

ALASKA

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PIONEER PRESS

P.O. Box 1024
Talkeetna, AK 99676
(907) 733-6397 (NEWS)

Proudly Serving the Communities of the Matanuska-Susitna and Denali Boroughs



Cubby's Marketplace supermarket opened Dec. 17, 2008. It is the only supermarket serving the Susitna Valley and is expected to serve as a growth engine for the local economy. The next-nearest full-service grocer is more than 50 miles south on the George Parks Highway.

**ALASKA'S
FASTEST-GROWING
COMMUNITY
NEWSPAPER**



SERVING ALASKA'S FASTEST-GROWING REGION

A GROWING REGION IN A STABLE HOUSING MARKET

The Matanuska-Susitna Borough covers 24,681.24 square miles, with a population of 75,001 in the year 2000. Population is concentrated in cities and villages. State figures have since tracked marked growth, mostly in the urban core of Palmer and Wasilla, where a new housing boom until 2005 created many new subdivisions and individual homes. Home values are holding strong despite a drop in new housing starts, and the largest local credit union reports booming business in home mortgages. A migration of families and individuals from the Alaskan Bush due primarily to high fuel costs has already swelled school enrollments throughout the Borough between September and October of 2008.

GROWTH FACTORS IN THE SUSITNA VALLEY:

BETTER ROADS: Improvements to the George Parks Highway since 1999 have led to easier road access for rural residents of the Susitna Valley to the Matanuska Valley's urban shopping and employment core.

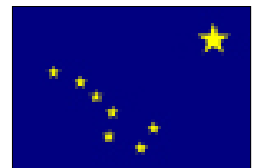
LOCAL HEALTH CARE: Establishment of a new health clinic in the Sunshine/Talkeetna/Trapper Creek area and a satellite clinic in Willow (which will soon expand as well) brought more residents who, prior to the clinic, could or would not live without nearby health care.

NEW SHOPPING AREA: A new, full-service, supermarket in the Sunshine/Talkeetna area opened in December of 2008. Realtors expect the new store will attract more retired recreational property owners from the Anchorage Bowl to settle on their summertime properties during the winter. Local Realtors also report more inquiries about property from people who intend to live in the Upper Susitna Valley. They say this is due to the proximity of the market, a credit union branch and the medical clinic. The clinic eliminates a 75-mile drive to the nearest regional hospital for basic medical care such as X-rays. The supermarket eliminated a 55-mile drive to the nearest Matanuska Valley full-service grocery store. It is 15 miles from both Talkeetna and Trapper Creek and a half-hour drive north from Willow.

NEW HIGH SCHOOL: Junior high and high school students in Willow, Sunshine, Talkeetna, Trapper Creek and Caswell will attend a new high school with modern equipment and supplies as well as upgraded athletic facilities in 2010.



**WE SUPPORT SUSTAINABLE LOCAL
AGRICULTURE AND A STRONG STATE
ECONOMY BUILT ON THE DEVELOPMENT
OF ALASKA-OWNED BUSINESSES**



Population 2005: 75,001
Square miles: 24,681.54
Metro area: Anchorage

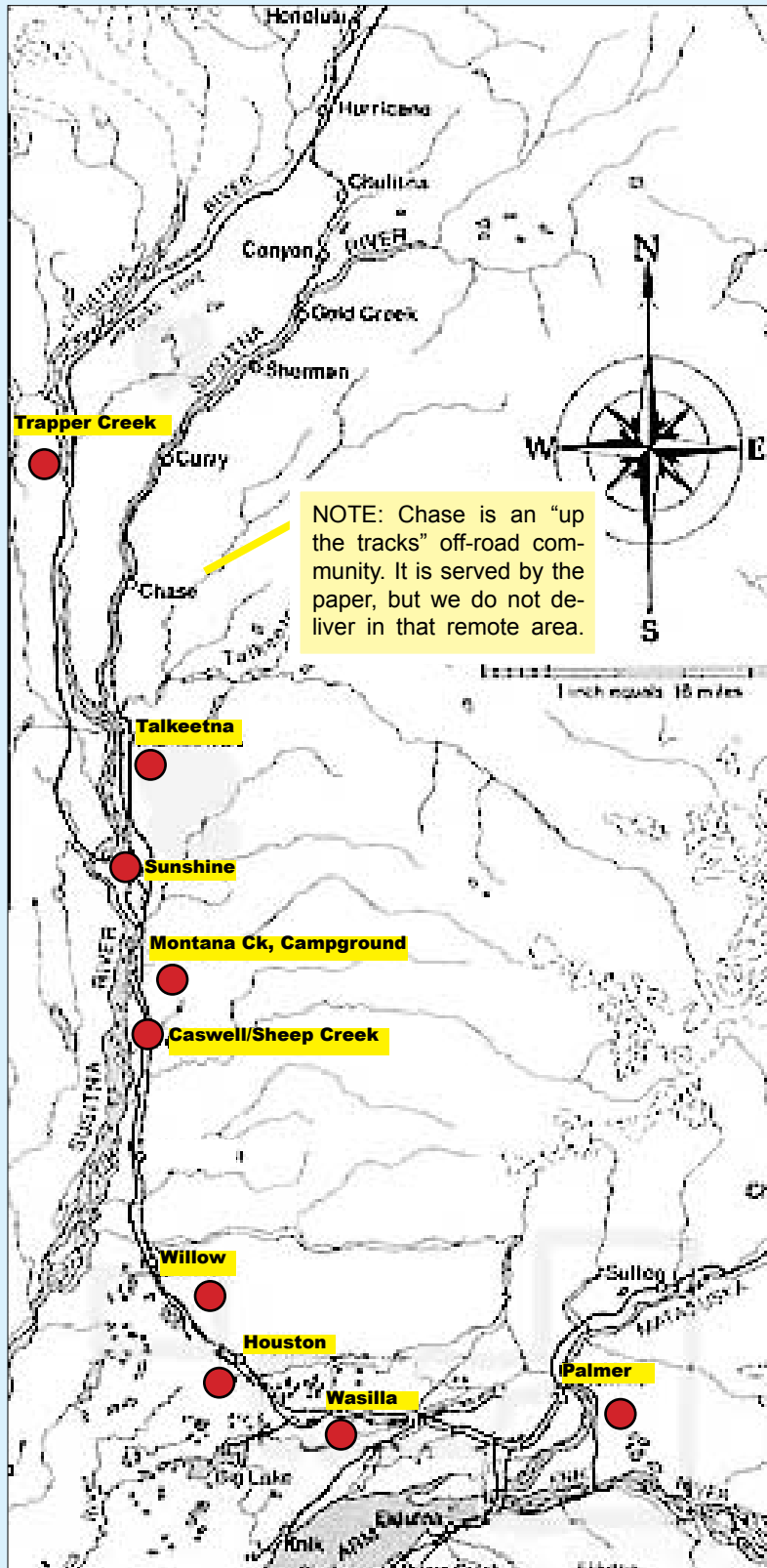
2000 CENSUS DATA				
MATANUSKA-SUSITNA BOROUGH		AK	US	
POPULATION				
	Number		Number	Number
Total population	59,322			
Square miles (land)	24,681.54			
Population per square mile	2.40		1.10	79.56
GENDER				
	Number	Pct	Pct	Pct
Male	30,831	52.0	51.7	49.1
Female	28,491	48.0	48.3	50.9
AGE				
	Number	Pct	Pct	Pct
15 or younger	15,383	25.9	25.2	21.4
16-24	8,133	13.7	14.4	13.9
25-44	18,448	31.1	32.5	30.2
45-64	13,858	23.4	22.3	22.0
65+	3,500	5.9	5.7	12.4
	Number		Number	Number
Average age (years)	32.60		32.26	36.22
RACE AND ETHNICITY				
	Number	Pct	Pct	Pct
White	51,938	87.6	69.3	75.1
Black or African American	411	0.7	3.5	12.3
American Indian and Alaska native	3,264	5.5	15.6	0.9
Asian	414	0.7	4.0	3.6
Native Hawaiian and other Pacific islander	74	0.1	0.5	0.1
Some other race	509	0.9	1.6	5.5
Two or more races	2,712	4.6	5.4	2.4
Hispanic or Latino	1,485	2.5	4.1	12.5

Sources: U.S. Census Bureau, 2000 Census; ePodunk

Denali Borough Census Data

The 2000 census indicates that there were 1,893 people, 785 households, and 452 families residing in the Denali Borough. There were 1,351 housing units at an average density of 0 per square mile (0/km²). The racial makeup of the borough was 85.74% White, 1.43% Black or African American, 4.75% Native American, 1.53% Asian, 0.37% Pacific Islander, 0.95% from other races, and 5.23% from two or more races. 2.48% of the population were Hispanic or Latino of any race. There were 785 households out of which 31.00% had children under the age of 18 living with them, 48.40% were married couples living together, 4.50% had a female householder with no husband present, and 42.30% were non-families. 35.00% of all households were made up of individuals and 1.40% had someone living alone who was 65 years of age or older. The average household size was 2.28 and the average family size was 3.03.

OUR SERVICE AREA



ALASKA PIONEER PRESS

**OCTOBER – APRIL:
5,000 CIRCULATION**

**MAY – SEPTEMBER:
10,000 CIRCULATION**

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OPEN RATES

(No CONTRACT)

	SUMMER	WINTER
Full Page	\$600	\$500
Half Page	\$400	\$300
1/4 Page	\$225	\$175
1/8 Page	\$150	\$125

SUMMER= MAY/SEPT
WINTER= OCT./APRIL

CONTRACT RATES

(MINIMUM 6 MONTH CONTRACT)

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1/8 Page	\$125	\$113

SUMMER= MAY/SEPT WINTER= OCT./APRIL

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CLASSIFIED ADS

20 Words for \$20

PERSONAL ADS

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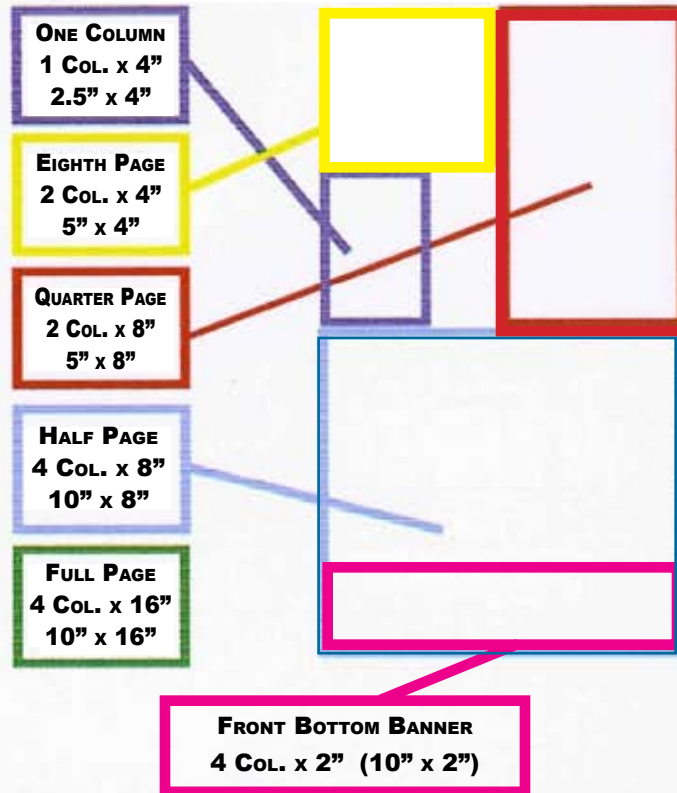
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2009 ADVERTISING RESERVATION DEADLINES

ADVERTISING COPY IS DUE THE FRIDAY BEFORE THE PAPER GOES TO PRESS.

COPY RESERVATION DATES ARE IN YELLOW

PRESS DATES ARE IN RED

EDITION DATES ARE IN GREEN

EDITION DATES FOR 2009: JAN. 14, FEB. 18, MARCH 18, APRIL 15, MAY 13, JUNE 17, JULY 15, AUG. 12, SEPT. 16, OCT. 14, NOV. 18, DEC. 16.

Calendar grid for January, February, March, and April. Includes days of the week (Su-Mo-Tu-We-Th-Fr-Sa) and dates. Reservation dates are yellow, press dates are red, and edition dates are green.

Calendar grid for May, June, July, and August. Includes days of the week (Su-Mo-Tu-We-Th-Fr-Sa) and dates. Reservation dates are yellow, press dates are red, and edition dates are green.

Calendar grid for September, October, November, and December. Includes days of the week (Su-Mo-Tu-We-Th-Fr-Sa) and dates. Reservation dates are yellow, press dates are red, and edition dates are green.

MOOSE DROPPING FESTIVAL GUIDE DEADLINE 7/3

SUMMER GUIDE DEADLINE 5/1