

Format for Advertising - New Applications

3 AAC 304.125(f) A newspaper notice of an application must be by display advertisement measuring a minimum of one column inch by three inches.

Applicants must advertise once each week for three (3) consecutive weeks by newspaper of general circulation in the area of the license; or if by radio, two (2) times each week for three (3) consecutive weeks. See instruction sheet. This public notice must be completed within the sixty (60) days immediately preceding the filing of the application.

Per Alaska Regulation, notice by radio MAY NOT substitute for newspaper notice in the following areas: Municipality of Anchorage; City & Borough of Juneau, and Fairbanks North Star Borough.

Applicant [Individual(s); Partners; Corporation; or, Limited Liability Organization]

is making application for a new

[Type of License & Statute Reference Number]

liquor license, doing business as

[Name of Establishment]

located at

[Premises Address & City]

The following statement must be included in all public advertisements:

Interested persons should submit written comment to their local governing body, the applicant and to the Alcoholic Beverage Control Board at 550 West 7th Ave, Suite 1600, Anchorage AK 99501.