Cooperative Marketing Policies

General- Applies to All Programs
a. All cooperative marketing opportunities are made available to businesses to promote an Alaska tourism product or service.
b. Businesses cannot participate in a cooperative marketing program if participation in the program violates current state or federal law.
c. All programs are announced through the cooperative marketing newsletter and listed online.
d. Businesses must register in order to reserve placement in each cooperative marketing program. Participation is not guaranteed until approved by ATIA.
e. There is no first right of refusal for previous participants in a coop program. All are sold first come, first served.
f. Payment is due in full before ad or booth space is confirmed and is non-refundable.
g. Invoices are net 30 days.

Travel Trade & International
a. Booth space is sold on a first come, first served basis following the guidelines below:
   1. Companies with a permanent businesses presence in Alaska and hold an Alaska business license have priority for first 30 days after registration opens.
   2. Non-resident companies that generate business sales from Alaska tourism product.

Advertising
Leads
a. Rates are for a single use, single product mailing.
b. Only one email campaign per day per type of service or business. Dates are reserved on a first-come, first-serve basis.
c. When reusing a direct mail or email order, lists may only be used not more than twice per month and six times per program year.
d. The labels and the underlying names and addresses, and emails gleaned from the email program, may not be shared with or transferred or otherwise disclosed to any other third parties.
e. Leads generated by the current year marketing program are available for purchase beginning September 1st.
f. Direct mail leads are invoiced for the number of actual leads sent to the customer. Email leads are invoiced for the number of emails delivered to potential visitors.
Public Relations
a. Previous sponsors have first right of refusal.
b. Businesses must purchase individual event registrations and may not share one registration among multiple businesses.

Website

Online Business Listing Ads
a. Businesses cannot have more than one ad per category but can place additional ads in qualifying categories.

Banner Ads
a. The Banner Ad and supporting landing page must contain business name (URL can substitute business name) and may only be used to promote an Alaska tourism product or service.
b. To qualify for a banner ad, your business must have a current Online Business Listing Ad on TravelAlaska.com (sold separately).
c. Banner ad art may not include flash or animation.

Travel Specials
a. Offer must be related to all consumers.
b. Must have a current Online Business Listing Ad on TravelAlaska.com (sold separately).
c. Travel special must offer a discount or value add or promote at least a $50 discount. Can NO LONGER be a new product or service if Partner is not offering a discount or added value.