



PREPRINT INSERTS

- Prices based on weight
- Full run quantities
- Tabloid size must be quarter folded, not to exceed a folded size of 7¼" x 11¾"
- Must not have permit numbers or bulk rate stamps, per postal regulations
- Additional charges may apply for zoned mailings

OUNCES	PER 1000
0.00-1.0	\$110.00
1.01-1.5	\$127.50
1.51-2.0	\$145.00
2.01-2.5	\$162.50
2.51-3.0	\$180.00
3.01-3.5	\$197.50
3.51-4.0	\$215.00

Anything over 4 oz. must be separately quoted.



**FRONT PAGE DIGITAL
STICKER ADS
AVAILABLE**
Ask your rep for pricing.

TOTAL DISTRIBUTION OVER
92,000



GREAT LANDERS
DIRECT MAILED MONTHLY

DISPLAY ADVERTISING

The GreatLander Publications are 4-column tabloids with modular ad sizes.
All prices quoted are per publication per month.

AD RATES

Bushmailer/Mat-Su Valley

DOUBLE TRUCK (2-page spread)

Size..... 21¼"w x 12¼"h
Full Process Color Rate \$3500.00

BACK COVER

Size..... 9¾"w x 12¼"h
Full Process Color Rate \$2000.00

FULL PAGE

Size..... 9¾"w x 12¼"h
Black & White Rate \$1100.00
Full Process Color Rate \$1550.00

HALF PAGE

Size, Horizontal 9¾"w x 6"h
Size, Vertical..... 4¾"w x 12¼"h
Black & White Rate \$775.00
Full Process Color Rate \$1050.00

QUARTER PAGE

Size 4¾"w x 6"h
Black & White Rate \$400.00
Full Process Color Rate \$540.00

EIGHTH PAGE

Size..... 4¾"w x 2¾"h
Black & White Rate \$250.00
Full Process Color Rate \$300.00

Add 15% for Guaranteed Placement

Add 25% for Premium Placement

AD SIZES

Bushmailer/Mat-Su Page Sample

Quarter Page 4¾"w x 6"h	Half Page Vertical 4¾"w x 12¼"h	Quarter Page 4¾"w x 6"h	Eighth Pg. 4¾"w x 2¾"h
		Quarter Page 4¾"w x 6"h	Eighth Pg. 4¾"w x 2¾"h
Quarter Page 4¾"w x 6"h		Half Page Horizontal 9¾"w x 6"h	

Full Page: 9¾"w x 12¼"h

Doubletruck: 21¼"w x 12¼"h

**Ask About our
Frequency Discounts**



MECHANICAL SPECIFICATIONS

All GreatLander publications are printed on Electra-Brite 32#/72 newsprint using web offset printing. The following specifications should be used when preparing files for print.

ACCEPTED MEDIA We accept files on CD, DVD, flash drive, via e-mail, Dropbox, or through our FTP site. See our website (www.greatlander.com) for instructions.

FILE FORMAT GreatLander requests that all documents be submitted in PDF format. When creating a PDF please embed all fonts and turn Color Management OFF. Color images should be saved as CMYK.

Although we strongly encourage PDF file submissions, we will accept working files created on Macintosh or IBM using one or more of the following applications: Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.

If you must send working files, all supporting fonts and image files MUST be included!



• GreatLander Bushmailer over 44,000 households



• GreatLander Mat-Su Valley over 40,000 households

TERMS & CONDITIONS

JOINT LIABILITY - Advertiser and agency are held jointly and separately responsible for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 90 days after billing may be rebilled directly to the advertiser.

CREDIT TERMS- Net 30 days. 1% monthly interest charged on unpaid balance over 60 days. First-time advertisers must pre-pay first insertion. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the balance. We accept VISA, MasterCard, and Amex.

PUBLISHER'S PROTECTIVE CLAUSE- Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising.

COPY- All advertising must be in good taste as to form, subject matter, wording, size, artwork and typography. Advertising that is considered offensive, misleading or detrimental to the public, the GreatLander or another Advertiser, may be refused for publication. The Advertiser assumes full liability for the content of all ads authorized for publication and for any claims that arise therefrom which may be made against the Publisher.

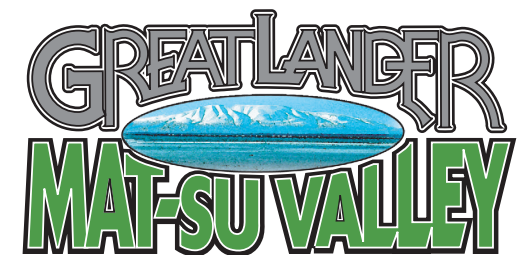
PLACEMENT- Publisher will make no adjustments, re-runs or refunds because of the position in which ROP ads have been published.

OMISSION & ERROR- The Publisher accepts no financial responsibility for typographical and human errors. All care and diligence are used to prevent omission of an ad or any part of an ad.

GREATLANDER RATE CARD

EFFECTIVE JANUARY 2024

The GreatLander Bushmailer & Mat-Su Valley are monthly tabloid publications, direct-mailed to homes and businesses throughout Alaska. Combined circulation is over 124,000.



TOLL FREE

Phone: (907) 274-0611

Fax: (907) 272-2105

1-888-746-7452

Email: info@greatlander.com

GREATLANDER PUBLICATIONS

(a subsidiary of Anchorage Printing)

3110 Spenard Road • Anchorage, AK 99503

www.greatlander.com



PREPRINT INSERTS

GROSS RATES

- Prices based on weight
- Full run quantities
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OUNCES	PER 1000
0.00-1.0	\$126.50
1.01-1.5	\$147.00
1.51-2.0	\$167.00
2.01-2.5	\$187.00
2.51-3.0	\$207.00
3.01-3.5	\$227.00
3.51-4.0	\$247.00
Anything over 4 oz. must be separately quoted.	

FRONT PAGE DIGITAL STICKER ADS
AVAILABLE

Ask your rep for pricing.

TOTAL DISTRIBUTION OVER
92,000



GREATLANDERS
DIRECT MAILED MONTHLY

AGENCY DISPLAY ADVERTISING

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AGENCY AD RATES

Bushmaler/Mat-Su Valley Gross Rates

DOUBLE TRUCK (2-page spread)

Size..... 21¼"w x 12¼"h
Full Process Color Rate \$4025

BACK COVER

Size..... 9⅞"w x 12¼"h
Full Process Color Rate \$2300.00

FULL PAGE

Size..... 9⅞"w x 12¼"h
Black & White Rate \$1265.00
Full Process Color Rate \$1782.50

HALF PAGE

Size, Horizontal 9⅞"w x 6"h
Size, Vertical..... 4⅞"w x 12¼"h
Black & White Rate \$891.25
Full Process Color Rate \$1207.50

QUARTER PAGE

Size 4⅞"w x 6"h
Black & White Rate \$460.00
Full Process Color Rate \$621.00

EIGHTH PAGE

Size..... 4⅞"w x 2⅞"h
Black & White Rate \$287.50
Full Process Color Rate \$345.00

Add 15% for Guaranteed Placement

Add 25% for Premium Placement

AD SIZES

Bushmaler/Mat-Su Page Sample

Quarter Page 4⅞"w x 6"h	Half Page Vertical 4⅞"w x 12¼"h	Eighth Pg. 4⅞"w x 2⅞"h
		Eighth Pg. 4⅞"w x 2⅞"h
Quarter Page 4⅞"w x 6"h	Half Page Horizontal 9⅞"w x 6"h	

Full Page: 9⅞"w x 12¼"h

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DISCOUNTS

15% Agency Discount
Applied to Recognized
Agency Placement



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• GreatLander Bushmailer over 44,000 households



• GreatLander Mat-Su Valley over 40,000 households

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15% commission to recognized advertising agencies. Agencies must supply suitable camera-ready reproduction materials to earn commission.

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www.greatlander.com



DISTRIBUTION LIST

CURRENT CIRCULATION IS OVER 41,000 IN 226 RURAL COMMUNITIES

TOTAL GL BUSHMAILERS SENT TO EACH ZIP CODE:

997's ▸ **12,295**

996's ▸ **20,381**

995's ▸ **8,586**

ZIP CODE 997

ALLAKAKET	KOBUK
AMBLER	KOTZEBUE
ANUKTUVUK PASS	KOYUK
ANDERSON	KOYUKUK
ARCTIC VILLAGE	LAKE MINCHUMINA
ATQASAK	LITTLE DIOMEDE
BARROW	MANLEY
BEAVER	MENTASTA LAKE
BETTLES	MINTO
BIRCH CREEK	NENANA
BORDER	NOATAK
BREVIQ MISSION	NOME
BUCKLAND	NOORVIK
CANTWELL	NORTHWAY
CENTRAL	NUIQSUT
CHALKYITSIK	NULATO
CHICKEN	PAXSON
CHISANA	POINT HOPE
CIRCLE	POINT LAY
CLEAR	PRUDHOE BAY
COLDFOOT	RAMPART
DEERING	RUBY
DELTA JUNCTION	SAVOONGA
DENALI PARK	SELAWIK
DOT LAKE	SHAKTOOLIK
EAGLE	SHISHMAREF
ELIM	SHUNGNAC
FORT YUKON	STEVENS VILLAGE
GALENA	TANACROSS
GAMBELL	TANANA
GOLOVIN	TELLER
HEALY	TETLIN
HEALY LAKE	TOK
HUGHES	TWO RIVERS
HUSLIA	VENETIE
KAKTOVIK	WAINWRIGHT
KALTAG	WALES
KIANA	WHITE MOUNTAIN
KIVALINA	WISEMAN

ZIP CODE 996

AKHIOK	OUZINKIE
ALEXANDER CREEK	PEDRO BAY
ANDREAFSKY	PERRYVILLE
ATTU ISLAND	PILOT POINT
CHINIAC	PILOT STATION
DUTCH HARBOR	PITKAS POINT
FRITZ CREEK	PLATINUM
HOLY CROSS	POPE VANNOY
HOOPER BAY	PORT ALSWORTH
HOPE	PORT GRAHAM
IGIUGIG	QUINHAGAK
ILIAMNA	RED DEVIL
KALSKAG	RUSSIAN MISSION
KARLUK	SAINT MARYS
KASIGLUK	SAINT MICHAEL
KING COVE	SAINT PAUL ISLAND
KING SALMON	SAND POINT
KIPNUK	SCAMMON BAY
KODIAK	SWEARD
KOKHANOK BAY	SHAGELUK
KOTLIK	SKWENTNA
KWETHLUK	SLEETMUTE
KWIGILLINGOK	SOUTH NAKNEK
LARSEN BAY	STEBBINS
LEVELOCK	TAKOTNA
LIME VILLAGE	TALKEETNA
LOWER KALSKAG	TATITILEK
MANOKOTAK	TOGIAC
MCGRATH	TOKSOOK BAY
MEKORYUK	TRAPPER CREEK
MOUNTAIN VILLAGE	TULUKSAK
NAKNEK	TUNTUTULIAK
NAPAKIAK	TUNUNAK
NAWALEK	TYONEK
NEWHALEN	UGASHIK
NEW STUYAHOK	UNALAKLEET
NIGHTMUTE	UNALASKA
NIKOLAI	VALDEZ
NIKOLSKI	WHITTIER
NONDALTON	WILLOW
NUNAMIQUA	WOMENS BAY
NUNAPITCHUK	YAKUTAT
OLD HARBOR	

ZIP CODE 995

ADAK	EGEGIK
AKIACHAK	ERWOK
AKIAK	EMMONAK
AKUTAN	FALSE PASS
ALAKANUK	FLAT
ALEKNAGIK	GAKONA
ANIAK	GLENNALLEN
ANVIK	GOODNEWS BAY
ATKA	GRAYLING
ATMAUTLUAK	GULKANA
BETHEL	KOLIGANEK
CHEFORNAK	KONGIGANAK
CHENEGA BAY	MARSHAL
CHEVAK	MAY CREEK
CHIGNIK	MCCARTHY
CHIGNIK LAGOON	NAPASKIAK
CHIGNIK LAKE	NELSON LAGOON
CHITINA	NEWTOK
CHUATHBALUK	OSCARVILLE
CLARKS POINT	PORT HEIDEN
COLD BAY	PORT LIONS
COPPER CENTER	PORT MOLLER
CORDOVA	ST. GEORGE
CROOKED CREEK	SLANA
DILLINGHAM	STONY RIVER
E EK	TONSINA
	TWIN HILLS

To SEE
OUR PUBLICATIONS ONLINE
Go To:
WWW.GREATLANDER.COM





2024 DEADLINES

JANUARY 2024 ISSUE

Space Reservation / Submit Ad Copy.....Dec 11, 2023
Camera Ready or Final Approval.....Dec 19, 2023
Inserts must be received byDec 19, 2023

FEBRUARY ISSUE

Space Reservation / Submit Ad Copy..... Jan 12
Camera Ready or Final Approval.....Jan 23
Inserts must be received byJan 23

MARCH ISSUE

Space Reservation / Submit Ad Copy..... Feb 9
Camera Ready or Final Approval..... Feb 20
Inserts must be received by..... Feb 20

APRIL ISSUE

Space Reservation / Submit Ad Copy..... Mar 11
Camera Ready or Final Approval.....Mar 19
Inserts must be received byMar 19

MAY ISSUE

Space Reservation / Submit Ad Copy..... Apr 12
Camera Ready or Final Approval.....Apr 23
Inserts must be received byApr 23

JUNE ISSUE

Space Reservation / Submit Ad Copy..... May 10
Camera Ready or Final Approval..... May 21
Inserts must be received by May 21

JULY ISSUE

Space Reservation / Submit Ad Copy..... Jun 10
Camera Ready or Final Approval..... Jun 18
Inserts must be received by Jun 18

AUGUST ISSUE

Space Reservation / Submit Ad Copy..... Jul 12
Camera Ready or Final Approval.....Jul 23
Inserts must be received byJul 23

SEPTEMBER ISSUE

Space Reservation / Submit Ad Copy..... Aug 9
Camera Ready or Final Approval..... Aug 20
Inserts must be received by Aug 20

OCTOBER ISSUE

Space Reservation / Submit Ad Copy..... Sep 13
Camera Ready or Final Approval..... Sep 24
Inserts must be received by Sep 24

NOVEMBER ISSUE

Space Reservation / Submit Ad Copy..... Oct 13
Camera Ready or Final Approval..... Oct 22
Inserts must be received by Oct 22

DECEMBER ISSUE

Space Reservation / Submit Ad Copy.....Nov 11
Camera Ready or Final Approval..... Nov 19
Inserts must be received by Nov 19
(Dates subject to change for Thanksgiving)

JANUARY 2025 ISSUE

Space Reservation / Submit Ad Copy.....Dec 16, 2024
Camera Ready or Final Approval.....Dec 26, 2024
Inserts must be received by Dec 26, 2024



Phone: (907) 274-0611

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Email: leslie@greatlander.com

3110 Spenard Road · Anchorage, AK 99503