



Internet Advertising FY09 Banner Ads

For office use only
PN# _____
CT# _____

Banner ads appear on the Official Alaska Travel website, www.travelalaska.com on select pages. To qualify for banner ads, businesses must have an existing ad on the site.

Business Name: _____

Website URL: <http://www.>_____

OR I will email unique URL to advertising@AlaskaTIA.org

Choose ad placement based on your location and type of service. In addition to these targeted listings, your ad will appear on general pages on the site, dependent on the package purchased.

- Package A - \$450/month (\$405*/month)**
 Site wide campaign (excludes Homepage):
- All applicable regions
 - All applicable cities/communities
 - All applicable categories
 - Maps of Alaska, Weather & Climate, Parks & Public Lands, Books on Alaska, Alaska Photo Gallery, Sample Trips & Tips, Events

- Package B - \$260/month (\$234*/month)**
 Expanded campaign:
- 2 regions
 - Any combination of 10 communities and categories
 - Weather & Climate, Parks & Public Lands, Sample Trips & Tips, Events

- Package C - \$170/month (\$153*/month)**
 Targeted campaign:
- 1 region
 - Any combination of 6 communities and categories
 - Sample Trips & Tips, Events

3-month min.	Start date: _____
Package ____ X ____ months	\$ _____
Package ____ X ____ months	\$ _____
Ad development by ATIA (\$100/hr.)	\$ _____
TOTAL DUE	\$ _____

*** Denotes a 10% discount for 12-month contracts**

Ad Specifications:

- No animation
- Ad must contain business name
- Size 120x80 pixels (gif or jpg format)
- File size must not exceed 20K
- Ads rotate with each page loaded (6 ads per page)
- Ads include direct link to business website
- **Three month commitment required**
- Members spending over \$5,000 total can make 3 payments. First payment of 33% due with order. Second payment of 33% due 3 months later and final payment of 34% due 3 months from second payment.

ATIA has final approval on all ads.

All orders for the purchase of advertising space are subject to the approval of the Alaska Travel Industry Association. ATIA reserves the right to discontinue sponsorships at its discretion, and a refund will be prorated.

For more information or questions please contact the ATIA Sales Department.
PHONE: (907) 929-2842 • E-mail: advertising@alaskatia.org • FAX (907) 561-5727

Check all applicable categories

REGIONS	CATEGORIES
Southwest <input type="checkbox"/>	Air <input type="checkbox"/> Train <input type="checkbox"/>
Inside Passage <input type="checkbox"/>	Road <input type="checkbox"/> Boat <input type="checkbox"/>
South Central <input type="checkbox"/>	Fishing <input type="checkbox"/> Adventure & Ecotourism <input type="checkbox"/>
Interior <input type="checkbox"/>	Historical & Cultural Activities <input type="checkbox"/> Flightseeing <input type="checkbox"/>
Far North <input type="checkbox"/>	Day Cruises <input type="checkbox"/> Shopping <input type="checkbox"/>
	Birdwatching/Wildlife Viewing <input type="checkbox"/> Backcountry Experiences <input type="checkbox"/>
	Winter Activities <input type="checkbox"/> Sightseeing & Tours <input type="checkbox"/>
	Multi-Day Cruises <input type="checkbox"/> Various Activities <input type="checkbox"/>
BUSINESS TYPE (Select any that apply)	
Activities <input type="checkbox"/>	
Transportation <input type="checkbox"/>	
Food & Lodging <input type="checkbox"/>	
Where to Ask <input type="checkbox"/>	
Package Tours <input type="checkbox"/>	

COMMUNITY PAGES		
Anchorage <input type="checkbox"/>	Barrow <input type="checkbox"/>	Bethel <input type="checkbox"/>
Cordova <input type="checkbox"/>	Delta Junction <input type="checkbox"/>	Denali National Park/Healy <input type="checkbox"/>
Dillingham <input type="checkbox"/>	Fairbanks <input type="checkbox"/>	Gakona <input type="checkbox"/>
Girdwood/Alyeska <input type="checkbox"/>	Glacier Bay <input type="checkbox"/>	Glennallen <input type="checkbox"/>
Haines <input type="checkbox"/>	Homer <input type="checkbox"/>	Juneau <input type="checkbox"/>
Kenai <input type="checkbox"/>	Kennicott/McCarthy <input type="checkbox"/>	Ketchikan <input type="checkbox"/>
King Salmon <input type="checkbox"/>	Kodiak Island <input type="checkbox"/>	Kotzebue <input type="checkbox"/>
Naknek <input type="checkbox"/>	Nenana <input type="checkbox"/>	Nome <input type="checkbox"/>
Palmer <input type="checkbox"/>	Pelican <input type="checkbox"/>	Petersburg <input type="checkbox"/>
Pribilof Islands <input type="checkbox"/>	Prince of Wales Island <input type="checkbox"/>	Seward <input type="checkbox"/>
Sitka <input type="checkbox"/>	Skagway <input type="checkbox"/>	Soldotna <input type="checkbox"/>
Talkeetna <input type="checkbox"/>	Tok <input type="checkbox"/>	Trapper Creek <input type="checkbox"/>
Valdez <input type="checkbox"/>	Wasilla <input type="checkbox"/>	Whittier <input type="checkbox"/>
Wrangell <input type="checkbox"/>	Unalaska/Port of Dutch Harbor <input type="checkbox"/>	Yakutat <input type="checkbox"/>

AGREEMENT TO ADVERTISING TERMS AND CONDITIONS

I have read and agree to the conditions outlined in the Sponsor Ad contract

Authorized Signature _____

Printed Name _____ Date: _____

PAYMENT METHOD

Check/Money Order (Make *payable to Alaska Travel Industry Assn.*)

Credit Card: ___American Express ___Discover ___MasterCard ___Visa
 Name on Card: (*please print*) _____ Credit Card # : _____
 Signature: _____ Expiration Date: _____ Amount: \$ _____

Invoice