



2023-2024

# ALASKA COOPERATIVE MARKETING PROGRAMS

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

# TRAVEL ALASKA CO-OP PROGRAMS

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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 the cooperative marketing programs 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.

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# BE SEEN. Advertise with TravelAlaska.com

We're Alaska's official travel planning website, with over  
**3 MILLION VISITORS A YEAR.**

**Leverage the power of Travel Alaska's national campaign and help  
drive traffic to your website by placing an ad with us.**

*Two thirds of site users  
say that TravelAlaska.com*

**DIRECTLY  
INFLUENCED  
THEIR BOOKING,  
EATING, & TRAVEL  
DECISIONS**

*while visiting Alaska.*

**Make an impression with your audience and take advantage of our  
amazing co-op marketing opportunities.**

# STANDARD PROFILE ADS

Make a lasting impression with a profile ad on the state's official travel planning website. These dynamic ads open to a customizable landing page with your company name, contact information, months of operation, URL, a captivating main ad image, social buttons, and a 500-character description. Select the category you would like your ad to appear in from the Profile Ad Category list on the following pages. Sold by category, by region.

## BENEFITS

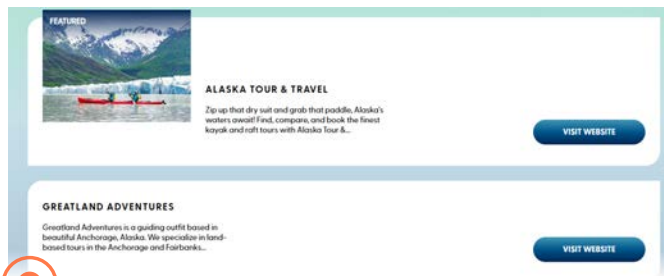
- Standard Profile Ads can be edited at any time throughout the year
- View ad performance by logging into Travel Alaska Partner Admin
- Photo gallery can showcase one image
- Valid for one year from date of placement

**Bonus Value:** Businesses can select amenities, months of operation, and wheelchair accessibility. AGA logo is included for AGA-certified businesses.

## PRICING

One FREE ad for ATIA members

\$50 for non-members



Your profile ad  
(no image in grid  
for standard ads)

Opens to  
landing page



**GREATLAND ADVENTURES**

**1 image**

**500 character description**

**GREATLAND ADVENTURES ANCHORAGE**  
(907) 980-8179  
info@greatlandadventures.com

410 K St  
Anchorage, AK

**MONTHS**  
J F M A M J J A S O N D

**URL to website**

**MAP SATELLITE**

Upgrade to

# FEATURED PROFILE ADS

Take your impressions even further with the Featured Profile Ad. Upgrade to Featured for top of category placement within your ad category and an image on the listing grid for additional exposure. Ads open to a customizable landing page with your company name, contact information, months of operation, URL, up to 24 images and video, social buttons, and a 10,000-character description. Select the category you would like your ad to appear in from the Profile Ad Category list on the following page. Sold by category, by region. Partners can select as many communities and parks within the region as the business operates from or services.

## BENEFITS

- Be seen first with top of category placement and image on grid listing
- Featured ads can be edited at any time throughout the year
- View ad performance by logging into Travel Alaska Partner Admin
- Additional exposure with longer description and email
- Photo gallery can showcase up to 24 images and 1 video
- Valid for one year from date of purchase

**Bonus Value:** Businesses can select amenities, months of operation, and wheelchair accessibility. AGA logo is included for AGA-certified businesses.

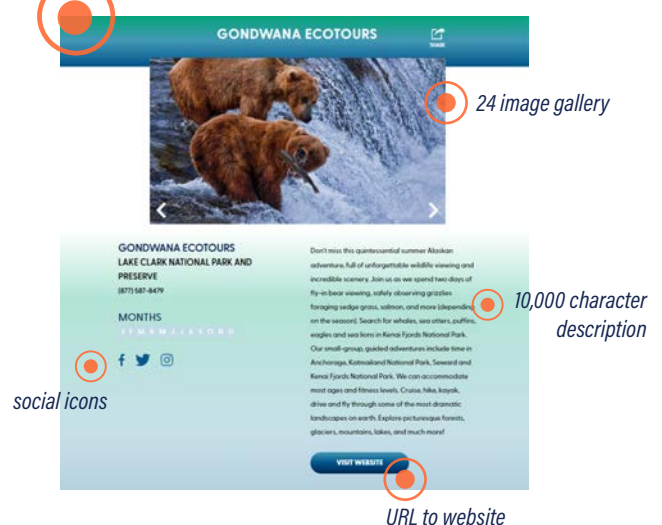
## PRICING

\$250 for ATIA Members and \$350 for non-ATIA Members

Top of category featured profile ad (main ad image)



Opens to landing page



# PROFILE AD CATEGORIES

Choose from the below business categories:

## THINGS TO DO

### Adventure

ATV & 4 Wheeling  
Adventure & Ecotour Experiences  
Dog Sledding  
Kayaking, Rafting, & Water Sports  
Ziplines

### Alaska Native Culture

Cultural Centers, Tours, &  
Demonstrations

### Day Cruises

Glacier & Wildlife Cruises  
Private Cruises  
River Cruises

### Fishing

Day Fishing Trips  
Fishing Lodges & Packages

### Food & Entertainment

Breweries & Distilleries  
Dining  
Shopping  
Shows & Performances

### Hiking & Outdoor Recreation

Hiking  
Biking  
Backcountry Expeditions  
Glacier Hiking & Climbing  
Guided Hiking & Camping

## THINGS TO DO CONT.

### Museums, Arts, & History

Museums  
Arts, Culture, & History Tours

### Northern Lights

Northern Lights Tours  
Northern Lights Overnight  
Packages

### Sightseeing & Tours

Flightseeing & Helicopter Tours  
Sightseeing Tours  
Culinary Tours  
Gold Panning & Tours  
Photography Tours  
Railroad Day Trips

### Spas & Wellness Experiences

### Wildlife Viewing

Whale Watching  
Bear Viewing  
Birding  
Wildlife Excursions  
Zoos, Aquariums, & Conservation  
Centers

### Winter Activities

Dog Sledding  
Northern Lights Viewing  
Skiing & Snowboarding  
Snowmobile Tours  
Winter Sightseeing & Guided  
Adventures

## PLACES TO STAY

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

## TRAVEL TO & AROUND ALASKA

Fly  
Cruise  
Train  
Drive  
Motorcoach/Bus/Shuttle  
Ferry

## PACKAGES & TOURS

Adventure & Ecotour Packages  
Cruise Packages  
Land Packages  
Small Ship & Private Cruises  
Wildlife Packages  
Winter Packages  
Travel Agents

## PLANNING TOOLS

Visitor Centers  
Meeting & Event Planners

All Alaska Cooperative Marketing Programs can be purchased through your online TravelAlaska.com Partner Admin. To set up your account, or if you have forgotten your password, go to AlaskaTIA.org. Look for the "TravelAlaska.com Partner Login" link in the top right corner of the page. This will take you to the Travel Alaska Partner Login screen for TravelAlaska.com. For other questions or assistance, you can also contact your ATIA Sales Team directly: Advertising@AlaskaTIA.org

# BANNER ADS

Banner ads increase the visibility of your business as they rotate through nearly every page of TravelAlaska.com. Craft your own captivating message through your ad which will direct visitors to your website.

## BENEFITS

- View ad performance by logging into Travel Alaska Partner Admin
- URL and artwork can be updated at any time
- Ads will run on most pages of TravelAlaska.com, including homepage

## PRICING

\$600 for 100,000 impressions

\$1,500 for 250,000 impressions

\$3,000 for 500,000 impressions

\$4,800 for 800,000 impressions

## BANNER AD SPECS

- Partners must have an active profile ad on TravelAlaska.com to purchase
- Artwork: 300px wide x 250px high AND 728px wide by 90px high (*saved as jpeg, no flash or animation*)
- Banner ad & supporting landing page must contain your business name

300 x 250 Banner ads



728 x 90 Banner ads



## PLOT YOUR COURSE



# TRAVEL SPECIAL ADS

With over 3 million visitors every year, TravelAlaska.com is the place to promote your travel special or value added to potential Alaska travelers. Visitors are always looking for a deal, and the Travel Specials page is one of the most viewed pages on TravelAlaska.com. Travel Specials are featured on a Travel Specials landing page and link over to a unique landing page for the special, and partners get a "Travel Deal" icon next to their TravelAlaska.com profile ad. TravelAlaska.com travel special ads include a captivating image, title, descriptive text, and link back to the partner's website. All Travel Specials are also featured in the monthly Hottest Deals E-Newsletter, which is sent to our highly-engaged Travel Alaska audience of over 500,000 subscribers.

## BENEFITS

- Available in four categories: accommodations, activities, packages, and transportation
- Ads can be removed or edited at any time during their time on TravelAlaska.com
- Receive a special icon on your profile ad letting consumers know you're offering a Travel Special
- View ad performance by logging into Travel Alaska Partner Admin
- Placement in the monthly Hottest Deals E-Newsletter including photo and link to unique Travel Special landing page

## PRICING

\$125 per 30 days the ad is live on TravelAlaska.com

## TRAVEL SPECIAL AD QUALIFICATIONS

- Must offer a discount or added value to the consumer
- Must have an active profile ad on TravelAlaska.com to purchase

**Callout on grid listing**

**Unique Travel Special landing page**

**Link to website**

**FEATURED**

**DENALI PARK ZIPLINE ADVENTURES**

Experience life above the trees ziplining just outside of Denali National Park! Your adventure begins with a three mile trail ride through the...

**VISIT WEBSITE**

**ZIPLINE ADVENTURE IN DENALI! \$30 OFF PER PERSON - THE BEST ZIPLINE DEAL IN ALASKA!**

Mile 238.6 Parks Highway  
Denali Park, AK 99755

VALID DATES: Oct 18, 2021 to Sep 13, 2022

We invite you to experience the Denali area's scenic wilderness by soaring through the boreal forest & over the tundra! Step outside of your comfort zone and enjoy the only zipline tour in the Denali National Park area!

- 7 thrilling ziplines - over half a mile of zips
- A side by side dual racer lingo zipline
- The Ascending Bridge Tower - 4 suspension bridges that weave up to the first zip platform
- 2 additional suspension bridges - one that's over 100 feet long
- Spectacular views of the northern part of the Alaska Range and surrounding area
- 3 hours of adventure

Special savings! \$30 off per guest. Direct bookings only. Advanced reservations required. Use coupon code TAK3022 - expires 9/30/22

**VISIT WEBSITE**



# INTEGRATED ADS

The NEW TravelAlaska.com Integrated Ads (Related Content & Editorial) are designed and integrated to look like organic content on the website. These ads are designed to match the format and function of the website, driving strong engagement with consumers and linking directly to the partner's website. Ads are run of site on TravelAlaska.com, including the homepage.

## BENEFITS

- Designed to look like organic content for better engagement
- Links directly to partner's website

## PRICING

\$1,700 - live for 90 days from start date

Can be ordered any time

## INTEGRATED AD SPECS

- Partners must have an active profile ad on TravelAlaska.com to purchase
- Headline: 25 max characters
- Teaser Text: 65 max characters
- Ad image sizes: 255x340 pixels AND 300x225 pixels
- *Please note: ads without logos/text on images perform better*

Editorial Ad

Related Content Ad

## Trip Ideas

Headline & teaser text

# SPONSORED ARTICLES

Travel Alaska has transitioned from blog posts to Sponsored Articles on the new TravelAlaska.com website. Sponsored articles allow partners to promote their own destination or business in the context-rich environment of Travel Alaska's site. Now including more images (up to 6) and 1 month of ROS ads driving consumers to the sponsored article page. Articles will also be included on the website's Travel Articles page for continued traffic after ROS ads are complete.

## BENEFITS

- ROS ads linking to article will run for 1 month
- Feature your own content and up to 6 images to promote your destination/product
- Limited to 1 partner per month

## PRICING

\$1,000

Must have an active profile ad on TravelAlaska.com to purchase

## SPONSORED ARTICLE SPECS

Content due on the 15th of the month prior

### Content

- Content title
- Recommended content length: 500 - 1,000 words
- Up to 10 links within the content to pages on your site
- Website, Facebook, and Instagram links
- *Please Note: advertisers can only promote Alaska-based product*

### Images

- Up to 6 images (1 hero image and 5 body images)
- Image size: 1800 px wide, horizontal orientation
- Please indicate which image you would like for hero image, or ATIA will select image that best fits hero image space

### ROS Ads

- Headline: 25 max characters
- Teaser Text: 65 max characters
- Ad image sizes: 255 x 340 pixels AND 300x225 pixels
- *Please note: ads without logos/text on images perform better*

Sponsored Article landing page



### Alaska Adventures

Brought to you by UNCruste Adventures

Wondering how to get more adventure this summer? Two summers ago, we all did the "stay-cation" thing and stayed home. Last summer, we ventured out close to home for day trips or driving vacations. This year? It's time for an adventure!

It's time to move. Use muscles you haven't in forever. Paddle a kayak. Hike through streams and up through forests. Wiggle into a wetsuit and snorkel - in Alaska! Test your balance on a stand-up paddle board. Learn the Viking Handshake, embark into a



ROS ads that link to landing page



Headline & Teaser Text



### Alaska Adventures

The time is now to explore Alaska on a small ship cruise.

# TRAVEL ALASKA OPT-IN LEADS

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Visitors who request the Official State of Alaska Vacation Planner are directed to a confirmation page where they can elect to receive information from partners currently participating in the Opt-In Leads program. Upon requesting information, visitors receive an immediate auto-generated email written by the partner.

## BENEFITS

- Leads are emailed weekly (can be accessed through Partner Admin at anytime)
- Partners receive lead contact information to use for email databases or mailing lists
- Partner email drives consumers directly to the partner's website

## PRICING

\$500 for 30 days

Must have an active profile ad on TravelAlaska.com to purchase

Your Official State of Alaska Visitor's Guide order has been received!  
Thank you!

We'd also like to offer you the opportunity to receive travel information and offers from a selection of Alaska's tourism partners. To receive information, select the boxes for the information you'd like to receive and click the "Submit" button at the bottom of the page.



GLACIERS AND WILDLIFE ABOUND!

### STAN STEPHENS GLACIER & WILDLIFE CRUISES

Discover the glaciers and wildlife of Prince William Sound from Valdez. Travel with the local experts through the fjords and passageways to Meares or Columbia Glacier. View amazing wildlife and birdlife such as seals, sea otters, sea lions, whales, porpoise, puffins, and eagles. Daily tours mid-May through mid-September. Meals included. Learn more on our website.



*Consumer opt-in leads selection  
landing page*

# TRAVEL ALASKA CONSUMER LEADS

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Travel Alaska's national advertising program generates thousands of requests for Alaska travel information every year. These qualified leads are available to partners for one-time use in either a direct mail or email campaign. Lists can be segmented by demographics, travel intent, or interest. Travel Alaska consumer leads are available for any business or organization promoting Alaska travel.

Determine your budget and/or the quantity of leads you would like to purchase. Narrow your selection by specifying demographic information. Direct mail leads will be emailed to you through a CSV file. You will choose the design and message of your email and the leads email will be distributed on your behalf by ATIA. If you choose a repeating order (weekly, monthly, etc.), lists will be generated until instructed to stop or until the maximum quantity ordered is reached. The most recent Travel Alaska consumer leads will automatically be generated, unless you request otherwise. Please note that names are for one-time use per order.

## BENEFITS

- Reach consumers who are interested in learning about Alaska travel
- For emails leads, choose the design and message of your email, which will be distributed on your behalf by ATIA

## PRICING

\$.45 per lead (new orders)

\$.15 per lead (reuse orders)

Available for purchase year-round

*Customized email  
sent on your behalf to  
your leads list*



**TOTE**

### Meet your RV in Alaska

Don't miss your chance to explore the great state of Alaska from the safety and comfort of your own RV! With TOTE, you can bypass the border & ship your RV to Alaska.

[Learn More](#)

#### Travel your way

Avoid the crowds and enjoy the great outdoors.

Travel at your own pace, in the safety of your RV.

Experience true Alaskan splendor while supporting small business along the way.

# TRAVEL ALASKA E-NEWSLETTER BANNER ADS

Promote your business in the Travel Alaska E-Newsletter, sent once a month to highly qualified potential visitors who have actively requested to receive information about traveling to Alaska. This e-newsletter reaches over 500,000 potential visitors each month. The Travel Alaska E-Newsletter includes items such as sample trip itineraries and ideas, new and exciting things happening in Alaska, a visitor photo, vacation planner link, and other important travel information.

## BENEFITS

- Reach a highly-engaged audience of over 500,000 subscribers
- Banner ad will direct traffic to your website

## PRICING

\$750 per month

Sold monthly, limited to one ad per month



© Superstock, Alamy Stock Photo

### Alaska Whale Watching: Where to Go & Planning Tips

In honor of World Ocean's Day, we're celebrating Alaska's most magnificent marine mammals: whales. Get our insider's scoop on when and where to go for the best whale watching in Alaska, plus learn more about which species you can spot and the best ways to see them.

[Read more](#)



Banner Ad



# TRAVEL ALASKA DIGITAL RETARGETING

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Receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost. Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited TravelAlaska.com and retargeting them with your meaningful messaging encouraging them to visit and book.

## DISPLAY AD (BANNER AD) ONLY OPTION

TravelAlaska.com's first-party data: retargeting and audience extension using the look-alike audiences of our data partners. Ads will serve for 30 days with no impression limit. Approximate impression count for this program is 250,000. Detailed performance report will be provided at the end of the campaign.

**PRICING:** \$1,750

Can be purchased at any time

### SPECS

- 300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, and 320 x 50
- Need to be static, with no animation/HTML5
- JPG or PNG file format

## NATIVE AD OPTION

TravelAlaska.com's first-party data: retargeting and audience extension using the look-alike audiences of our data partners. Ad will serve for 30 days with no impression limit. Approximate impression count for this program is 277,000. Detailed performance report will be provided at the end of the campaign.

**PRICING:** \$3,000

Can be purchased at any time

### SPECS

- **Headline:** 20 characters (however, 25 characters is accepted on almost all inventory)
- **Body:** 90 characters
- **Main Image:** Exactly 1200x627 (1.91:1 aspect ratio)
- **Max File Size:** 200 KB
- **Icon/Logo:** Exactly 240x240 (1:1 aspect ratio)

# TRAVEL ALASKA DIGITAL RETARGETING CONT.

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## VIDEO ONLY OPTION

Mix of prospecting, behavioral targeting, demographic targeting, and geographic targeting. Approximate impression count for this program is 123,000. Detailed performance report will be provided at the end of the campaign.

**PRICING:** \$6,000

Can be purchased at any time

## SPECS

- Supported File Type: MP4
- Aspect Ratio: 16:9
- File Size: Maximum 25MB
- Video Length: 0:15 or 0:30
- Ad Sizes: Minimum height of 144 pixels

## NATIVE AD & VIDEO PACKAGE OPTION

**PRICING:** \$8,500

Can be purchased at any time

*See target audience info on next page*

# TRAVEL ALASKA DIGITAL RETARGETING CONT.

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## TRAVELALASKA.COM TARGET AUDIENCE INFO

### DEMOGRAPHICS

- Travel Alaska's broad audience is defined as Boomers:
  - Ages 45-65
  - College-educated
  - No children at home
  - Annual household income over \$100,000
- AVSP data shows the primary trip planner being, on average, a 55-year-old female
- Prioritize Travel Intenders overall – e.g., those showing indicators that they are actively looking to book in the next six months

### BEHAVIORAL

- Cruisers, etc.
- Audiences consuming travel content focused on Alaska
- Audiences consuming content focused on activities found in Alaska – e.g. fishing, boating, hiking, biking, wildlife viewing, dogsledding, skiing, snowboarding, experiencing Alaska Native culture, seeing the northern lights.

### MARKETS

- Primary
  - Los Angeles, CA
  - San Francisco/Oakland/San Jose, CA
  - Seattle/Tacoma, WA
  - New York, NY
- Secondary
  - Miami/Ft. Lauderdale, FL
  - Orlando/Daytona Beach/Melbourne, FL
  - Dallas/Ft. Worth, TX
  - Tampa/St. Petersburg/Sarasota, FL
  - Houston, TX



# PRECISION WEBSITE DIGITAL RETARGETING

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Reach a highly engaged audience of potential Alaska visitors who are actively researching Alaska travel information on TravelAlaska.com. Your business or destination can now retarget recent TravelAlaska.com website visitors (from the past 90 days) through your own custom display ads.

Retargeting is done by mapping a visitor's IP address back to their household through pixels on the Travel Alaska website. This data can then be used to retarget your custom display ads to these highly qualified consumers and their families. Your display ads will be served across various websites to the consumer and anyone in their household as they browse the internet on mobile, tablet, or desktop. Advertisers can choose to serve either 1 ad impression per day for 30 days, 2 ad impressions per day for 15 days, or 3 ad impressions per day for 10 days.

Wait, it gets better! By placing a pixel on each page of the website, Travel Alaska can collect data on which pages a consumer is visiting, giving us insights into their travel interests. This allows your business or destination to serve display ads to visitors coming to TravelAlaska.com OR filter based on consumer interest.

Consumer interests can be filtered by the following:

- Cruise
- Transportation
- Winter
- Accommodations & Lodging
- Cultural Arts/Alaska Native Culture/History
- Food/Brews/Distilleries/Local Cuisine
- Wildlife/Birding/Bear Viewing/Whale Watching
- Day Tours/Sightseeing
- Fishing
- Adventure/Outdoor Rec/Water Sports/Dog Sledding
- Travel Planning

## PRICING

2,500 Households: \$2,500

5,000 Households: \$4,500

7,500 Households: \$6,400

10,000 Households: \$8,400

15,000 Households: \$12,250

20,000 Households: \$16,000

25,000 Households: \$20,000

# E-BLAST

Reach the entire Travel Alaska newsletter audience with your custom messaging through our E-Blast program. Travel Alaska has one of the largest e-news subscriber lists of any statewide destination in the country. Emails to this highly engaged audience of 530,000 subscribers average a nearly 40% open rate and 1.6% click rate, meeting or exceeding industry benchmarks for the tourism industry.

E-Blasts are limited to two partners per month and feature one partner exclusively per email. Choose from two template options. Travel Alaska will create and send the email on your behalf to our qualified audience. Email will send the first or third week of each month to the entire list.

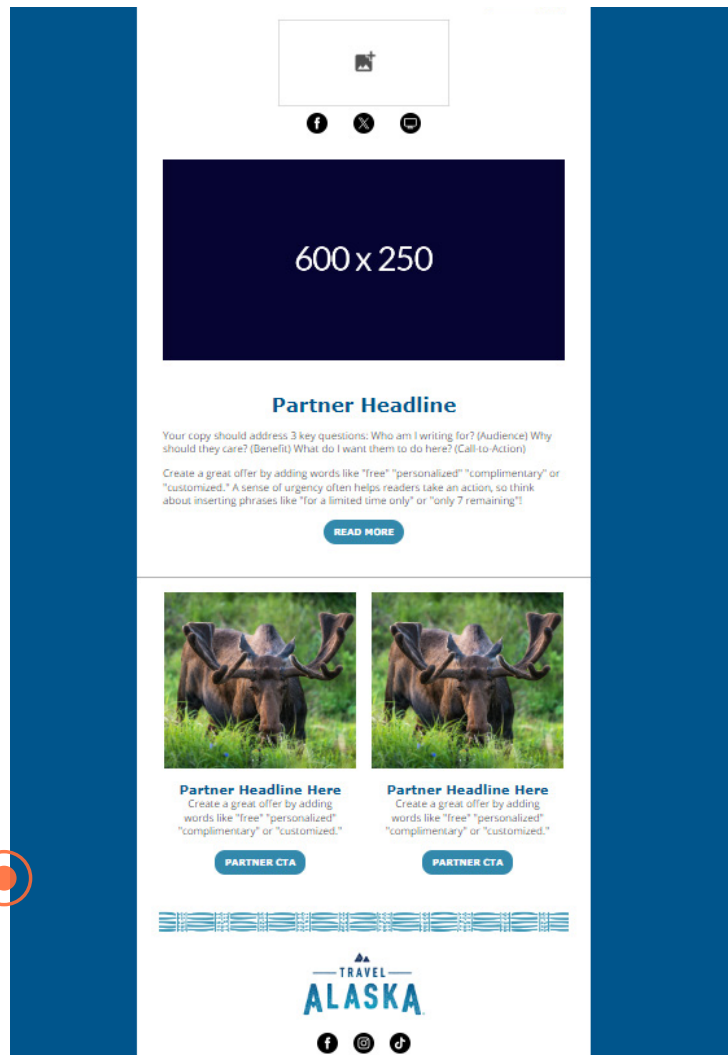
## PRICING

\$1,500

## DEADLINE

Order and content due 7 days prior

E-Blast Template



# PUBLIC RELATIONS

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## **ALASKA MEDIA ROAD SHOW**

**November 4-6, 2023 | Virgin Hotel | 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.

### **REGISTRATION INCLUDES**

- A day of pre-scheduled appointments with key media contacts. You will be able to review the media profiles and request pre-scheduled appointments with specific media prior to the event.
- A Partner Professional Development Session tailored to current travel trends and topics of interest.
- An Alaska Delegate Caucus where you'll meet fellow tourism partners and learn about the topics they will be sharing with media contacts.
- Opening Reception, Closing Reception, and numerous social events for networking with tourism partners and media outside of scheduled meetings.
- Breakfast, luncheon, afternoon refreshments, and evening events for additional networking opportunities.

### **PRICING**

\$4,000 1st attendee / \$2,250 2nd attendee

Special hotel rate: \$179/night plus tax and \$35 resort fee

Deadline: September 18, 2023

Limited to 33 partners

# TRAVEL TRADE & INTERNATIONAL

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## SHOWS

### TRAVEL AGENT FORUM

March 24 - 27, 2024 | Las Vegas, NV

Immerse yourself in the world of travel and connect with the industry's leading professionals at the Las Vegas Travel Agent Forum. Limited to one partner and features the opportunity to be included in the roundtable discussions – 15 Supplier Tables per room, with 2 representatives and 8 travel agents per table. Participating partner will also have the opportunity to join Travel Alaska during the one-on-one appointments and present during the Travel Alaska presentation.

**PRICING:** \$3,000

**DEADLINE:** February 16, 2024

### SEATRADE CRUISE GLOBAL

April 8 - 11, 2024 | Miami, FL

Travel Alaska will be hosting an executive level cruise industry reception during Seatrade. This is an invite only event to bring cruise industry executives into the same room as Alaska suppliers. Participating partners will be able to attend the reception, share the digital invitation with their list of cruise representatives, and display a pop-up in the reception room.

**PRICING:** \$1,200

**DEADLINE:** March 1, 2024

### CRUISE 360

April 15 - 22, 2024 | Ft. Lauderdale, FL

As the industry's largest and only official conference and trade show dedicated to the cruising community, Cruise 360 brings together leading travel agents and suppliers for five days of networking events, educational workshops and trade show exhibitions. Travel Alaska will have a booth in the exhibit hall and conduct a training seminar/presentation. The booth share is limited to 4 partners and the training seminar/presentation is limited to 2 partners.

**PRICING:** Training Seminar/Presentation only: \$1,200; Booth Share only: \$1,200

**DEADLINE:** March 1, 2024

### TRAVEL LEADERS INTERNATIONAL CONFERENCE - EDGE

June 8 - 11, 2024 | Washington, DC

Participating with Travel Alaska at TLN's annual event will include participating in a booth share to distribute and network with TLN's travel agents and participate in a Sunrise Workshop. Expect over 1,000 travel advisors to attend this conference. The Sunrise Workshops are very popular, and advisors register ahead for their workshop. The Sunrise Workshops are set for 70 attendees.

**PRICING:** \$2,400

**DEADLINE:** May 1, 2024

# TRAVEL TRADE MARKETING

## MEET ALASKA DIRECTORY

Get your product information directly in front of tour operators looking to build package tours to Alaska. The directory will be available in both print and electronic format and distributed at the shows below. Additionally, the directory will be available for digital download on TravelAlaska.com and the Alaska Certified Expert (ACE) site. Each participant will have a full-page listing to include company contact information, logo, up to three photos and a 150-word description. A link to your website and e-mail address will be provided within your listing.

QR Codes will be added to each participant's page. This will enable travel trade to scan and immediately be directed to the page of your choosing. This can be your main website, private page geared specifically to travel trade, or a specific product you would like to highlight.

**The Meet Alaska Directory will be distributed at the following shows in the coming year:**

- Show information coming soon

Once you have registered for participation in the 2024 Meet Alaska Directory a member of the Sales Team will contact you regarding the next steps for creating your listing.

**PRICING:** \$720

**DEADLINE:** September 25, 2023

**MATERIALS DUE BY:** September 29, 2023

## INFOX

The INFOX Travel Agent Mailing program offers Alaska tourism businesses a way to achieve their marketing goals through cost effective distribution. Marketing materials provided by participants will be distributed to a targeted list of 3,500 travel agents that have specific interest in Alaska or are already selling Alaska, many of whom are already graduates of the Alaska Certified Expert training program. Pricing is based on the size and type of marketing materials included in the mailing:

The mailing will take place mid-November 2023 in order for agents to have the materials on hand during prime selling season. To participate you must send 3,500 brochures directly to the INFOX fulfillment house to arrive **no later than November 1st, 2023**. All shipping costs of materials are the responsibility of the advertiser. Shipping information will be provided once payment is received.

**PRICING:**

\$600 - Brochure-size booklets, up to six panels

\$720 - Brochure-size booklets, more than six panels

\$960 - Planners or Catalogs (up to 8 ½ x 11 in), up to 30 pages

\$1,200 - Planners or Catalogs (up to 8 ½ x 11 in), more than 30 pages

\$1,500 - Any Planners or Catalogs larger than 8 ½ x 11 in

**DEADLINE:** September 30, 2023

**TARGET SHIP DATE:** early December, 2023

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# PLACE YOUR ORDER TODAY!

## IT'S SIMPLE!

Access your Travel Alaska Partner Admin account to place your order or contact the ATIA Sales Team at [advertising@AlaskaTIA.org](mailto:advertising@AlaskaTIA.org) for assistance.

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