## TRAVEL ALASKA

### COOPERATIVE MARKETING PROGRAMS

### FY25 Co-op Program Introduction

Travel Alaska's co-op program is crafted to provide value and benefit to all partners.

The program provides a broad range of opportunities to reach qualified leads at a variety of price points.

By leveraging our state's collective offerings and investments in this program, we will continue growing tourism's positive impact on Alaska's economy and quality of life.

### **Program Benefits:**

- Access to established database of travel intenders interested in Alaska
- Access to negotiated rates and premium inventory
- Website traffic
- Detailed reporting



### MARKETING APPROACH

#### SEASONALITY

The Travel Alaska Statewide Marketing Program uses An always-on, multi-media approach in promoting the state as a top tier, year-round destination. Placements maintain focus on summer while promoting unique off-peak travel opportunities. Campaign periods will build awareness in advance of consumer searching and booking behaviors.

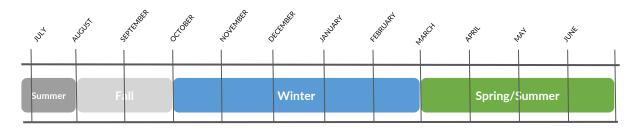
#### AUDIENCE

Audience targeting will connect with travelers who will stay longer and spend more. Travel Alaska's market strategy prioritizes traveler intent rather than only geolocation or demographics, and layers on behavioral attributes.

#### TARGET MARKETS

We will prioritize national targeting to gain familiarity and top-of-mind consideration and drive longer stays.

Media placements include heavy up in primary markets while testing emerging markets when budget allows, optimizing for national expansion.



### **DEMOGRAPHICS**

- 35-65 years of age
- \$100k+ household income

### INTERESTS

- Cruising
- Fishing
- Boating
- Hiking
- Biking
- Wildlife Viewing

- Dog Sledding
- Skiing
- Snowboarding
- Experiencing Alaska Native Culture
- Northern Lights Viewing

### **FY25 TARGET MARKETS**

New York, NY | Tampa/St. Petersburg/Sarasota, FL Minneapolis, MN | Los Angeles, CA Dallas, TX

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### WHY ADVERTISE WITH US?

- We get in front of your target audience
- Extremely qualified visitors seek out Travel Alaska for things to do, travel tips, itinerary ideas and cultural experiences.
- Our organic search traffic grows year by year

#### Fiscal Year 2023-24 WEB STATS

- 4M sessions
- 5.6M pageviews
- 398,000 partner referrals (cumulative)

#### **E-NEWSLETTER STATS**

- 530K+ subscribers
- 39% Average Open Rate

#### HOW DO OUR CO-OP PROGRAMS PERFORM FOR PARTNERS?

- Newsletter banner ads: 10.89% Click-thru rate (Industry avg. 2.25%)
- Website banner display ads: .33% Click-thru rate (Industry avg. .08-.12%); Cost per click \$0.02 - \$0.15 (Industry avg. \$0.63)
- Website Integrated display ads: .80% Click-thru rate (Industry avg. .08-.12%); Cost per click \$0.01 (Industry avg. \$0.63)
- Website Sponsored Content/Article: .87% Click-thru rate from ad to article (Industry avg. .30%); Average time on page 1:03m (Industry avg. 30s)
- Travel Specials (30-day run + Eblast): 678 avg. impressions with a 3.3% Clickthru rate

\*Fiscal year averages and vary per partner



## TravelAlaska.com Website Advertising

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### **PROFILE ADS**

Make a lasting impression with a profile ad on the state's official travel planning website. These dynamic ads appear on category page grid listings throughout the website and open to a company landing page.

All profile ads are sold by category, by region. Partners can select as many communities and parks within the region as the business operates from or services.

### Primary Audience: TravelAlaska.com users

Market: National

#### Pricing: For one year

**Standard Ad:** One free per ATIA member, \$100 for non-ATIA members Company name, address, phone number, website, 500-character description and one photo on landing page. Listing will not have a photo on the main category page of the website and will appear below featured ads.

Featured Ad: \$300 for ATIA members; \$400 for non-ATIA members Rotates at the top of the category page grid listings with a featured call out. Company name, website, address, phone number, email, 10,000-character description, social buttons, rates, hours of operation, months of operation and additional photos and video.







### Images:

- 800 (min) 1000 pixels height or width (3-6 inches)
- 72 (min) 150 dpi; 7MB max

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- Landscape/horizontal orientation
- Accepted files: JPG
- RGB colors only

Video: Vimeo not accepted.

### **TRAVEL SPECIALS**

Visitors are always looking for a deal, and the Travel Specials page is one of the most viewed pages on TravelAlaska.com. Ads link over to an expanded landing page, and partners get a "Travel Deal" icon next to their profile ad.

**Added Value:** 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 the fourth Thursday of the month.

Primary Audience: TravelAlaska.com users M

Market: National

Timing: 30 days

**Pricing:** \$250

Deadline (Order & Assets): 20th of each month

#### **Assets Needed:**

One image, title with offer, descriptive text, and website link Must offer a discount or added value for customer and business must have active profile ad to order.

### Specs:

- Images: 800 (min) 1000 pixels height or width (3-6 inches); 72 (min) 150 dpi; 7MB max
- Landscape/horizontal orientation; JPG format; RGB colors only





2 FOR 1 DENALI RAIL TOURS
Princess Ladges
VALID DATES: Apr 16, 2024 to Aug 14, 2024
(800) 426-9500
akidges@princesscruites.com

Enoy 2 for Thores' on Denoil Roll Fours of summer loan, Roll tour combine accommodations with rail transportation and up the hotici Alskake Rolland route. Toors range from 1-4 rights, depart from Anchorage, and with the Denoil National Park area and/or the Denoil State Park area ranse" Tableetina. Travel in glass-denied railcord for optimal scenic wiwing opportunities slong the way.



### **BANNER ADS**

Catch the eye of TravelAlaska.com users with a custom banner ad. Drive traffic to your own site during the user's trip planning window. Ads run on most pages of the site including the homepage.

Ads are Run-of-Site (ROS) and offered on a cost-per thousand (CPM) basis. The campaign must be a minimum of 30 days and 100,000 impressions.

### Primary Audience: TravelAlaska.com users

Market: National

### Pricing (\$10 CPM):

100,000 impressions = \$1,000 250,000 impressions = \$2,500 500,000 impressions = \$5,000 800,000 impressions = \$8,000

### Specs:

- Dimensions: 300px wide x 250px high AND 728px wide by 90px high
- Accepted files: JPG
- RGB colors only
- Ad and landing page must contain business name







### **INTEGRATED ADS**

Integrated Ads (Related Content & Editorial) are designed 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, including the homepage.

Primary Audience: TravelAlaska.com users

Market: National

Available Spots: Unlimited

Pricing: \$1,700 for 90 days

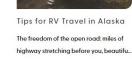
#### Specs:

- Image Dimensions: 255x340 pixels <u>AND</u> 300x255 pixels, no logos or text on image
- Accepted files: JPG
- RGB colors only
- Headline: 25 characters max
- Teaser Text: 65 characters max

# Sponsored

Denali Trip Planning Discover all Denali has to offer - so much more than a national park.

### **Trip Ideas**





Intro to the Five Regions of Alaska

With more coastline than all the other contiguous states combined, and with... 

### **SPONSORED CONTENT**

Content is king! Promote your destination, attractions, accommodation or events in the context-rich environment of Travel Alaska's site. Your article will be featured for one month throughout the website, promoted by banner ads to ensure added exposure. After the featured month, articles will continue to live on the website indefinitely. Depending on content, Sponsored Content articles continue to perform well months and even years after they have been published.

Primary Audience: TravelAlaska.com users Market: National

**Available Spots:** 2 per month **Deadline:** 15<sup>th</sup> of the month prior to launch (1<sup>st</sup> of the month)

**Pricing:** \$1,000. *Businesses must have an active profile ad to purchase.* 

#### Specs:

**Content:** Title; content 500-1,000 words; up to 10 links within the content to your site, website, Facebook, and/or Instagram links. *Must promote Alaska-based product.* Up to 6 images (1 hero image and 5 body images). JPG format, 1800 pixel wide max, horizontal/landscape. Please indicate which to use for hero image or ATIA will choose.

#### **ROS Ads:**

- Image Dimensions: 255x340 pixels <u>AND</u> 300x255 pixels, no logos or text on image
- Accepted files: JPG, RGB colors only
- Headline: 25 characters max
- Teaser Text: 65 characters max



### Alaska Helicopter Tours: Experience the exhilaration!

#### onsored by Alaska Helicopter Tours

anning a trip to Alaska is no small feat, after all it is the largest state is the U.S. and would take months to properly see all of it. Thile there are many jaw-dropping, are-worthy experiences is all five regions of the state, there's one that every wistor and cal should take use to have by thelecoptes.

Naska Helicopter Tours, which has Its primary bare of operations out of Alaska Glacier Lodge in the Kaik River Valley, offers a ealist for dreat-scala heli-obstructure tours. Starting in Mary of 2024, AHY Will row be offering tours out of the starieling constal own of News, Ethter expending operations in to Sutherend Alaska.



# Digital Advertising

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### **OPT-IN LEADS**

Gain exposure in front of our most qualified audience and grow your opt-in database with our lead generation program.

#### How it Works:

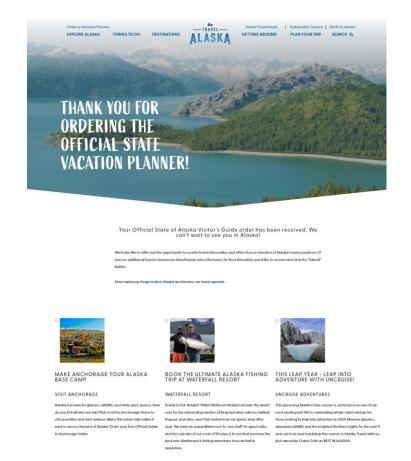
- When site visitors sign up to receive the Travel Alaska print or digital Vacation Planner, they can request to receive information directly from you.
- 2. Upon requesting info from you, visitors receive an immediate, autogenerated email written by you.
- 3. You receive electronic leads on a weekly basis and can be accessed through Partner Admin. Leads can be used for your email database and/or mailing lists.

#### Available Spots: Unlimited

Pricing: \$750 for 30 days (Businesses must have an active profile ad to purchase.)

#### Specs:

- Title: 50 characters
- Description: Minimum 100 characters, maximum 400 characters.
- Confirmation Email Copy: Maximum 800 characters.
- Images are pulled from the partner's image library in the Admin, so the specs are the same as the Profile Ads.



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### **CONSUMER LEADS**

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.

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 sent to you through a CSV file. Email orders are deployed on your behalf by ATIA. You will choose the design and message of your email from templates provided.

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 leads will automatically be generated, unless you request otherwise. Please note that names are for one-time use per order.

#### Pricing:

\$.45 per lead (new orders)\$.15 per lead (reuse prior order)



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### MONTHLY E-NEWSLETTER BANNER AD

Reach an engaged and active travel-planning audience with a banner ad in the monthly e-newsletter. Every month over 500,000 opt-in subscribers are inspired with rich content showcasing travel tips, itineraries, and things to see and do in Alaska.

Primary Audience: All Audiences

Market: National

Available Spots: 2 per month, limited to one placement per partner (either primary or secondary)

Pricing: Primary: \$1,000 Secondary: \$750

Deadline: 5<sup>th</sup> of the month (deploys 2<sup>nd</sup> Thursday of each month)

### Specs:

- Dimensions: 300px wide x 250px high
- Accepted files: JPG
- RGB colors only
- Website link URL



Tips for RV Travel in Alaska

TRAVEL -



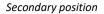
Primary position













### Monthly Content Themes July 2024 - June 2025

- July: Fall Travel
- August: Culinary/Seafood
- September: Northern Lights
- October: Winter Planning/Family Friendly Winter Activities
- November: Alaska Native Culture
- December: Winter/Spring Festivals
- January: Cruising (post-cruise activities & port communities)
- February: Getting to Alaska (A world away but closer than you think)
- March: Unique Places to Stay
- April: Wildlife Viewing in National Parks
- May: Train Trips
- June: Off-the-beaten-track communities



### **E-NEWS BLAST**

Reach our highly engaged database of over 500,000 opt-in subscribers with 100% share of voice, driving clicks to your website.

Emails are sent out in a branded template on your behalf focusing solely on your destination, business, or event. Choose from two different templates.

Primary Audience: All Audiences

Market: National

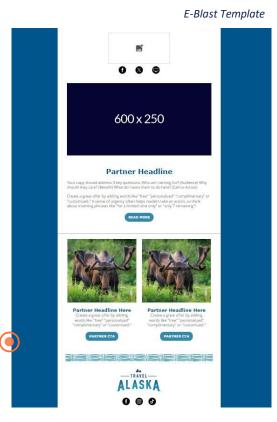
Available Spots: 2 per month, first-come, first-serve

**Pricing:** \$2,500

Deadline: 7 business days prior to send (deploys 1<sup>st</sup> and 3<sup>rd</sup> Thursday of each month)

#### Specs:

Partner provides images, headlines, copy, call to action, website links, and social media links. Detailed specs will be provided upon purchase and selection of template.



## Digital Retargeting

Take advantage of Travel Alaska's first-party data with premium digital placements engaging users who have previously visited TravelAlaska.com and retargeting them with your meaningful messaging encouraging them to visit and book.

Market: National (markets, demographics, and behaviors on page 3)

### **OPTIONS:**

**Display Banner Ad:** Ads will serve for 30 days with no impression limit. Approximate impression count for this program is 250,000.

Pricing: \$1,750 Deadline: None

#### Specs:

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

**Native Ad:** Ads will serve for 30 days with no impression limit. Approximate impression count for this program is 277,000.

Pricing: \$3,000 Deadline: None

Specs:

- Headline: 25 characters or less
- Body: 90 characters
- Main Image: Exactly 1200×627 (1.91:1 aspect ratio)
- Max File Size: 200 KB
- Icon/Logo: Exactly 240×240 (1:1 aspect ratio)

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# Public & Media Relations

### ALASKA MEDIA ROAD SHOW

Make lasting media contacts and increase your editorial coverage with some of the most influential travel media in the United States & Canada.

Dates: November 3-5, 2024 Location: The Virgin Hotel Las Vegas, NV Deadline: September 30, 2024 (first come, first serve to first 33 partners) Cost: \$4,500 for first attendee; \$2,500 for second attendee

#### **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.
- 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.

#### **LODGING & AIRFARE:**

Lodging and airfare are not included in the registration. A hotel event rate has been secured at \$189 + 13% sales tax for all partners. There will also be a discount code for airfare. The link to book the hotel and airfare code will be provided once you register.

#### **SPONSORSHIP OPPORTUNITIES:**

Want to increase your brand awareness at the Alaska Media Road Show? Can't attend in person, but you still want to be involved in the event? Register for a sponsorship opportunity! Contact the <u>ATIA Sales Team</u> for more information.

## Travel Trade/International

### **EVENTS**

### **USTOA Annual Conference**

Travel Alaska is sponsoring a networking luncheon table at USTOA. USTOA and Travel Alaska will actively invite 6 tour operators to sit at the Alaska table with partners. **Spots Available:** Unlimited **Cost:** \$750 **Dates:** December 9-13, 2024 **Location:** Marco Island, FL **Deadline:** October 17, 2024

### **Travel Leaders Network Webinars**

Travel Leaders Network (TLN), the leading travel advisor consortium, is made up of 5,000 travel agency locations in the US and Canada with 55,000+ full-time professional travel advisors. Travel Alaska will be conducting 3 webinars to the TLN advisors. **Spots Available:** 2 per webinar **Cost:** \$2,000 **Dates:** TBD **Location:** Virtual **Deadline:** Varies depending on webinar date

### American Bus Association (ABA) Marketplace

Join Travel Alaska & co-sponsor the Travel Alaska booth at ABA. Spots Available: Unlimited Cost: \$800 Dates: February 1-4, 2025 Location: Philadelphia, PA

### **Experience Alaska - NEW**

ATIA is bringing 30 top qualified travel advisors to Alaska to meet with you! The Amazing Alaska Experience: Anchorage will include options to participate in a trade show, 1-on-1 meetings, roundtable discussions, and/or presentation time. **Dates:** February 7-11, 2025 **Location:** Anchorage, AK **Registration and sponsorship information coming soon.** 

### **EVENTS**

### **Travel Agent Forum**

Immerse yourself in the world of travel and connect with the industry's leading professionals at the Las Vegas Travel Agent Forum.

Spots Available: 1 Cost: \$4,000 Dates: March 30-April 2, 2025 Location: Las Vegas, NV Deadline: February 16, 2025

### **Seatrade Cruise Global Reception**

Join Travel Alaska as we host an executive level cruise industry reception during Seatrade. Spots Available: 10 partners Cost: \$1,200 Date: April 7, 2025 Location: Miami, FL Deadline: March 1, 2025

### Cruise360

As the industry's largest and only official conference and trade show dedicated to the cruising community, Cruise360 brings together leading travel agents and suppliers. **Spots Available:** 2 presentation, 4 booth partners (sold separately) **Cost:** \$1,200 booth, \$1,200 presentation **Dates:** April 22-27, 2025 **Location:** Ft. Lauderdale, FL **Deadline:** March 1, 2025

### **Travel Leader's International Conference - EDGE**

Participating with Travel Alaska at TLNs annual event will include participating in a booth share to distribute and network with TLN's travel agents and participate in a Sunrise Workshop. **Spots Available:** 2 **Cost:** \$2,500 **Dates:** June 2025 **Location:** Washington, DC **Deadline:** May 1, 2025

### 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 trade shows during the year.

Each participant will have a full-page listing to include company contact information, logo, up to three photos, 150-word description, and QR code. A link to your website and e-mail address will be included within your listing.

Once you have registered for participation in the 2025 Meet Alaska Directory, a member of the Sales Team will contact you regarding the next steps for creating your listing.

Cost: \$800 Deadline: October 4, 2024 Materials Due By: October 4, 2024

### 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.

#### Cost:

\$625 - Brochure-size booklets, up to six panels
\$750 - Brochure-size booklets, more than six panels
\$1,000 - Planners or Catalogs (up to 8 ½ x 11 in), up to 30 pages
\$1,250 - Planners or Catalogs (up to 8 ½ x 11 in), more than 30 pages
\$1,550 - Any Planners or Catalogs larger than 8 ½ x 11 in

Deadline: November 30, 2024

#### Target Ship Date: mid-January 2025

To participate you must send 3,500 brochures directly to the INFOX fulfillment house to arrive **no later than January 1, 2025**. All shipping costs of materials are the responsibility of the advertiser. Shipping information will be provided once payment is received.

# Print Advertising

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### AARP

Travel Alaska will have a collective full-page ad in the upcoming February/March 2025 issue of AARP magazine with Alaska editorial.

**Bonus:** Individual ShopItNow online listing (22.5m national reach)

Market: Travelers ages 50-59 in the state of California, with an approximate readership of over 623,000 readers.

All Partners will receive leads generated from group listing in the Reader Service program for 16 weeks.

Limited to 12 Partners.

### Pricing: \$3,500

Deadline: October 31, 2024

Specs: **Print:** 1/6 Vertical: 2.25" w x 4" t. CMYK. PDF file format

ShopItNow Online Listing: 120 characters, Name, URL and/or phone number No photos are included for digital listings.

#### IDVERTISEMEN

Reconnect With Your Sense of Wonder and Awe in Alaska

Experience the stunning natural beauty, rich cultural traditions, and deep authenticity of the Land of the Midnight Sun



Just one hour north of Anchorage

the Mat-Su Valley is a convenient

hub for Alaska adventures. The

Denali National Park and Matanuska

Mat-Su Valley Convention & Visitors Bureau can help you plan

Glacier - the largest glacier

accessible by road in the U.S.

Planning a memorable trin car



#### LIFE-CHANGING

With pristine landscapes, heartnounding adventures, and urbar amenities. Anchorage offers something for everyone. Visit Anchorage has easy-to-navigate resources to help you plan an itinerary that embraces both the wild and the serene, from bear encounte to hydrotherapy spa treatments in the Chugach Mountains. Farther north Explore Fairbanks for

ECLECTIC

he easy Alaska Tour & Travel to see the Northern Lights, August vacations. They can arrange lodging Itop hotels, simple cabins, provides endless time for summer ecreation. It's perfect for a day trip into the Arctic Circle.



Scan or visit TravelAlaska.com/VacationPlanner to order your FREE Official State of Alaska Vacation Planner today.



NKS



ADVERTISEMEN

Look at everything Alaska has to offer!



Explore True Alaska when you sa the Inside Passage with Alaskan Dream Cruises, The Alaska Native off-the-beaten path to intriguing towns, Alaska Native villages, pristin bays, and glacial fjords. Enjoy

paddleboarding, and skiff adventure Immerse yourself in Alaska Native rulture with Cane Fox Tours to tip of the Inside Passage, Rich in



history, Tlingit traditions, and Alaska to the world's largest collection of



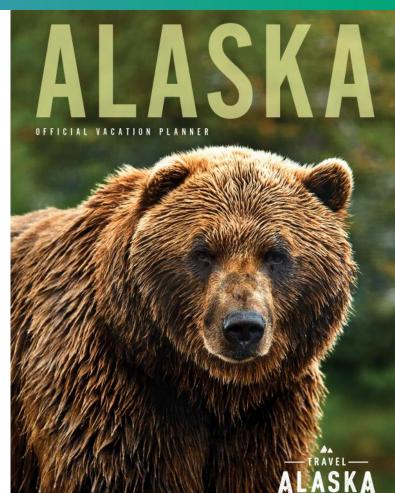
standing totem poles

### 

# Vacation Planner

ATIA continues to evaluate the costs, efficiencies, and greatest exposure for partners when producing the Travel Planner.

The 2024 travel planner will continue to be distributed for a second year. Production and sales for a new planner will begin in 2025. Watch for more details as they become available and plan your budget accordingly.



### **BECOME AN ATIA MEMBER!**

### Why join ATIA?

The Alaska Travel Industry Association is the respected voice of the tourism industry, advocating on behalf of about 600 member businesses and communities. ATIA promotes Alaska as a top visitor destination through the Travel Alaska statewide tourism marketing program and works to increase the economic impact of tourism in Alaska. Becoming a member of ATIA opens opportunities to benefit and grow your business or organization and strengthens the industry as a whole. By joining the broad-based membership of ATIA, you can be an important part of moving the industry forward together.



#### TRAVEL INDUSTRY ASSOCIATION

### **Top Member Benefits:**

- ATIA Annual Convention & Trade Show
- A voice on issues impacting the industry
- E-learning opportunities
- Member emails with industry updates, insights, trends, and events
- Exclusive networking events
- TravelAlaska.com profile ad discounts
- Adventure Green Alaska certification discount
- And more!

### Member Levels & Annual Dues

- Sole Proprietor/ 0-2 Employees: \$300
- 3-5 Employees: \$425
- 6-20 Employees: \$525
- 21-50 Employees: \$750
- 51-100 Employees: \$1,600
- 101-300 Employees: \$3,000
- 301-500 Employees: \$4,000
- 510-1000 Employees: \$5,000
- 1000+ Employees: contact Membership
- Individual Person: \$200
- Student: \$50

### Ready to learn more?

Visit alaskatia.org or email us at membership@alaskatia.org Questions or want to learn more? Contact lolson@alasktia.org To place an order access your partner admin portal: https://extranet.travelalaska.com/login

## TRAVEL ALASKA

TRAVEL INDUSTRY ASSOCIATION

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