

— TRAVEL —
ALASKA®

COOPERATIVE MARKETING PROGRAMS

FY27 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.

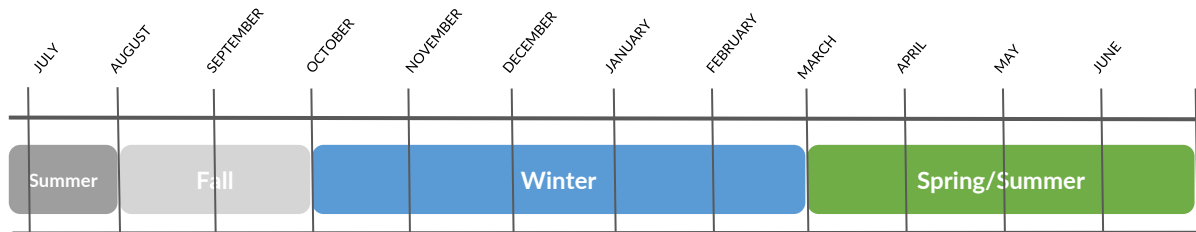
AUDIENCE

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

FY27 TARGET MARKETS

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

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% Click-thru rate

*Fiscal year averages and vary per partner



A photograph of the Aurora Borealis (Northern Lights) in a snowy forest. The aurora displays vibrant green and blue light curtains against a dark, starry night sky. The foreground is filled with the dark, snow-laden branches of evergreen trees, creating a sense of being in a remote, winter wilderness.

TravelAlaska.com
Website Advertising

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

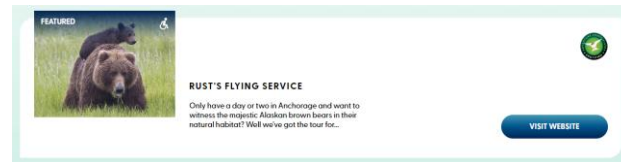
Standard Ad: One free per ATIA member, \$200 for non-ATIA members

Company name, address, phone number, website, 500-character description and one photo. Listing 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.



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

2 FOR 1 DENALI RAIL TOURS

Princess Lodges

(800) 424-0500

VALID DATES: Apr 16, 2024 to Aug 14, 2024

[VIEW SPECIAL](#)



2 FOR 1 DENALI RAIL TOURS

Princess Lodges

VALID DATES: Apr 16, 2024 to Aug 14, 2024

(800) 424-0500

alodges@princesscruises.com

Enjoy 2 for 1 fares* on Denali Rail Tours all summer long. Rail tours combine accommodations with rail transportation along the historic Alaska Railroad route. Tours range from 1-4 nights, depart from Anchorage, and visit the Denali National Park area and/or the Denali State Park area near Talkeetna. Travel in glass-domed railcars for optimal scenic viewing opportunities along the way.

DISCLAIMER

*Restrictions apply. See website for details.

[VISIT WEBSITE](#)

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: \$1,750 for 90 days

Specs:

- Image Dimensions: 255x340 pixels AND 300x255 pixels, no logos or text on image
- Accepted files: JPG
- RGB 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, beautiful...



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: \$1,500. *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 AND 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 Tours

Planning a trip to Alaska is no small feat, after all it is the largest state in the U.S. and would take months to properly see all of it. While there are many jaw-dropping, awe-worthy experiences in all five regions of the state, there's one that every visitor and local should make sure to have: by helicopter.

Alaska Helicopter Tours, which has its primary base of operations out of Alaska Glacier Lodge in the Kvik River Valley, offers a variety of year-round heli-adventure tours. Starting in May of 2024, AHT will now be offering tours out of the stunning coastal town of Homer, further expanding operations into Southcentral Alaska.



Digital Advertising

A hiker in a blue jacket and orange pants stands on a rocky ridge, looking out over a vast mountain landscape. The terrain is covered in green grass and scattered evergreen trees. In the distance, a large blue lake is visible between the mountains. The sky is blue with some light clouds. The text "Digital Advertising" is overlaid in a white, cursive font across the center of the image.

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:

1. 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, auto-generated 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.

Order a Vacation Planner
EXPLORE ALASKA THINGS TO DO DESTINATIONS TRAVEL ALASKA Alaska Travel Deals GETTING AROUND Sustainable Tourism PLAN YOUR TRIP SEARCH Q

THANK YOU FOR ORDERING THE OFFICIAL STATE VACATION PLANNER!

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

We'd also like to offer you the opportunity to receive travel information and offers from a selection of Alaska's tourism partners. If you see additional tourism businesses listed below, select the boxes for the information you'd like to receive and click the "Submit" button.

Keep exploring things to do in Alaska and browse our travel specials.

MAKE ANCHORAGE YOUR ALASKA BASE CAMP

VISIT ANCHORAGE

Alaska is known for glaciers, wildlife, and wide open spaces. How do you fit it all into one trip? Plan a visit to Anchorage. Home to city amenities and vast outdoor offers, this is the hub where you enter to discover the best of Alaska. Order your free Official Guide to Anchorage today.

BOOK THE ULTIMATE ALASKA FISHING TRIP AT WATERFALL RESORT

WATERFALL RESORT

Ready to fish Alaska? Waterfall Resort Alaska is known the world over for the extraordinary number of king and silver salmon, halibut, brook, and other sport fish loaded in by our guests year after year. We have an unparalleled one-of-a-kind staff-to-guest ratio, and the sole aim of our crew of 50-plus is to see that you have the best ever Alaska sport-fishing adventure, from arrival to departure.

THIS LEAP YEAR - LEAP INTO ADVENTURE WITH UNCRIUISE!

UNCRIUISE ADVENTURES

This upcoming Alaska cruise season is set to become one of our most exciting yet! We're celebrating what's ahead savings for those looking to leap into adventure in 2024. Massive glaciers, abundant wildlife and the brightest Northern Lights for the next 11 year serve as your backdrop this season in Alaska. Travel with us, 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: JPG
- RGB colors only
- Website link URL



Primary position

Secondary position

Monthly Content Themes

July 2026 - June 2027

- July: Fall
- August: Northern Lights
- September: Winter
- October: Winter Planning/Family Friendly Winter Activities
- November: Alaska Native Culture
- December: Planning Tips / Getting Around Alaska / Cruise
- January: Planning Tips / Getting Around Alaska / Cruise
- February: Summer
- March: Summer
- April: Sustainability
- May: Summer
- June: Summer





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*

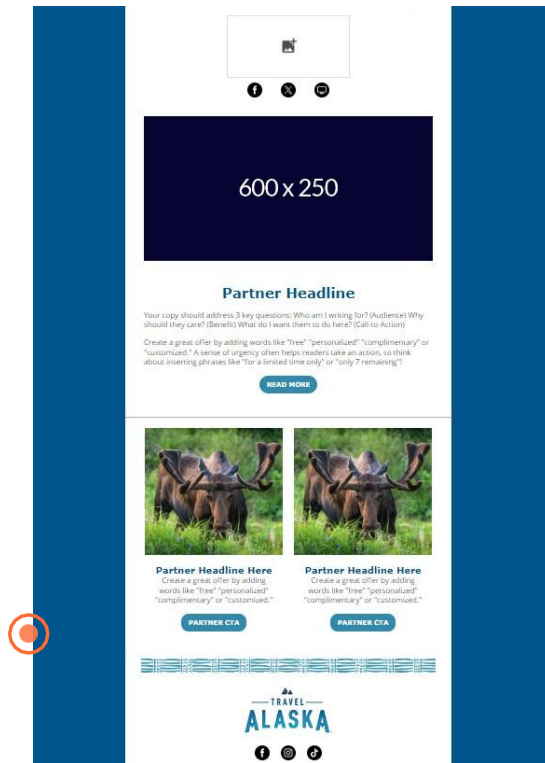
Pricing: \$3,000

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



A close-up photograph of a person's hands painting a traditional Indigenous design on a drum. The person is wearing a blue denim shirt. The drum is made of light-colored wood and has a large, stylized black and red design painted on its surface. The design features a central figure with a large, open mouth and a red tongue, surrounded by intricate black lines and patterns. The person is using a yellow-handled paintbrush to apply red paint to the design. The background is dark and out of focus, showing a blue cup and a white cloth.

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 4-6, 2026

Location: The Virgin Hotel Las Vegas, NV

Deadline: September 30, 2025 (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.





Travel Trade



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 spot for 1-on-1 meetings, 1 roundtable, 1 booth

Cost: \$2,000 for 1-on-1 meetings, \$1,500 for roundtable, \$500 for booth

Dates: March 21-24, 2027. **Location:** Las Vegas, NV

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:** Anchorage, AK

ABA Marketplace

ABA Marketplace is one of North America's leading business events for the motorcoach and group travel industry. The event brings together tour operators, motorcoach operators, destinations, attractions, accommodations, and other travel suppliers for prescheduled appointments, education, and networking focused on developing and expanding group travel business.

Dates: February 6-9, 2027. **Location:** Las Vegas, NV

Seatrade Cruise Global

Seatrade Cruise Global is the leading annual business-to-business event for the international cruise industry. The event brings together cruise line executives, itinerary planners, port and destination representatives, tour operators, suppliers, and other cruise industry decision-makers for several days of meetings, education, networking, and industry events.

Travel Alaska participates as a sponsor of Seatrade Cruise Global and hosts the Alaska Cruise Industry Reception on Tuesday during the conference. The reception provides an important opportunity to showcase Alaska and connect with cruise industry partners in a more relaxed setting.

Cost: \$1,500

Dates: April 5-8, 2027 **Location:** Miami, FL

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 5, 2025

Materials Due By: October 5, 2025



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

Questions or
want to learn more?
Contact lolson@alasktia.org

To place an order access your partner
admin portal:
<https://extranet.travelalaska.com/login>

