

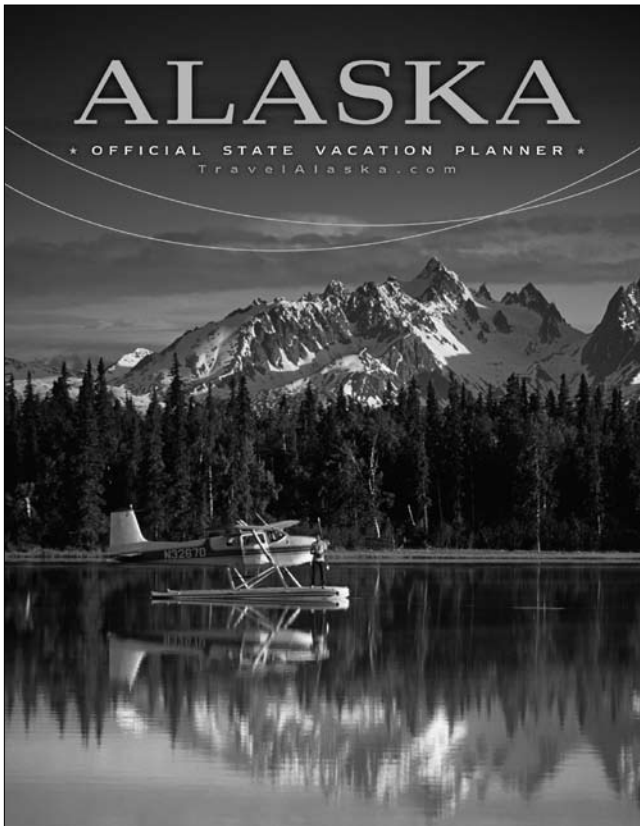
2010

ATIA
Membership/Advertising Packet



Official Alaska State Vacation Planner

TravelAlaska.com

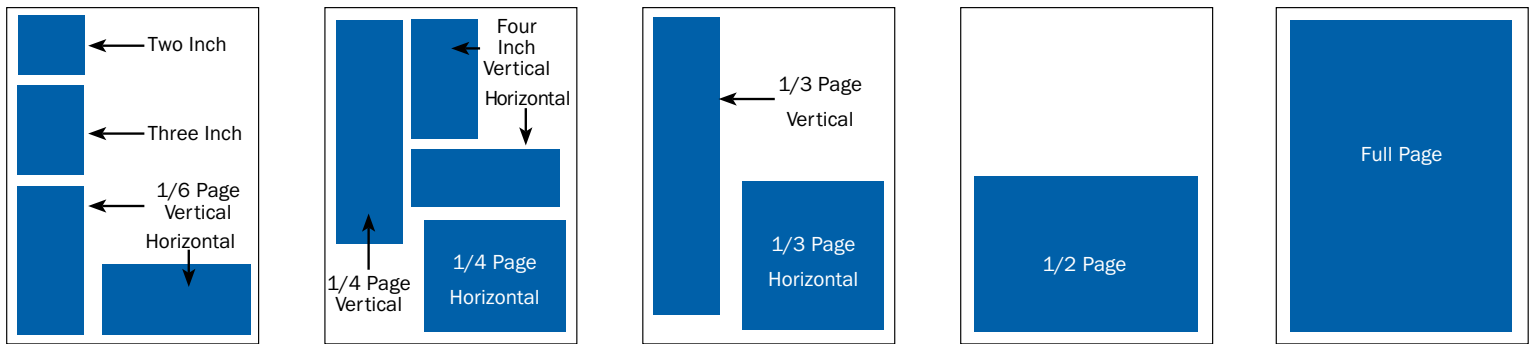


- 450,000 copies distributed to qualified, potential visitors worldwide
- Over 1 million unique visitors to TravelAlaska.com in 2008

Important Deadlines:

Early Bird Discount \$50 (Narrative Ads Only) **March 13, 2009**
 Narrative and Listing Ads. **April 17, 2009**
 Display Ads **May 8, 2009**

Vacation Planner Ad Sizes, Rates And Specifications



20% discount available if you are upgrading to a larger Display ad. Contact ATIA for details.

| | |
|---|-------------------|
| Listing Ad | \$225 |
| Business name, address and choose 3 of 4: phone, fax, toll-free number or email | |
| Enhanced Listing Ad | \$325 |
| Includes additional line for email or website | |
| Narrative Ad | Starting at \$560 |
| 400 characters including business name, spaces & punctuation | |
| Two-Inch Ad, 2.25" wide x 2" high | |
| Black and White | \$1,638 |
| Black + 1 color | \$1,914 |
| Black + 2 colors | \$2,184 |
| Black + 3 colors (Full Process) | \$2,454 |
| Three-Inch Ad, 2.25" wide x 3" high | \$3,552 |
| Four-Inch Vertical Ad, 2.25" wide x 4" high | \$5,200 |
| Four-Inch Horizontal Ad, 4.75" wide x 2" high | \$5,200 |
| 1/6-Page Vertical, 2.25" wide x 5" high | \$8,736 |
| 1/6-Page Horizontal, 4.75" wide x 2.5" high | \$8,736 |
| 1/4-Page Vertical, 2.25" wide x 7.5" high | \$19,926 |
| 1/4-Page Horizontal, 4.75" wide x 3.75" high | \$19,926 |
| 1/3-Page Vertical, 2.25" wide x 10" high | \$26,208 |
| 1/3-Page Horizontal, 4.75" wide x 5" high | \$26,208 |
| 1/2-Page Horizontal, 7.3125" wide x 5" high | \$36,743 |
| Full-Page Ad | \$73,377 |

7.4375" wide x 10" high live area
8.375" wide x 10.75" high trim

Listing Ad Sample

ALASKA VACATION COMPANY.
PO BOX 345, Anchorage, AK 99510. (907) 555-5555.
FAX (907) 555-4444. Toll-Free 800-555-3333.

Enhanced Listing Ad Sample

ALASKA VACATION COMPANY.
PO BOX 345, Anchorage, AK 99510. (907) 555-5555.
FAX (907) 555-4444. Toll-Free 800-555-3333.
www.alaskacompany.com

Narrative Ad Sample

ALASKA VACATION COMPANY. See the best of Alaska. Single-day to multi-day itineraries. Kayak rentals, river rafting, flight seeing, wildlife viewing, fishing. Rates begin at \$200 per person. Year-round. Credit cards accepted. Dept VP, PO BOX 345, Anchorage, AK 99510. (907) 555-5555. FAX (907) 555-4444. Toll-Free 800-555-3333 www.alaskacompany.com; Email: info@alaskacompany.net

PAID POSITION: To secure first right-hand page in advertising directory is an additional 10%. Position not held until payment is received.

Mechanical Specifications

Digital Files are required.

- Preferred format: PDF/X-1a.
- In one of the following: QuarkXpress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop.
- All fonts and supported files must accompany ads on CD.
- Ads must be built correct to size.
- Bleeds are allowed on full-page or two-page spreads. Full-Page Bleed: 8.625" wide x 11" high. Spread Bleed: 17" wide x 11" high. Provide at least .125" bleed beyond the trim to ensure a full bleed. Live matter should be no closer than .3125" to trim size.
- Final proof of ad must be supplied. Proof must match ad on CD. No black and white proofs for color ads. Please supply a summary of the contents on your CD.
- Color images saved as TIFF or EPS should be 300 dpi and CMYK; 280% maximum density, no RGB.
- All ads are based on four-color process (CMYK). No spot color inks may be used.
- If an ad is placed in more than one category in the Vacation Planner, a duplicate set of proofs is required. If duplicates are not supplied, duplicates will be made and the cost, up to \$150, will be billed to the advertiser.

PAYMENT: Cash, personal or company check or credit card. Payment must be received before ads will be processed. Payment plans available for balances over \$5,000.
Planner Sales c/o Alaska Travel Industry Association, 2600 Cordova Street, Suite 201, Anchorage, AK 99503
(907) 929-2842 • FAX: (907) 561-5727 • Email: advertising@AlaskaTIA.org

Important Deadlines
Early Bird Discount (Narrative Ads Only) March 13, 2009
Narrative and Listing Ads April 17, 2009
Display Ads May 8, 2009

Printed Vacation Planner

Ad Placement - Categories

Please use this to complete the Ad Placement section of Listing, Narrative, and Display Ad contracts.

| Region Code | Category Code |
|--|--|
| AK Statewide* SW Southwest IP Inside Passage SC Southcentral IN Interior FN Far North *Ads in the Statewide section must be for a product or service which is offered in more than one region of the state or serves as a gateway to Alaska. | Getting There Your business MUST provide a means of transportation to/from Alaska. Applies to Statewide only. GT1 Airlines GT2 Air Taxi/Charter GT3 Cruiseships/Ferries GT4 Day Cruises/Charters GT5 Overnight Cruises/Other GT6 Motorcoach/Bus/Vans/Limos GT7 RV Rental/Motorhome/Caravans GT8 Car Rental/Taxi/Shuttle/Other GT9 Train GT10 Package Tour Getting Around Refers to inside Alaska GA1 Airlines GA2 Air Taxi/Charter GA3 Cruiseships/Ferries GA4 Day Cruises/Charters GA5 Overnight Cruises/Other GA6 Motorcoach/Bus/Vans/Limos GA7 RV Rental/Motorhome/Caravans GA8 Car Rental/Taxi/Shuttle/Other GA9 Train GA10 Package Tour Where to Ask AS1 Visitor Information Sources AS2 Travel Agents/Trip Planners AS3 Guidebooks/Maps/Videos AS4 Fish and Wildlife Information AS5 Disabled Visitor Information AS6 Meeting & Event Planners What To Do D01 Various Activities D02 Adventure/Ecotourism D03 Backcountry Experiences D04 Birdwatching/Wildlife Viewing D05 Day Cruises D06 Dining/Nightlife/Shopping D07 Fishing D08 Flightseeing D09 History/Culture/Academic D010 Multi-Day Cruises D011 Sightseeing & Tours D012 Winter Where To Stay WS1 Hotels/Motels WS2 Wilderness Lodges/Resorts WS3 Cabins/Vacation Rentals WS4 Bed & Breakfasts WS5 Camping/RV Parks WS6 Hostels |

Ad Placement - City Headings

City headings do not apply to the following sections.

- Statewide
- Regionwide
- Any "Where to Ask" category

Far North

| | |
|-------------------------------|-------------|
| Barrow | Kotzebue |
| Bettles | Nome |
| Coldfoot | Prudhoe Bay |
| Gates of the Arctic Nat. Park | Wiseman |

Southcentral

| | | |
|-------------------|-------------------------|---------------|
| Anchor Point | Homer | Seldovia |
| Anchorage | Kachemak Bay State Park | Seward |
| Big Lake | Kasilof | Soldotna |
| Chistochina | Kenai Fjords Nat. Park | Sterling |
| Chitina | Kennicott | Talkeenta |
| Chugach | Kenny Lake | Tazlina |
| Cooper Landing | Lake Louise | Trapper Creek |
| Copper Center | Matanuska Glacier | Tyonek |
| Copperville | McCarthy | Valdez |
| Cordova | Mentasta | Wasilla |
| Denali State Park | Moose Pass | Whittier |
| Eagle River | Nikiski | Willow |
| Gakona | Ninilchik | Wrangell |
| Girdwood | Palmer | |
| Glennallen | Paxson | |
| Gulkana | Petersville | |
| Hatcher Pass | Portage | |

Interior

| | |
|----------------------|-----------------|
| Cantwell | Healy |
| Chicken | Kantishna |
| Delta Junction | Lake Minchumina |
| Denali National Park | Nenana |
| Ester | North Pole |
| Fairbanks | Tok |

Inside Passage

| | |
|---------------------------|------------------------|
| Admiralty Island | Kake |
| Angoon | Ketchikan |
| Elfin Cove | Pelican |
| Glacier Bay National Park | Petersburg |
| Gustavus | Prince of Wales Island |
| Haines | Sitka |
| Hollis | Skagway |
| Hoonah | Thorne Bay |
| Hyder | Wrangell |
| Juneau | Yakutat |

Southwest

| | |
|----------------------|--------------------------|
| Afognak | Kodiak Island |
| Bethel | Lake Clark National Park |
| Dillingham | Nikolski |
| Iliamna | Port Lions |
| Katmai National Park | Unalaska/Dutch Harbor |
| King Salmon | |
| Kodiak | |

Canada

Ad Placement - Categories

Please use this to complete the Ad Placement section of Listing, Narrative, and Display Ad contracts.

Category Code

Packages

PK1 Cruise-Large Ship
PK2 Cruise-Small Ship
PK3 Cruise-Yacht & Sailboat
PK4 Cruise & Land Combinations
PK5 Land Packages
PK6 Travel Agents
PK7 Adventure Packages
PK8 Sportfishing Packages
PK9 Wildlife Packages

Planning Resources

AS6 Meeting & Event Planners
AS20 City Guides & Visitor Centers
AS21 Government Resources
AS22 Travel Guides & Videos

Travel to Alaska

GT20 By Air
GT21 By Sea
GT22 By Road

Travel Within Alaska

GA9 By Train
GA20 By Boat
GA21 By Car
GA22 By Plane
GA23 By RV/Motorhome
GA24 By Motorcoach/Shuttle

Hotels & Lodging

WS1 Hotels & Motels
WS2 Wilderness Lodges & Resorts
WS3 Cabins & Vacation Rentals
WS4 Bed & Breakfasts
WS5 Campgrounds & RV Parks
WS6 Hostels

Things To Do

Adventure

D021 Adventure Experiences
D033 Horseback Riding
D034 Kayaking & Rafting
D036 Off-Road & Snowmobile
D037 Outfitters & Equipment Rentals
D044 Zipline

Backcountry & Hiking

D03 Backcountry Experiences
D027 Ecotourism
D029 Glacier Hiking & Mountain Climbing
D031 Guided Camping
D032 Guided Hiking

Culture & Entertainment

D026 Cultural & Historic Tours
D035 Museums & Cultural Centers
D039 Restaurants & Nightlife
D040 Shopping
D041 Shows & Performances

Sightseeing

D020 Activity Centers
D023 Bicycling
D025 City Tours
D08 Flightseeing
D028 Gardens
D030 Gold Panning & Tours
D038 Railroad Day Trips
D042 Sled Dog Tours & Rides
Wildlife Viewing
D022 Bear Viewing
D024 Birding
D043 Wildlife Excursions
D045 Zoos, Aquariums & Wildlife Parks

Day Cruises

D046 Adventure Cruises
D047 Glacier & Wildlife Cruises
D048 Sailing
D049 Sternwheeler Cruises

Fishing

D050 Fly-In Fishing
D051 Freshwater Fishing
D052 Salt Water Fishing

Winter

D053 Northern Lights Viewing
PK10 Winter Packages
D054 Winter Sightseeing

Ad Placement - City Headings

City headings on TravelAlaska.com mirror those available in the printed Vacation Planner, except that you may also select any State or National Park.

City headings do not apply to the following sections.

- Statewide
 - Regionwide
-

General Information

ISSUE DUE: The 2010 Official Alaska State Vacation Planner will be published in October 2009 and distributed for one year.

MATERIALS: Are kept on file for one year. To have materials returned, enclose a stamped, correctly sized, self-addressed envelope.

Materials must be supplied by the advertiser or an agency. No alterations will be made by the Alaska Travel Industry Association (ATIA).

Although many ads in the Vacation Planner are repeated from year to year, we strongly suggest you verify your ad size. ATIA is not responsible for incorrect sizes. Please carefully compare your ad with the ad sizes and specifications listed on this rate sheet.

DEADLINES: All contracts and materials must be postmarked by or received by the deadlines listed.

DELINQUENT: Accounts not paid within thirty (30) days of the invoice will be subject to interest as follows. The annual interest rate on the outstanding balance will be five percent (5%) above the current effective annual rate charged by the 12th Federal Reserve District for amounts up to and including \$25,000, as of the date of this agreement. If the amount of the account exceeds \$25,000, the interest rate shall be one and one-half percent (1.5%) per month on the outstanding balance. New orders for any cooperative marketing product or service will not be processed until the delinquent account, including interest, is paid in full.

APPROVALS: All orders for the purchase of advertising space are subject to the approval of the Alaska Travel Industry Association (Publisher). Sharing of advertising space by two or more companies is permitted provided that only one response address and phone number is listed.

LIABILITY: Both the advertiser and its agency agree to indemnify and save ATIA harmless against all loss, liability, damage and expense associated with all aspects of printing and publishing its advertisement. Publisher's liability for any error is confined to the cost of space occupied by the error. Publisher assumes no liability for errors in key numbers or letters, or if for any reason it becomes necessary to omit an advertisement previously accepted. Planned circulation of 450,000 is based on historical levels; 2009 circulation may differ. ATIA accepts no responsibility if circulation base is lower.