



2009 ASF FAIR GUIDE DISTRIBUTION

MEDIA OUTLET	RUN DATE	QUANTITY
NEWSPAPER INSERTS		
Frontiersman (<i>Mat-Su Valley</i>)		6,200
Sourdough Sentinel (<i>Elmendorf Air Force Base</i>)		7,200
Anchorage Press (<i>Anchorage</i>)		20,000
Alaska Post (<i>Fort Richardson</i>)		7,500
Peninsula Clarion (<i>Kenai Peninsula</i>)	Sunday jul 5 or Fri July 10	6,200
Homer News (<i>Kenai Peninsula</i>)	Thursday July 9	4,000
Talkeetna Times (<i>Wasilla to Trapper Creek</i>)	Thursday July 9	10,000
Denali Reach (<i>Trapper Creek to Nenana</i>)		
KIOSKS AT MALLS		
5th Avenue (<i>Anchorage</i>)	August 14 - 16 & August 21 - 23	10,000
Dimond Mall (<i>Anchorage</i>)	August 14 - 16 & August 21 - 23	10,000
HAND DELIVERY		
Distribution by Fair Staff to Chugiak, Eagle River, and all Valley Communities	2 weeks prior to Fair	15,000
Hand out at the Fair Gates	Days of the Fair (Aug 27 - Sept 7)	100,000
	Total Distribution	186,100