ 6.20	\$93.00
26 Week Agreement	\$12.32	\$ 61.60	\$11.49	\$ 86.24	\$10.32	\$103.20	\$ 8.26	\$124.00
13 Week Agreement	\$13.86	\$ 69.30	\$12.93	\$ 97.02	\$11.61	\$116.10	\$ 9.30	\$139.50

Additional impressions above 15,000 weekly available at \$40/week per 5,000 based on availability.

Bottom Tile Open Rate	CPM	Weekly 5,000 Imp	CPM	Weekly 7,500 Imp	CPM	Weekly 10,000 Imp	CPM	Weekly 15,000 Imp
	\$10.00	\$50.00	\$ 9.33	\$ 70.00	\$9.00	\$90.00	\$8.66	\$130.00
52 Week Agreement	\$ 3.00	\$30.00	\$ 5.60	\$ 42.00	\$ 5.40	\$54.00	\$ 5.20	\$78.00
26 Week Agreement	\$ 4.00	\$40.00	\$ 7.46	\$ 56.00	\$ 7.20	\$72.25	\$ 6.93	\$104.00
13 Week Agreement	\$ 4.50	\$45.00	\$ 8.40	\$ 63.00	\$ 8.10	\$81.00	\$ 7.80	\$117.00

Additional impressions above 15,000 weekly available at \$40/week per 5,000 based on availability.

#### e-Newsletter (Site Update and Breaking News Alerts)

	Button	Banner	Big Box
52 Week Agreement	\$28.00 Per Week	\$42.00 Per Week	\$56.00 Per Week
26 Week Agreement	\$38.00 Per Week	\$57.00 Per Week	\$71.00 Per Week
13 Week Agreement	\$45.00 Per Week	\$67.50 Per Week	\$81.50 Per Week
4 Week Agreement	\$50.00 Per Week	\$75.00 Per Week	\$89.00 Per Week

(Daily site update e-newsletters and Breaking News Alerts as warranted)