

ATIA Consumer Marketing Planning Calendar FY 2009

PROGRAMS	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
PRINT												
Alaska Official State Vacation Planner								Ad Sales				
	Distributed Year-Round Starting in October											
Co-op National Magazine Campaign	Ad Sales					Ads Run						
Mailing Labels	Available for Sale											
	Peak Lead Generation											
INTERNET - www.TravelAlaska.com												
Banner Ads	Available for Sale											
	Posted Year-Round											
Travel Specials	Available for Sale											
	Posted Year-Round											
E-mail Leads	Available for Sale											
	Peak Lead Generation											
ON THE ROAD												
Consumer Shows	Brochure Distribution & Booth Share Available for Sale											
	Show								Spring Shows			
Alaska Media Road Show	Reserve a Spot		Event									
ATIA Convention & Trade Show	Registration, Sponsorships & Trade Show for Sale				Event							
* Visit www.AlaskaTIA.org for detailed information about each program.												