



Hello Prospective Advertiser;

December 1, 2011

Sitka Through Four Seasons, with its Downtown Walking Tour & Complete Road System Map, is getting ready to head to press for the 2012 season. And the website, www.travelsitka.com, is getting a make-over for 2012. The site is heavily used and, as in the past, the most active quarter for site use is the 2nd quarter followed closely by the 3rd quarter. The PDF version of the booklet is downloaded at least a hundred times a month, year-round. Exit links are working well, taking customers to your websites or email addresses.

This year's booklet will be about the same as 2011, including the popular aerial photo of downtown Sitka. We'll again be using recycled paper and soy-based ink! As a result of lower cruise passenger numbers, we will be doing a print run of 50,000 copies of these 16-page, glossy, full color booklets, which are distributed year-round to retailers, hotels, summer visitors, ferry and airline travelers, convention delegates, new Sitka residents, and other folks requesting information on Sitka.

Along with this letter are the 2012 Advertising Contract and a copy of your booklet ad. For a guaranteed space in this premier visitor publication, please fill out the contract and return it with payment prior to January 16, 2012. Prior advertisers are preferred advertisers but please don't wait to let me know your intentions as there are new advertisers looking to hold a space in this popular guide.

If you have a website and would like more traffic but you don't have a link from www.travelsitka.com to your website, it's a small additional charge to place a link in your 50-word online description. Don't have a website of your own or need a redesign? Contact me today for a free consultation about building or redesigning your site.

Remember, along with your advertisement in the booklet, as a free bonus, you receive a listing on our companion website www.travelsitka.com. To take advantage of this free bonus, just send in a 50-word description of your business with your advertising contract. For an additional \$25, you can have a link from our website to yours.

Mark your calendar! The deadline to get into next year's publication is January 16, 2012, so don't delay. I must have your contract and payment by that time. Space is limited and ads are placed on a "first-come, first-served" basis!

Please feel free to contact me at 747-2860 or 738-2888 with any questions. I look forward to helping you grow your business!

Mim McConnell

Mim McConnell, Owner

"Creating Your Visions"

...Found your web site from the GREAT BOOKLET YOU PUBLISH !!!!!!!
I love it ..it's a fabulous visitors guide to Sitka. And you can tell all your advertisers it is worth every penny !!!
Thanks again
KAREN ZDONZYK
ALL CELEBRITY TRAVEL
MORRISTOWN TN