

# Display Ad Contract

2011 Official State Vacation Planner  
 TravelAlaska.com (Effective Oct. 2010 - Oct. 2011)

ATIA USE ONLY	
Org #	Contract #
10 RSRC #	11 RSRC #

Please fill out a separate form for each Display Ad purchased



## Choose Your Ad Size

This ad will appear in the printed Vacation Planner and on TravelAlaska.com.

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

- |  |         |   |          |
|--|---------|---|----------|
| <input type="checkbox"/> 2-Inch Black/White Ad                                 | \$1,638 | <input type="checkbox"/> 1/6-Page Ad Horizontal | \$8,736  |
| <input type="checkbox"/> 2-Inch Black + One Color                              | \$1,914 | <input type="checkbox"/> 1/6-Page Ad Vertical   | \$8,736  |
| <input type="checkbox"/> 2-Inch Black + Two Colors                             | \$2,184 | <input type="checkbox"/> 1/4-Page Ad Horizontal | \$19,926 |
| <input type="checkbox"/> 2-Inch Black + Three Colors (Full Process)            | \$2,454 | <input type="checkbox"/> 1/4-Page Ad Vertical   | \$19,926 |
| <input type="checkbox"/> 3-Inch Black + Three Colors (Full Process)            | \$3,552 | <input type="checkbox"/> 1/3-Page Ad Horizontal | \$26,208 |
| <input type="checkbox"/> 4-Inch Black + Three Colors (Full Process) Horizontal | \$5,200 | <input type="checkbox"/> 1/3-Page Ad Vertical   | \$26,208 |
| <input type="checkbox"/> 4-Inch Black + Three Colors (Full Process) Vertical   | \$5,200 | <input type="checkbox"/> 1/2-Page Ad            | \$36,743 |
|  |         | <input type="checkbox"/> Full-Page Ad           | \$73,377 |

All rates quoted are net. Media is not commissionable. Advertisers spending over \$5,000 total can make three payments. First payment of 33% is due May 7, 2010. Second payment of 33% is due June 25, 2010 and final payment is due Sept. 3, 2010.

AD MATERIALS: See "Mechanical Specifications" on the inside jacket of this packet, or in the attached supplemental document (email version).

### Placement - Printed Vacation Planner

See "Ad Placement Categories" on the inside jacket of this packet, or in the attached supplemental document (email version).

\_\_\_\_\_ Region  
 \_\_\_\_\_ City Heading  
 \_\_\_\_\_ Category



## TravelAlaska.com

Display advertisers receive a FREE corresponding listing on TravelAlaska.com. Your online listing can have up to 5 images and 800 characters of narrative text.

### Your ad will have a link for referrals to your website (FREE)

Website URL: \_\_\_\_\_

### Placement - TravelAlaska.com

TravelAlaska.com offers 35 more category placement options. See back page of cover jacket or emailed attachment for placement options and list your selection below:

\_\_\_\_\_ Region  
 \_\_\_\_\_ City Heading  
 \_\_\_\_\_ Category

**Yes, I want additional online category placements. Please see Additional Online Category Placement Form.**

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

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## Reader Service Reply Card (RSRC)

Display advertisers will be included on the RSRC, unless ATIA is notified otherwise, so consumers can request information about your business. Leads are sent directly to you at the address below.

- Y N For multiple display ads, do you want the RSRC leads combined?  
 Y N Did you advertise in the 2010 Vacation Planner?

Please check which method you prefer for RSRC leads:

- Email/CSV  Email/Text **OR**  Labels

Address where RSRC mailing labels/names are to be shipped (only one contact allowed).

Name \_\_\_\_\_ Company \_\_\_\_\_

Email \_\_\_\_\_

**OR**

Address \_\_\_\_\_

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

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## 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.

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## 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, generally Oct. - April)  
 Range      \$ \_\_\_\_\_ (high season, generally May - Sept.)

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 |

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## 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	_____	Sites with Full Hookups	_____	Maximum RV Length (in feet)
_____ Slideouts	_____	Number of Cabins/Rental	Y N	TV Hookups
_____ AMPs Available for Hookups	_____	Units	Y N	Handicap Access
Y N Phone Hookups	Y N	Internet	Y N	Dump Station
_____ Tent Sites Available	Y N	Group Facilities	Y N	Convenience Store/Supplies
Y N Gas	Y N	Propane		
Y N Pets Allowed				