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Hello Advertiser;

November 8, 2016

Sitka Through 4 Seasons, with its **Downtown Walking Tour & Complete Road System Map**, is getting ready to head to press for the 2017 season and, once again, at the same prices as last year. The booklet has a companion website, www.travelsitka.com, and Facebook page, www.facebook.com/sitka.seasons. The PDF and Flash versions of the **Booklet and Maps** are online around April 1st and viewed year-round. Website exit links take visitors to advertisers' websites or email addresses. **Your 2017 ad will be used to plan travel this next summer and the summer of 2018.**

In 2017, Sitka is slated to host 175,000 cruise ship passengers with most using the Old Sitka Dock facility. There will be 129 cruises visiting Sitka by at least 12 different ships April 7th to Sept. 23rd! This ship number doesn't include the small cruise ship lines but the number of projected visitors does.

From the Great Destinations Strategies facilitator, did you know this? 94% of travel decisions are made online, 80% by women. And...when they arrive in town, they like to hold a local visitor's booklet in their hand... **Sitka Through 4 Four Seasons** is

This year's booklet will again include the **popular aerial photo of downtown Sitka**. The print run will be 60,000 copies. These 26-page, glossy, full color booklets 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 2017 Advertising Contract and a copy of your booklet ad if you advertised last year. For a guaranteed space in this premier visitor publication, please fill out the contract and return it with payment **prior to January 15, 2017**. 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.

For your ease and convenience, you can now complete the contract and submit it digitally.

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. And for an additional \$25, your website can receive incoming links from our website. Don't have a website of your own, or need a redesign? Contact me today for a free consultation about building or redesigning your website.

Mark your calendar! The deadline to get into next year's publication is January 15, 2017, 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

"...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