



# FY10 Membership Enrollment Form

FOR OFFICE USE ONLY	
Org #	_____
Contract #	_____
Contract #	_____
Contract #	_____
Contract #	_____

## 1 Business Information

DBA Business Name: \_\_\_\_\_

Parent Company Name (if different): \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Toll Free ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_ E-mail \_\_\_\_\_

Business Website \_\_\_\_\_ Business License # \_\_\_\_\_

Discount to ATIA Members:  Yes  No If Yes, please describe \_\_\_\_\_

## 2

Main Contact (Voting Member)	Billing Contact (If different)	Advertising Contact (If different)
Prefix (Circle One) Mr. Mrs. Ms. Miss	Prefix (Circle One) Mr. Mrs. Ms. Miss	Prefix (Circle One) Mr. Mrs. Ms. Miss
First Name	First Name	First Name
Last Name	Last Name	Last Name
Title	Title	Title
Mailing Address: <input type="checkbox"/> Same as above	Mailing Address: <input type="checkbox"/> Same as above	Mailing Address: <input type="checkbox"/> Same as Main <input type="checkbox"/> Same as Billing
City	City	City
State Zip	State Zip	State Zip
Direct Phone ( ) -	Direct Phone ( ) -	Direct Phone ( ) -
Cell ( ) -	Cell ( ) -	Cell ( ) -
Direct Fax ( ) -	Direct Fax ( ) -	Direct Fax ( ) -
Personal E-mail	Personal E-mail	Personal E-mail

## 3

### Membership Information

Who referred you to ATIA? \_\_\_\_\_

Months of Operation:  Summer  Winter  Year Round  Handicap Accessible

## 4

### Membership Dues

Number of employees, part & full-time, during peak season: \_\_\_\_\_ Full-time \_\_\_\_\_ Part-time \_\_\_\_\_ Total

Please circle dues level.

Employees	Dues	Dues + Voluntary In-State Awareness Contribution	Employees	Dues	Dues + Voluntary In-State Awareness Contribution
1-5	\$225	\$231	101-300	\$2,015	\$2116
6-15	\$315	\$331	301-500	\$3,015	\$3166
16-50	\$515	\$541	501-1,000	\$4,015	\$4216
51-100	\$1,015	\$1,066	1,001+	\$5,015	\$5266

# Fee Calculation & Payment Sheet



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ORG # _____

Business Name: \_\_\_\_\_

## 5

### Fees:

FY10 Membership Dues (from Membership Enrollment Form, Item 4) .....

Listing Ad (Total from Listing Ad Contract) .....

and/or

Narrative Ad/s (Total from Narrative Ad Contract) .....

SUBTOTAL \$ \_\_\_\_\_

Advertising Credit <-\$225> \_\_\_\_\_

New Member Discount <-\$50> \_\_\_\_\_

TOTAL DUE \$ \_\_\_\_\_

## 6

### Payment

Cash     Check     VISA     MasterCard     Discover     American Express

\_\_\_\_\_  
Name as it appears on Credit Card

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Cardholder's Signature

## 7

### Agreement to Advertising Terms and Conditions

I have read and agree to the conditions outlined in all contracts, and this form. This agreement pertains to all ads submitted for the included company(s).

X

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

## 8

### Checklist:

To ensure prompt processing, please complete and attach all the required forms. Thank you!

- Membership Enrollment Form
- Fee Calculation & Payment Sheet with Authorized Signature
- Ad Contract(s)
- Payment must be enclosed

**Submit to:** ATIA Membership Department | 2600 Cordova St Ste 201 | Anchorage AK 99503-2745

**Fax:** (907) 561-5727

**E-mail:** advertising@alaskatia.org

**Phone:** (907) 929-2842

# Narrative Ad Contract

FY10 Official Alaska State Website

TravelAlaska.com



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Org # \_\_\_\_\_

Contract # \_\_\_\_\_

Contract # \_\_\_\_\_

Please fill out a separate form for each Narrative ad purchased

1

## Create a Narrative ad \$560

Business Name (as it appears in ad) \_\_\_\_\_

### Guidelines:

- Narrative advertisers are allowed up to 400 characters.
- Each letter, number, punctuation mark and space counts as a character.
- Business name will be first and is included in 400 count.
- Editing of all ads will be done to conform with standard punctuation, abbreviation and grammar in order to maintain consistency.
- Text exceeding 400 characters will be edited at ATIA's discretion.
- Please limit word abbreviations and include punctuation marks in character count.

- I will e-mail my narrative ad to [advertising@alaskatia.org](mailto:advertising@alaskatia.org)  
(please note - if you exceed 400 characters, you will be charged for additional lines - see below)

Subtotals:

**\$560**

### Optional - Add more copy \$130 per 50 characters

Advertisers may purchase extra characters in 50 character increments. The cost is the same for full or partial lines. Maximum of 450 extra characters.

\_\_\_\_\_ characters at \$130/50 =

\$

### Optional - Add a Hot Link \$100

- Yes, I want to add a Hot Link for URL referrals to my website (cost \$100)

Your Website URL \_\_\_\_\_

- No, please do not provide visitors a link to my website

\$

2

## Choose placement for your ad

See "Ad Placement Information" for Region, Category and City Heading

Region

Category

City Heading

If you operate statewide, please circle the regions in which you operate, minimum two required:

Far North Interior Inside Passage Southcentral Southwest Gateway Canada

- Yes, I want additional category placements (\$150 each including Hot Link)

Region

Category

City Heading

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\_\_\_\_\_ at \$150 ea. = \_\_\_\_\_

Please transfer this Total cost to Fee Calculation sheet - Item 5  
(See page 2 for additional "No-Charge options").

**Total \$**

# Narrative Ad Contract

Continued



FOR OFFICE USE ONLY
_____ Org #

3

## Handicapped Accessibility

Y N Do your facilities/buildings comply with guidelines of the 1990 Americans With Disabilities Act (ADA)?  
If yes, a handicap symbol will appear with your ad.

4

## Putting your business on the [Accommodations Grid](#) - FREE!

Please complete this section if you chose **Hotels/Motels, Hostels, Bed and Breakfast, Wilderness Lodges/ Resorts, Cabins or Vacation Rentals** in the "Where To Stay" category.

*NOTE: For room rates, list prices are based on two people sharing a room for one night, excluding taxes.*

\_\_\_\_\_ # of units      Room Rates (check one):      If Range:

Package      \$\_\_\_\_\_ (low season)

Range      \$\_\_\_\_\_ (high season)

Check all that apply:

- |  |                                       |  |                                       |
|--|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Open All Year | <input type="checkbox"/> Private Bath | <input type="checkbox"/> Room Service    | <input type="checkbox"/> Restaurant   |
| <input type="checkbox"/> TV in Room    | <input type="checkbox"/> Shared Bath  | <input type="checkbox"/> Internet        | <input type="checkbox"/> Cocktails    |
| <input type="checkbox"/> Phone in Room | <input type="checkbox"/> Kitchens     | <input type="checkbox"/> Handicap Access | <input type="checkbox"/> Pets Allowed |

5

## Putting your business on the [Campground Grid](#) - FREE!

Please complete this section if you chose **Camping and RV Parks** in the "Where To Stay" category.

Circle Y for yes or N for no, or fill in the correct number

Y N Open Year Round	_____ Number of Sites	_____ Sites That Handle Pull-Thrus
_____ Sites That Handle Double Slideouts	_____ Sites with Full Hookups	_____ Maximum RV Length (in feet)
_____ AMPs Available for Hookups	_____ Number of Cabins/Rental Units	Y N TV Hookups
Y N Phone Hookups	Y N Internet	Y N Handicap Facilities
_____ Tent Sites Available	_____ Group Facilities	Y N Dump Station
Y N Gas	Y N Propane	Y N Convenience Store/Supplies
Y N Pets Allowed		

# Ad Placement Information



Please use this information to complete the Ad Placement section of ad contracts.

## A

### Regions

AK Statewide  
SC Southcentral

FN Far North  
SW Southwest

IN Interior  
CA Canada

IP Inside Passage

## B

### City Headings by Region

#### Far North

Barrow  
Bettles  
Coldfoot  
Gates of the Arctic Nat'l Park  
Kotzebue  
Nome  
Prudhoe Bay  
Wiseman

#### Interior

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

#### Inside Passage

Admiralty Island  
Angoon  
Elfin Cove

#### Inside Passage (cont'd)

Gustavus  
Haines  
Hollis  
Hoonah  
Hyder  
Juneau  
Kake  
Ketchikan  
Pelican  
Petersburg  
Prince of Wales Island  
Sitka  
Skagway  
Thorne Bay  
Wrangell  
Yakutat

#### Southcentral

Anchor Point  
Anchorage  
Big Lake  
Chistochina  
Chitina  
Chugach  
Cooper Landing  
Copper Center  
Copperville

#### Southcentral (cont'd)

Cordova  
Denali State Park  
Eagle River  
Gakona  
Girdwood  
Glennallen  
Gulkana  
Hatcher Pass  
Homer  
Kachemak Bay  
State Park  
Kasilof  
Kenai  
Kenai Fjords National Park  
Kennicott  
Kenny Lake  
Lake Louise  
Matanuska Glacier  
McCarthy  
Mentasta  
Moose Pass  
Nikiski  
Ninilchik  
Palmer  
Petersville  
Portage

#### Southcentral (cont'd)

Seldovia  
Seward  
Soldotna  
Sterling  
Talkeetna  
Tazlina  
Trapper Creek  
Tyonek  
Valdez  
Wasilla  
Whittier  
Willow  
Wrangell  
**Southwest**  
Afgonak  
Bethel  
Dillingham  
Iliamna  
Katmai National Park  
King Salmon  
Kodiak  
Kodiak Island  
Lake Clark National Park  
Nikolski  
Port Lions  
Unalaska/Dutch Harbor

## C

### Online Categories

#### 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

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

#### Travel to Alaska

*(Business must provide transportation to/from Alaska)*

GT20 By Air  
GT21 By Sea  
GT22 By Road

#### Travel Within Alaska

GA20 By Boat  
GA21 By Car  
GA22 By Plane  
GA23 By RV/Motorhome  
GA24 By Shuttle, Taxi, Limo  
GA9 By Train

#### 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

D020 Activity Centers  
D021 Adventure Experiences  
D03 Backcountry Experiences  
D022 Bear Viewing  
D023 Bicycling  
D024 Birding  
D025 City Tours  
D026 Cultural & Historic Tours  
D027 Ecotourism  
D08 Flightseeing  
D028 Gardens  
D029 Glacier Hiking & Mountain Climbing  
D030 Gold Panning & Tours  
D031 Guided Camping  
D032 Guided Hiking  
D033 Horseback Riding  
D034 Kayaking & Rafting  
D035 Museums & Cultural Centers

D036 Off-Road & Snowmobile  
D037 Outfitters & Equipment Rentals  
D038 Railroad Day Trips  
D039 Restaurants & Nightlife  
D040 Shopping  
D041 Shows & Performances  
D042 Sled Dog Tours & Rides  
D043 Wildlife Excursions  
D044 Zipline  
D045 Zoos, Aquariums & Wildlife Parks

#### Day Cruises

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

#### Fishing

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

#### Winter

D053 Northern Lights Viewing  
PK10 Winter Packages  
D054 Winter Sightseeing

*ATIA reserves the right to edit category headings including removal of categories.*