

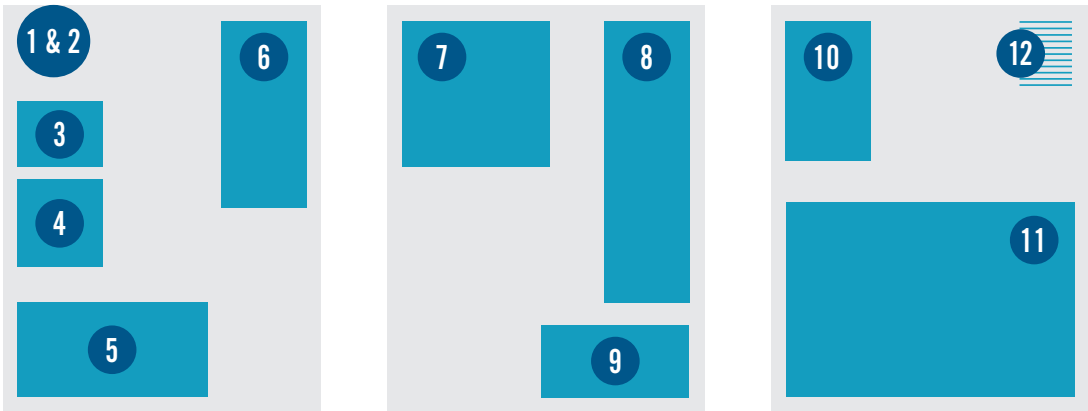


2023 OFFICIAL ALASKA VACATION PLANNER AD GUIDE

AD TYPES

BONUS

All display ads include bingo numbers and weekly leads report for remarketing to customers interested in your business.



| AD TYPE | | SIZE | PRICE |
|---------|----------------------------|-----------------|----------|
| 1 | FULL PAGE FRONT/BACK COVER | SEE SPECS BELOW | \$20,000 |
| 2 | FULL PAGE | SEE SPECS BELOW | \$14,000 |
| 3 | 2" | 2.25"w x 2"h | \$1,000 |
| 4 | 3" | 2.25"w x 3"h | \$1,500 |
| 5 | 1/6 PAGE HORIZONTAL | 4.75"w x 2.5"h | \$3,000 |
| 6 | 1/6 PAGE VERTICAL | 2.25"w x 5"h | \$3,000 |
| 7 | 1/4 PAGE HORIZONTAL | 4.75"w x 3.75"h | \$4,000 |
| 8 | 1/4 PAGE VERTICAL | 2.25"w x 7.5"h | \$4,000 |
| 9 | 4" HORIZONTAL | 4.75"w x 2"h | \$2,000 |
| 10 | 4" VERTICAL | 2.25"w x 4"h | \$2,000 |
| 11 | 1/2 PAGE | 7.3125"w x 5"h | \$7,500 |
| 12 | NARRATIVE | Size varies* | \$375+ |

FULL PAGE SPECS

| | |
|----------------------|---------------------|
| LIVE AREA | 7.875" w x 10.25" h |
| TRIM SIZE | 8.375" w x 10.75" h |
| FILE SIZE WITH BLEED | 8.625" w x 11" h |

Please provide final file as a hi-res PDF/x-1a file with .125" bleeds, .25" margins and no crop marks. Make sure all important content is within the live area.

NARRATIVE AD EXAMPLE

BUSINESS NAME
www.url.com
Lorem ipsum dolor sit amet, cons ctetur adipiscing elit. Fusce felis velit, vestibulum vitae lacinia fusce et, facilisis non urna. Ut risus tellus, venenatis a erat ac, ornare blandit sem. Quisque vel felis hendrerit lectus sodales mollis id id leo. Vivamus aliquam aliquet mattis. Morbi vulputate vel justo non viverra. Praesent vitae ligula sapien Vivamus. 555-555-5555.

\$375

Business name, web address, plus 375 characters

\$130

Per each additional 50 characters

AD FILES

IMPORTANT NOTE:

Files must be complete and in final form. **NO CHANGES** will be made by ATIA. ATIA does not accept responsibility for errors or quality of ad reproduction if ads are not submitted according to specification.

FILE TYPE

Hi-res PDF/x-1a file

COLORS

CMYK must be used for all images and colors. RGB or Pantone colors must be converted before submission. Otherwise, they will be automatically converted and may not print as submitted.

FONTS

For best results, fonts must be outlined or embedded into the PDF.

IMPORTANT DATES

AD SALES START

April 11, 2022

AD DEADLINE

June 30, 2022

DISTRIBUTION*

September 2022 - August 2023

* Printing 250,000 copies
Digital version also available

CHOOSE YOUR AD PLACEMENT SECTIONS AND CATEGORIES

TRAVEL TO

Refers to businesses who provide a means of transportation to/from Alaska. Applies to statewide placements only.

Air Taxi · Charter
Airlines
Cruise Ships · Ferries
Motorcoach · Bus · Vans · Limos
Overnight Cruises · Other
Package Tours
RV Rental · Motorhome · Caravan

TRAVEL WITHIN

Refers to transportation in Alaska.

Air Taxi · Charter
Airlines
Car Rental · Taxi · Shuttle · Other
Cruise Ships · Ferries
Day Cruises · Charters
Motorcoach · Bus · Vans · Limos
Overnight Cruises · Other
Package Tours
RV Rental · Motorhome · Caravan
Trains

PLANNING HELP

Destination Management Services ·
Event Planners
Travel Agents · Trip Planners
Travel Guides · Resources
Visitor Centers

PLACES TO STAY

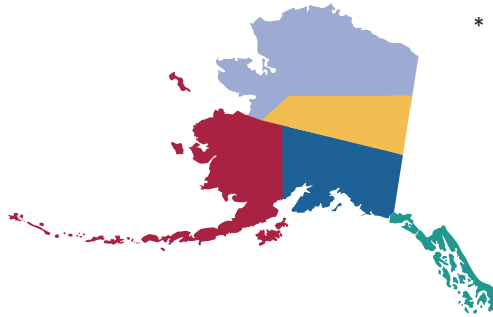
Bed & Breakfasts
Cabins · Vacation Rentals
Campgrounds · RV Parks
Hostels
Hotels · Motels
Wilderness Lodges · Resorts

THINGS TO DO

Adventure · Ecotourism
Backcountry Experiences
Bear Viewing
Biking · Hiking
Birdwatching · Wildlife Viewing
Culinary · Tasting Tours
Day Cruises
Day Tours
Dining · Nightlife · Shopping
Fishing
Flight Tours
History · Culture · Art
Multi-Day Cruises
Photography Tours
Sightseeing · Tours
Various Activities
Winter

AD PLACEMENT REGIONS AND ABBREVIATIONS

AK* STATEWIDE
CA CANADA
IN INTERIOR
AR ARCTIC
SW SOUTHWEST
IP INSIDE PASSAGE
SC SOUTHCENTRAL



* Ads in the Statewide category 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.

CHOOSE YOUR AD PLACEMENT REGIONS AND CITIES

STATEWIDE

CANADA

INTERIOR

Regionwide*

Alaska Highway

Chicken
Delta Junction
Tok

Denali Area

Cantwell
Denali NP
Healy
Kantishna
Lake Minchumina

Fairbanks Area

Ester
Fairbanks
Nenana
North Pole
Paxson
Salcha
Yukon River

ARCTIC

Regionwide*

Arctic Coast

Deadhorse/
Prudhoe Bay
Utqiagvik (Barrow)

Brooks Range

Arctic NWR
Bettles
Coldfoot
Gates of the Arctic NP
Wiseman

Western Arctic

Kotzebue
Nome

SOUTHWEST

Regionwide*

Afognak
Bethel
Dillingham
Iliamna
Katmai NP
King Salmon
Kodiak
Kodiak Island
Lake Clark NP
Nikolski
Port Lions
St. Paul Island
Unalaska/
Dutch Harbor

INSIDE PASSAGE

Regionwide*

Northern Region

Admiralty Island
Angoon
Elfin Cove
Glacier Bay NP
Gustavus
Haines
Hoonah/Icy Strait Point
Juneau
Pelican
Sitka
Skagway
Tenakee Springs
Yakutat

Southern Region

Hollis
Hyder
Kake
Ketchikan
Petersburg
Prince of Wales Island
Thorne Bay
Wrangell

SOUTHCENTRAL

Regionwide*

Anchorage Area

Anchorage
Bird Ridge/Indian
Chugiak
Eagle River
Girdwood
Portage
Tyonek

Copper River Valley & Wrangell-St. Elias National Park

Chitina
Chistochina
Copper Center
Copperville
Gakona
Glennallen
Gulkana
Kennicott
Kenny Lake
Lake Louise
McCarthy
Mentasta
Tazlina
Wrangell Mts.

The Kenai

Anchor Point
Cooper Landing
Halibut Cove
Homer
Hope
Kachemak Bay
State Park
Kasilof
Kenai
Kenai Fjords NP
Moose Pass
Nikiski
Ninilchik
Seldovia
Seward
Soldotna
Sterling

Mat-Su Valley

Big Lake
Denali State Park
Hatcher Pass
Matanuska Glacier
Palmer
Petersville
Sutton
Talkeetna
Trapper Creek
Wasilla
Willow

Prince William Sound

Cordova
Valdez
Whittier

* To qualify for a regionwide ad, the product or service must be offered in more than one city within that region.
Alaska Travel Industry Association reserves the right to edit category headings, including removal of categories.