



FY26 - GoProgramIntroduction

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.

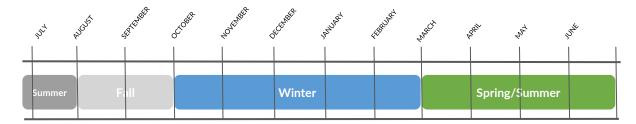
AUDIENCE

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

FY26 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 2024-25 WEB STATS

- 3.2M sessions
- 3.4M pageviews
- 286,000 partner referrals (cumulative)

E-NEWSLETTER STATS

- 457K+ subscribers
- 41.1% Average Open Rate

HOW DO OUR CO-OP PROGRAMS PERFORM FOR PARTNERS?

- Newsletter banner ads: 6.75% Click-thru rate (Industry avg. 2.25%)
- Website banner display ads: 0.20% Click-thru rate (Industry avg. .08-.12%);
 Cost per click \$0.02 \$0.15 (Industry avg. \$0.63)
- Website Integrated display ads: 0.72% 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. 0.30%); Average time on page 1:02m (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



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

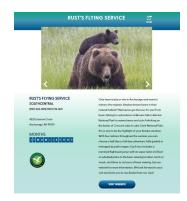
Market: National

Pricing: For one year

Standard Ad: One free per ATIA member, \$200 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: \$350 for ATIA members; \$500 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.





Specs:

Images:

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

Video: Vimeo not accepted.

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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 Market: National

Timing: 30 days

Pricing: \$350

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





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







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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: \$1,750 for 90 days

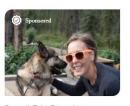
Specs:

Image Dimensions: 255x340 pixels <u>AND</u> 300x255 pixels, no logos or text on image

Accepted files: JPGRGB colors only

Headline: 25 characters max
 Teaser Text: 65 characters max

Trip Ideas



Denali Trip Planning

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



Tips for RV Travel in Alaska

The freedom of the open road: miles of highway stretching before you, beautifu...



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:** 15th of the month prior to launch (1st 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!

Sponsored by Alaska Helicopter Tour.

Planning at this to Alaska is no small feat, after all it is the largest state in the U.S. and would take most his to properly see all of it. While there are in unity jaw—dropping, awe—woulty experiences in all five regions of the state, there's one that every visitor and local should notice state to have by helicopher.

Alaska Relicapter Tours, which has its pithway base of operations out of Alaska Glacier Lodge in the Krisk River Valley, offers a variety of year-round heli-adventure lours. Statting in May of 2024, AHT will now be offering tours out of the sturning coastal form of Moure further exprending operations into Southerested Alaska.





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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.
- Upon requesting info from you, visitors receive an immediate, autogenerated email written by you.
- 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.



Your Official State of Alaska Visitor's Guide order has been received. We can't wait to see you in Alaskal

Keep exploring things to do in Alaska and browse our travel special



MAKE ANCHORAGE YOUR ALASKA BASE CAMP

VISIT ANCHORAGE

Alaska is known for glaciers, wildlife, and wide open spaces. How Ready to fish Alaska? Waterfall Resort Alaska is known the world This ubcomina Alaska cruise season is set



BOOK THE ULTIMATE ALASKA FISHING TRIP AT WATERFALL RESORT

WATERFALL RESORT

and the cale also of any around OC where is to one that you have the your earner as your handstron this course, in Abraha Translucture best ever Alaska sport-fishing adventure, from arrival to departure



THIS LEAP YEAR - LEAP INTO ADVENTURE WITH UNCRUISE!

HINCOHISE ADVENTIGES

just named by Cruise Critic as BEST IN ALASKA!

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)

Details: \$1,000 Minimum





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: \$1,250 Secondary: \$750

Deadline: 5th of the month (deploys 2nd Thursday of each month)

Specs:

Dimensions: 300px wide x 250px high

Accepted files: JPGRGB colors only

Website link URL



Tips for RV Travel in Alaska

scenery in every direction, and the opportunity to stop wherever you like to explore and camp. Read our tips for RV travel in Alaska, including planning you route, where to camp, renting an RV, and more.





Primary position







An Intro to Alaska's Highways

Highway











Secondary 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*

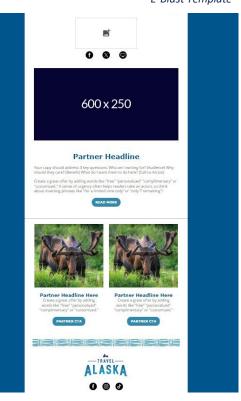
Pricing: \$3,000

Deadline: 7 business days prior to send (deploys 1st and 3rd 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.

E-Blast Template





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: \$3,500 for first attendee; \$2,750 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 ATIA Sales Team for more information.







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 presentation and booth, 1 booth, 1 presentation **Cost:** \$4,000 for presentation and booth, \$2,500 for booth, \$2,500

for presentation

Dates: May 12-April 2, 2026 Location: Las Vegas, NV Deadline: March 17, 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, 2026 Location: Ft. Lauderdale, FL Deadline: March 1, 2025

Amazing Alaska Experience

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: TBD

Location: Fairbanks, AK

Deadline: TBD



EVENTS

Germany Sales Mission

Description coming soon

Spots Available: 6 Cost: \$3,500

Dates: December 8-12, 2025

Location: Hamburg and Hanover, Germany

Deadline: TBD

India Sales Mission

Description coming soon

Spots Available: 6

Cost: \$3,500
Dates: TBD
Location: TBD
Deadline: TBD



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AARP

Travel Alaska will have a collective full-page ad in the upcoming 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: TBD**

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.

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



ECLECTIC

pounding adventures, and urban

amenities, Anchorage offers

the Chugach Mountains.

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 encounters

Earthur north Evnlore Eairhanks fo

one of the best places on the planet

to see the Northern Lights, August

through April, Midnight Sun Season

provides endless time for summer

recreation. It's perfect for a day









LIFE-CHANGING

Just one hour north of Anchorage, the Mat-Su Valley is a convenient hub for Alaska adventures. The Mat-Su Valley Convention & Visitors Bureau can help you plan excursions to top destinations like Denali National Park and Matanuska Glacier - the largest glacier accessible by road in the U.S.

be easy. Alaska Tour & Travel vacations. They can arrange lodging (top hotels, simple cabins, or remote wilderness lodges), transportation, and activities.

AUTHENTIC 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 ildlife viewing and kayaking, hiking paddleboarding, and skiff adventure.

Immerse yourself in Alaska Native culture with Cape Fox Tours to tip of the Inside Passage, Rich in history. Tlingit traditions, and Alaska Native art, the coastal city is home to the world's largest collection of



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

Look at everything Alaska has to offer!







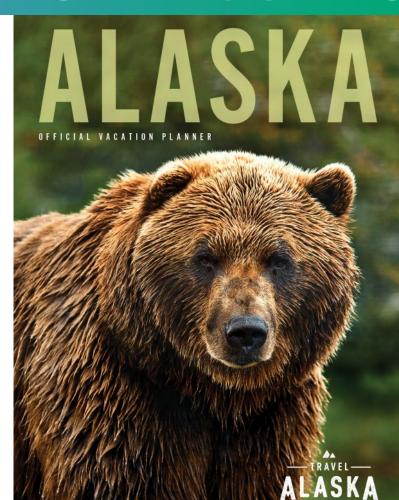


TRAVEL ALASKA

Vacation Planner

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

The <u>2024 travel planner</u> will continue to be distributed for a third year. Production and sales for a new planner will begin in 2026. 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.



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

