

Ad Placement Form

2007 Official Alaska State Vacation Planner

TravelAlaska.com

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



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Printed VACATION PLANNER

1. Select the Region Code in which you want your ad to appear. (Below - Item 10)
2. Select the appropriate Sub-Category Code for your ad. (Below - Item 10)
3. Select a City Heading on your contract (see City Headings - form 1c). This should reflect the city or town in which you do business.

Note: There are no City Headings in the Statewide Region or in the Regionwide Activities and Where to Ask section within specific regions.

(EXAMPLE: If your ad is listed in Inside Passage, under Where To Stay, Bed & Breakfast, City Heading, Juneau... Your Region Code is **IP**. Your Sub-Category Code is **WS4**. Your City Heading is **Juneau**.)

4. Write the Region, Sub Category and City Heading on your contract.

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Online at TravelAlaska.com

If you are purchasing additional sub-categories for ad placement on the Official Alaska Travel website, TravelAlaska.com, please reference the corresponding sub-category numbers below and write them in the appropriate box on Contract 5 – Additional Internet Ads.

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Region 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 that is offered in more than one region of the state or serves as a gateway to Alaska.

City Heading

See form 1c for city headings.

Write in the city, town or area that you operate within, UNLESS your product or service falls in any of these categories:

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

Parks & Public Lands

Internet Only-WILL NOT Appear in Printed Planner - for use with contract 5.

PL1	Glacier Bay National Park
PL2	Kenai National Park
PL3	Kodiak Nat. Wildlife Refuge
PL4	Other _____

Sub-Category Code

Getting There

"Getting There" applies to Statewide Region only. Your business MUST provide a means of transportation to/from Alaska.

Sub-Categories

GT1	Airline
GT2	Air Taxi/Charter
GT3	Cruiseships/Ferries
GT4	Day Cruises/Charters
GT5	Overnight Cruises/Other
GT6	Motorcoach/Bus/Vans
GT7	RV Rental/Motorhome/Caravans
GT8	Car Rental/Taxi/Shuttle/Other
GT9	Train
GT10	Package Tour

Getting Around (Refers to Inside Alaska)

Sub-Categories

GA1	Airline
GA2	Air Taxi/Charter
GA3	Cruiseships/Ferries
GA4	Day Cruises/Charters
GA5	Overnight Cruises/Other
GA6	Motorcoach/Bus/Vans
GA7	RV Rental/Motorhome/Caravans
GA8	Car Rental/Taxi/Shuttle/Other
GA9	Train
GA10	Package Tour

Where to Ask

Sub-Categories

AS1	Visitor Information Organizations
AS2	Travel Agents and Trip Planners
AS3	Guidebooks/Map/Video
AS4	Fish and Wildlife Information
AS5	Disabled Visitor Information

What To Do

Sub-Categories

DO1	Various Activities
DO2	Adventure/Ecotourism
DO3	Backcountry Experiences
DO4	Birdwatching/Wildlife Viewing
DO5	Day Cruises
DO6	Dining/Nightlife
DO7	Fishing
DO8	Flightseeing
DO9	History, Culture & Academic
DO10	Multi-Day Cruises
DO11	Shopping
DO12	Sightseeing & Tours
DO13	Winter

Where To Stay

Sub-Categories

WS1	Hotels/Motels
WS2	Wilderness Lodges/Resorts
WS3	Cabins
WS4	Bed & Breakfasts
WS5	Camping/RV Parks
WS6	Hostels

Publisher reserves the right to edit category headings including removal of sub-categories.

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Region Heading**Far North****City Heading**

Barrow
Bettles
Coldfoot
Gates of the Arctic National Park
Kotzebue
Nome
Prudhoe Bay

Southcentral

Anchor Point
Anchorage
Big Lake
Chistochina
Chitina
Chugach
Cooper Landing
Copper Center
Copperville
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
Paxton
Petersville
Portage
Seldovia
Seward
Soldotna
Sterling
Talkeenta
Tazlina
Trapper Creek
Valdez
Wasilla
Whittier
Wrangell-St. Elias National Park

Region Heading**Interior****City Heading**

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

Inside Passage

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

Southwest

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