

ATIA Consumer Marketing Planning Calendar FY 2009

PROGRAMS	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
PRINT												
Alaska Official State Vacation Planner								Ad Sales				
	Distributed Year-Round Starting in October											
Co-op National Magazine Campaign	Ad Sales											
									Ads Run			
Mailing Labels	Available for Sale											
						Peak Lead Generation						
INTERNET - www.TravelAlaska.com												
Banner Ads	Available for Sale											
	Posted Year-Round											
Travel Specials	Available for Sale											
	Posted Year-Round											
E-mail Leads	Available for Sale											
						Peak Lead Generation						
ON THE ROAD												
Consumer Shows	Brochure Distribution & Booth Share Available for Sale											
			Show							Spring Shows		
Alaska Media Road Show	Reserve a Spot							Event				
ATIA Convention & Trade Show	Registration, Sponsorships & Trade Show for Sale											
				Event								
* Visit www.AlaskaTIA.org for detailed information about each program.												