



2012 Alaska Power Association Membership Directory

A full-color publication that provides information about the Alaska Power Association (APA), its members and resources. The directory will feature six sections, including information on the Alaska Power Association; ARECA Insurance Exchange; Active, Associate and Supporting Members; and Resources.

Ad Sizes and Rates*

COVER

Inside Front 4.625" W x 7.875" H	\$1,415
Inside Back 4.625" W x 7.875" H	\$1,290
Outside Back 4.625" W x 7.875" H	\$1,750

TABS

Full Page 3.9375" W x 7.5" H	\$1,165
Half Page Horizontal 3.9375" W x 3.5" H	\$700
1/4 Page 1.75" W x 3.5" H	\$450

INTERIOR PAGES

TABLE OF CONTENTS PAGE

Full Page 3.9375" W x 7.5" H	\$1,310
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ACTIVE MEMBER SECTION

Full Page 3.9375" W x 7.5" H	\$900
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ASSOCIATE MEMBER SECTION

Full Page 3.9375" W x 7.5" H	\$900
Half Page Horizontal 3.9375" W x 3.5" H	\$590

SUPPORTING MEMBER SECTION & RESOURCE LISTINGS

Full Page 3.9375" W x 7.5" H	\$990
Half Page Horizontal 3.9375" W x 3.5" H	\$650
1/4 Page 1.875" W x 3.5" H	\$500

For additional information about advertising in the 2011 Directory, please contact:

Northwest Strategies
Chris Munroe
W 907.563.4881
C 907.632.5575
F 907.562.2570
cmunroe@nwstrat.com

Distribution

The 2012 Directory is mailed to the Alaska Power Association membership statewide in December 2011. Additional copies are available at APA.

Deadlines

Early Bird Discount: Must Reserve Space by September 3, 2011*
Placement Deadline: October 15, 2011*
Art Deadline: October 27, 2011*

Terms

Payment due upon receipt of invoice and ad proof.

* Deadlines subject to change







Purchase Order

2012 Alaska Power Association Membership Directory

Advertiser _____
 Contact/Agency _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ E-mail _____
 Signature _____

Ad Sizes

	Cover		Width	Height	Cost	
	Inside Front	Full Page	4.625"	7.875"	\$1,415	<input type="checkbox"/>
	Inside Back	Full Page	4.625"	7.875"	\$1,290	<input type="checkbox"/>
	Outside Back	Full Page	4.625"	7.875"	\$1,750	<input type="checkbox"/>

	Full Page 3.9375"x7.5"					
	Table Of Contents Page	\$1,310	<input type="checkbox"/>			
	Tabs	\$1,165	<input type="checkbox"/>			
	Active Member Section	\$900	<input type="checkbox"/>			
	Associate Member Section	\$900	<input type="checkbox"/>			
	Supporting Member Section & Resource Listings	\$990	<input type="checkbox"/>			
	Quarter Page 1.75"x3.5"					
	Tabs	\$450	<input type="checkbox"/>			
	Supporting Member Section & Resource Listings	\$500	<input type="checkbox"/>			
	Half Page Horizontal 3.9375"x3.5"					
	Tabs	\$700	<input type="checkbox"/>			
	Associate Member Section	\$590	<input type="checkbox"/>			
	Supporting Member Section & Resource Listings	\$650	<input type="checkbox"/>			

Tabbed Sections:
 Alaska Power Association, ARECA Insurance Exchange,
 Active Members, Associate Members, Supporting Members,
 Resource Listings
 (add 10% for specific tab placement)

All prices are gross cost. 15% commission paid to recognized agencies.

Special Instructions: Camera ready artwork in PDF format, e-mail to cmunroe@nwstrat.com.

NWS Account Manager _____ Date _____

Make Payments To:

Northwest Strategies
 431 W. Seventh Ave., Suite 101
 Anchorage, AK 99501

Phone: 907.563.4881
 Fax: 907.562.2570