

ALCOHOL PRICE INDEX ADVERTISING OPPORTUNITIES

PURPOSE & DISTRIBUTION

PURPOSE – Alaska CHARR is developing the 2019-2020 edition of the Alcohol Price Index, which provides Alaska's 1,900+ licensees with alcoholic product pricing information.

This is a prime advertising opportunity if you have a product or service and would like to reach the 1,900 licensees in Alaska. Many licensees use the Alaska CHARR alcohol price index to develop their weekly orders. Once we receive your commitment, our graphic designer will work to develop any specifications or clarify any technical questions you may have. If bars, restaurants, and package stores buy your product this is a terrific chance to get your message out to licensees across the state.

The annual price index has an anticipated distribution date of the **third week of May** so we can get product pricing information to licensees for the busy summer season. This means we will need your current pricing information by **April 17th**.

DISTRIBUTION – We will run 2,500 copies. Alaska CHARR will pay for mailing of the brand index to all 1,900 licensees. Additionally we will provide participating distributors with 150 copies of the index for their sales force (additional copies will be available at no charge by request). We will also add the brand index to the Alaska CHARR website in a downloadable .PDF format that will be updated quarterly to reflect current pricing.

WHO WE ARE

- **Alaska CHARR** is the only statewide organization serving the hospitality industry, since 1964.
- With **Alaska CHARR** Affiliates established in Anchorage, Mat-su, Fairbanks, Kodiak, Ketchikan, Juneau/Lynn Canal, Sitka and the Kenai Peninsula, we strive to provide the Alaska hospitality industry with the most comprehensive representation.
- **Alaska CHARR** fights for your rights as a business owner in the hospitality industry, through lobbying on the local, state and national levels.
- **Alaska CHARR** has been providing the most widespread statewide alcohol server training program, since 1984, and continues to be dedicated to providing the best education for servers and sellers of beverage alcohol across the State with Training for Alcohol Professionals (TAP).
- **Alaska CHARR** provides certified food protection manager training using the nationally accredited food safety training, ServSafe® Food Safety Program.
- **Alaska CHARR** publishes the hospitality trade publication (Alaska CHARR Magazine®), distributed free of charge to over 1,800 licensees in the state. Alaska CHARR Magazine® keeps you informed about current events and issues affecting the hospitality industry.
- The **Alaska CHARR** Educational Fund, Inc. provides approximately \$30,000 in scholarships annually to students planning to pursue a career in Alaska's hospitality industry, raised through our annual Selman Golf Tournament, private donations, and pulltab & raffle sales.
- The **Alaska CHARR** Future Hospitality Leaders Program is the home of the Alaska ProStart program, a high school level school-to-career culinary management program, educating the future leaders of our industry.

PRICE LIST

Inside Front Cover

\$3,000.00

Inside Back Cover

\$3,500.00

Outside Back Cover

\$5,000.00

Full Color Advertisement

(limited quantity available)

\$1,250.00

Full Page Black and White Advertisement

\$450.00

Brand Index

cost of these pages divided equally between participating distributors

\$325.00

Price List Pages

\$325.00

SPECIFICATIONS

Full Page Bleed: 8.75" w x 11.25"h

Full Page Bleed (trim size): 8.5" w x 11"h

Full Page Live Area

(all important info within these parameters):

8" w x 10.5" h

Additional Distributor Info:

Distributors Live Area: 7.5" w x 10" h

(this size is also for the distributor's art specs for camera-ready art)

All art must be CMYK and sent in PDF press-ready format for Ads and BW and sent in PDF press-ready format for Distributors pages (PDF/X-3:2002 distiller settings or Press Ready PDF settings required)

Submission deadline of April 17, 2019

To view the 2018-2019 Alcohol Price Index, visit www.alaskacharr.com "PUBLICATIONS" page under the MEMBERSHIP tab.

To inquire on availability or reserve your space please contact Kirsten Dolan at **907.274.8133** or kdolan@alaskacharr.com

For more information on who we are and what Alaska CHARR does to serve Alaska's hospitality industry, visit us online at www.alaskacharr.com

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