



## Co-op Magazine Advertising

### Background

The State of Alaska Department of Commerce, Community and Economic Development (DCCED) and the Alaska Travel Industry Association (ATIA) are collaborating to implement this year's Destination Tourism Marketing Campaign that will encourage large and small businesses to participate in marketing programs. As part of that collaboration, co-op magazine advertising is an important component of the cooperative marketing opportunities offered to ATIA members.

**Co-op Magazine Advertising** is an affordable way to promote your business in concert with Alaska's statewide marketing message. Co-op rates were negotiated with magazines that best fit our target markets. Leads generated through the publications will be distributed to participants.

**This program is a great fit for:** Retailers of Package Tours, Marquee Attractions, Destination Marketing Organizations (CVBs etc)

### Registration & Payment Due by October 31, 2011

Publication	Drop Date	Circulation	2" Ads Available	Price Per Ad
<b>Alaska Magazine</b>	Jan 17, 2012	144,000	22	<input type="checkbox"/> \$507
<b>Arthur Frommer's Budget Travel</b>	Jan 18, 2012	270,000	22	<input type="checkbox"/> \$1,294
<b>Good Housekeeping</b> Pacific Region Edition	Feb 12, 2012	724,800	12	<input type="checkbox"/> \$2,346
<b>Sunset Magazine</b> Southern California Edition	Jan 20, 2012	330,000	22	<input type="checkbox"/> \$1,700

Company: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Total Price: \$** \_\_\_\_\_

My check is enclosed       Charge my credit card

\_\_\_\_\_

\_\_\_\_\_

Card number

Expiration date

\_\_\_\_\_

Cardholder's signature



## Co-op Magazine Advertising

### Display Ad Art

- Use my ad from a previous year as placed in \_\_\_\_\_ magazine
- Use my 2" color ad from the 2012 Official State Vacation Planner
- I will submit a new ad(s) by November 2, 2011 (see ad specifications below)

### Ad Specifications

- Unique ads may be placed in each publication. Please label all files and proofs clearly by publication name.
- Ad size is 2" x 2" using full color. New ads must be built to size. 2" color ads from the Official State Vacation Planner may be used for all publications.
- Digital files are required. The preferred format is PDF/X1a. Alternate acceptable file formats include: Quark Xpress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop.
- Color images are saved as single TIFF or EPS files and should be at least 300 dpi. CMYK color formatting only. RGB color is not accepted.
- All screen, printer fonts and supported files must accompany ads on a DVD, Flash Drive or CD.
- Should you design your ad using Illustrator and Freehand, please save all fonts as outlines.
- Final color proof of ad must be supplied. Black and White proofs are not accepted.

**Materials Deadline:** November 2, 2011.

### Leads Generated at by Co-op Magazine Advertising

Leads generated by these magazines will be shared with advertising members as they are generated.

- Please email leads from this campaign to this address: \_\_\_\_\_
- No thank you, I am not interested in these leads.

### Terms and Conditions

Participation will be confirmed on a first come, first served basis. Ad placement is contingent on ATIA's ability to fill the full-page ads in each publication. Editorial/advertorial content is not guaranteed. **Once registered your payment is due in full and is non-refundable.**

**I have read the Terms and Conditions above and agree that my signature binds ATIA and me, the participant.**

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Signature

### Please return this registration form with payment to:

Fax: (907) 561-5727 (must be accompanied by credit card information)  
Mail: Alaska Travel Industry Association  
2600 Cordova St #201, Anchorage AK 99503

**For more information on this or dozens of other cooperative marketing opportunities with ATIA,** please contact your membership & advertising manager:

Linda Hall

(907) 646-3309 direct

[lhall@AlaskaTIA.org](mailto:lhall@AlaskaTIA.org)



## Co-op Magazine Advertising Demographics

**Alaska Magazine** – Alaska Magazine is the leader and trusted source for information on all things Alaskan. With an Anchorage-based staff and a team of contributors from across the state, Alaska Magazine covers everything from communities to culture to history and outdoor sports with compelling stories and outstanding photographs. Ten times each year, readers are invited throughout Alaska and across the United States to "Experience the Last Frontier."

Circulation: 120,000  
Male/Female: 67/33  
Average Age: 64  
MHHI: \$77,000  
Married: 72%

**Arthur Frommer's Budget Travel** – Provides inspiring content that makes readers want to go places. Budget Travel gives the inside scoop and up-to-the-moment advice on all the can't-miss, most fun things to see and do, across the country and around the world.

Circulation: 675,000  
Male/Female: 42/48  
MHHI: \$83,000  
Median Age: 50.4  
Married: 56%

**Good Housekeeping** - Written for the contemporary homemaker. Articles focus on food, nutrition, fashion, beauty, relationships, home decorating, health, childcare, and other consumer and social issues. Each issue delivers a unique mix of inspirational and personal stories, trusted information and closely researched investigations and reports.

Circulation: Pacific Region – 724,800  
Male/Female: 12.2/87.8  
Median Age: 46.3  
MHHI: \$56,644  
Married: 53.2%

**Sunset** – A regional lifestyle magazine, focusing on living well in the West. Sunset provides authoritative, localized information on gardening, travel, food, entertainment, home building and remodeling.

Circulation: 1,250,000  
Male/Female: 28.5/71.5  
MHHI: \$83,645  
Average Age: 51.1  
Married: 64.1%