

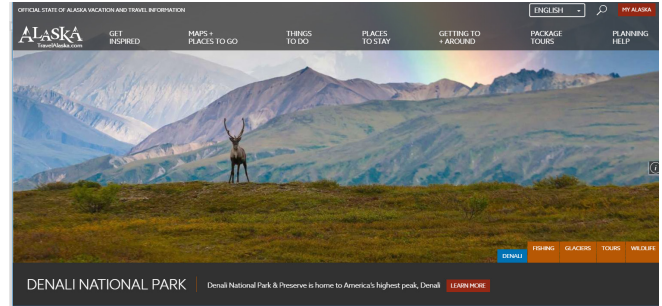


# 2018-2019 Alaska Cooperative Marketing Programs

Leverage Alaska's national marketing program and get your business in front of thousands of potential visitors.

## About the Program

The State of Alaska supports tourism marketing through a capital grant administered by the Alaska Travel Industry Association (ATIA). These funds are used to promote Alaska as **the** premier travel destination. Sales from cooperative marketing program leverage the State's grant funds to increase businesses' outreach to qualified consumers nationally and internationally. Advertising opportunities are available to ATIA members and non-members alike.



## TravelAlaska.com\*

TravelAlaska.com is the official travel and vacation website for Alaska trip planning.

### Online Business Listing Ads

Online business listing ads include business name, logo, URL, phone number, map locator (optional), 800-character description, a captivating main ad image plus up to 5 slider images.

*\$250 standard ads or \$450 featured ads  
Available for purchase year-round*

### Banner Ads

Recently redesigned for more pixel power, rotating banner ads are a visual call to action that will help increase the visibility of your product to potential visitors.

*\$10 per 1,000 impressions (minimum order of 100,000 impressions)  
Available for purchase year-round*

### Travel Specials

Travel specials feature your special discount or added value to visitors. Travel specials include a captivating image, title, descriptive text, and hotlink back to the advertiser's website.

*\$50 per each 30 day period  
Available for purchase year-round*

*\*See program examples at [www.TravelAlaska.com](http://www.TravelAlaska.com).*

## To Order

To order, visit your TravelAlaska.com Partner Admin account. For more information visit [www.AlaskaTIA.org](http://www.AlaskaTIA.org) or contact the sales team at 907-646-3321 / [advertising@AlaskaTIA.org](mailto:advertising@AlaskaTIA.org).

## E-Newsletters\*

Extend your reach with ads in Travel Alaska's e-newsletters. E-newsletters are distributed to highly qualified potential visitors who have opted in to receive Alaska travel information.

### Hottest Deals in the Coolest State

Highlight a current travel special to more than 300,000 highly qualified potential visitors each month featuring 12 Travel Specials per newsletter.

*\$450 per ad per month  
Deadline 15th of each month*

### My Alaska E-Newsletter Banner Ad

A banner ad in the My Alaska E-Newsletters is seen by more than 400,000 highly qualified potential visitors who have requested to receive information about Alaska travel.

*\$1,000 per month  
Deadline Varies*

*\*See e-newsletter examples at [www.TravelAlaska.com](http://www.TravelAlaska.com).*

## Social Media

You're going to "Like" this...A LOT! Let Travel Alaska help you increase your reach on social media.

### Travel Alaska Facebook Hosting

Host the Travel Alaska Facebook page for 1 week and reach an established audience of more than 430,000 followers. Place up to 7 posts and share photos and information about your destination or business.

*\$1,000  
Available for purchase year-round*

## Leads Program

Lead the marketing pack and reach thousands of potential visitors by putting the Travel Alaska Leads Program to work for your business.

### Consumer Leads

Alaska's national advertising program generates consumer requests for Alaska travel information. These leads can be purchased for re-marketing. Email and direct mail orders available.

*\$.35 per lead (new orders) / \$.15 per lead (reuse orders)  
Available for purchase year-round*

# 2018-2019 Alaska Cooperative Marketing Programs

## Public Relations

Extra! Extra! Be the headline and put your business in front of hundreds of travel writers with these public relations programs.

### Alaska Media Road Show - Oct. 28-30, 2018, Lake Las Vegas, NV

Make lasting media contacts and increase editorial coverage of your product or destination. This 3-day event allows partners the chance to interact one on one with some of the most influential travel media in the United States and Canada.

*\$4,500 1st attendee / \$2,500 2nd attendee  
Deadline September 27, 2018*

### Alaska Travel News Bulletin-Sponsored Content

The Alaska Travel News Bulletin is important for keeping media informed of the latest Alaska travel developments on a regular basis. The Alaska Travel News Bulletin is distributed quarterly to more than 700 national travel writers with an above-industry-average open rate.

*\$500  
Contact the sales team for current deadline*

### Give Me That 360 View

360-degree video is a growing digital trend used across a variety of digital platforms, including websites, editorial stories, social media and e-newsletters. 360-degree video provides a unique look of what a traveler can experience in a destination, includes one-day shoot on-location and editing footage for 3-4 high-quality videos for Partner use.

*\$2,000  
Available for purchase year-round*

## Vacation Planner

What's black, white, and read all over the world? The Official State Vacation Planner! Reach more potential visitors with an ad in the 2019 Official State Vacation Planner.

### Official State Vacation Planner

The 2019 vacation planner is being redesigned with a fresh, modern feel, more images, and new editorial content. Distributed to more than 250,000 highly qualified potential visitors begins in January 2019.

*Cost based on ad size / varies  
Early bird pricing deadline September 28, 2018  
Ad deadline October 31, 2018*

## Travel Trade

Share your love of Alaska travel with others! Join a Travel Trade show and market your business directly to tour operators.

### National Tour Association - Nov. 4-8, 2018, Milwaukee, WI

Connect with domestic and international tour operators and package travel planners at the NTA Travel Exchange *Alaska booth*. Can't attend in person? Send your brochures for distribution.

*\$400  
Deadline October 1, 2018*

### U.S. Tour Operators Association - Nov. 26-30, 2018, Phoenix, AZ

Join Alaska's networking luncheon table at the USTOA conference. Partners can also use this opportunity to distribute brochures and other giveaway items.

*\$500  
Deadline November 9, 2018*

### American Bus Association - Jan. 25-29, 2019, Louisville, KY

Promote your business at the ABA Marketplace *Alaska booth*, reaching motor coach tour, charter and shuttle operators from across the US and Canada. Can't attend in person? Send your brochures for distribution.

*\$400  
Deadline November 30, 2018*

### ITB Berlin - March 6-10, 2019, Berlin, Germany

Join ATIA at the 2019 International Tourism Exchange (ITB), the world's largest travel show. More than 11,000 trade professionals, including international and German tour operators, travel agents, and press visit the Brand USA Pavilion to learn what's new in the Alaska market.

*Booth Share: \$4,000 / Brochure Distribution: \$500  
Deadline December 14, 2018*

### Seatrade Cruise Global - Apr. 8-11, 2019, Ft. Lauderdale, FL

Join the Alaska booth at Seatrade Cruise Global, the world's largest and most important annual meeting for the cruise industry. Premium sponsorships for DMMOs and ports and supporting sponsorships for private companies that support a vibrant cruise industry.

*Premium: \$3,500 / Supporting: \$750  
Deadline February 15, 2019*

### INFOX Travel Agent Mailing

Distribute your promotional materials to 3,500 pre-identified travel agents with a specific interest in selling Alaska.

*\$500 - \$1,250 depending on size of material provided  
Deadline December 1, 2018*

### Meet Alaska Directory

Distribute product information to tour operators looking to build package tours to Alaska with this electronic directory. Includes full-page listing with company contact information, logo, up to 3 photos, 150-word description, and website and email hotlinks. Distributed at all trade shows ATIA attends.

*\$600  
Deadline November 15, 2018*