

TRAVEL ALASKA COOP MARKETING PROGRAMS

TRAVELALASKA.COM

TravelAlaska.com Profile Ads

Profile ads are available on TravelAlaska.com to any advertiser promoting tourism to/within the state of Alaska. Last year, TravelAlaska.com had more than 3 million consumers visit the website. On average, TravelAlaska.com profile ads result in more than 600 clicks to an advertiser's website. TravelAlaska.com profile ads give users instant access to your business information when planning their Alaska trip.

Free Standard Profile Ad

- Open to any tourism/hospitality businesses
- One listing for free, per account
- Included Content: company name, website link, address, phone number, 500 character description
- Included Graphics: one photo on company listing page
- AGA badge for AGA members

Featured Profile Ad

- Open to any tourism/hospitality business
- \$200 for ATIA members and \$300 for non-members
- Sold by category, by region. Can select as many communities and parks within the region as the business operates from/services.
- Included Content: company name, web link, address, phone number, email, 2,500 character description, social buttons, rates, hours of operation, months of operation
- Graphics: photo on landing page grid listing, 10 photos on company listing page, video on company listing page
- Sorted at the top of the landing page grid listing
- "Featured" callout tab on landing page grid listing
- AGA badge for AGA members

DEADLINE: None - Available for purchase year-round

COST: One free standard profile ad per account. Featured profile ad: \$200 for ATIA Members and \$300 for non-ATIA Members

TravelAlaska.com Banner Ads

Travel Alaska will host the partner's banner ad on TravelAlaska.com and direct traffic from the banner ad directly to the partner's website. TravelAlaska.com banner ads will rotate through designated areas on most pages of TravelAlaska.com. Each time a reader changes pages or refreshes their browser, new ads are displayed.

DEADLINE: None - Available for purchase year-round.

COST: \$500 for 100,000 impressions

*To order, visit your Travel Alaska Partner Admin account.
For more information visit www.AlaskaTIA.org or contact the sales team at 907-646-3321 / advertising@AlaskaTIA.org.*

TRAVELALASKA.COM CONTINUED

TravelAlaska.com 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.

DEADLINE: None - Available for purchase year-round

COST: \$1,500

TravelAlaska.com Travel Specials

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, promoted throughout the website, 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. TravelAlaska.com Travel Specials are available in four categories: Accommodations, Activities, Packages, and Transportation.

Want even more potential visitors to see your TravelAlaska.com Travel Special? Highlight your current TravelAlaska.com special in a monthly edition of the Hottest Deals in the Coolest State e-newsletter. See the E-Newsletter page for more information.

DEADLINE: None - Available for purchase year-round.

COST: \$50 per 30 days

TravelAlaska.com 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 10) and 100,000 ROS impressions driving consumers to the sponsored article page. Articles will also be included on the website's Travel Articles page for continued traffic after ROS impressions are complete.

DEADLINE: Two weeks prior to publication date, limited to 1 partner per month

COST: \$1,500

NEW! TravelAlaska.com Opt-In Leads

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.
- 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.

DEADLINE: None - Available for purchase year-round

COST: \$300 for 30 days

Limited to 4 partners per month

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TRAVELALASKA.COM CONTINUED

Travel Alaska Audience Extension

Transform TravelAlaska.com site visitors to your advertising audience through the Travel Alaska Audience Extension Program. Reach this highly qualified audience with your banner ads placed across the internet targeting recent site visitors to TravelAlaska.com. All ads will be served to the general audience, but emphasis can be placed on site visitors with an interest in either: cruising, accommodations, transportation, or activities. Partners will need to provide banner ads in a variety of sizes for programmatic placement. Please see list of required and recommended banner ad sizes below. All banner ads for this program will need to be submitted in JPEG format.

BANNER AD SIZES REQUIRED:

- 300px X 250px
- 300px X 600px
- 160px X 600px
- 728px X 90px
- 320px X 50px

ADDITIONAL RECOMMENDED BANNER AD SIZES:

- 320px X 480px
- 970px X 250px
- 970px X 90px

DEADLINE: None - Available for purchase year-round.

COST: \$4,000 for 500,000 impressions

LEADS

Travel Alaska Consumer Leads

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

How it works: Determine your budget and the quantity of leads you would like to purchase. Narrow your selection by specifying demographic information. Direct mail leads will be delivered to your Partner Admin through a CSV file. Email leads will be distributed on your behalf by ATIA. However, you choose the email design and message. 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 consumer leads will automatically be generated unless you request otherwise. You will also receive a demographic statistics report unique to your lists. Please note that names are for one-time use per order.

DEADLINE: None - Available for purchase year-round.

COST: \$.35 per lead for new orders & \$.15 for reuse orders

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SOCIAL MEDIA

Travel Alaska Facebook Hosting

Purchase one week of Travel Alaska Facebook Hosting! The Travel Alaska Facebook Hosting opportunity is a great program for Alaska destination partners and Alaska tourism businesses looking to expand their reach on social media by accessing Travel Alaska's established audience of more than 470,000 followers.

During the full week of hosting, partners will be able to reach out to Travel Alaska's Facebook followers and share photos, videos, and information about their destination or business. In advance, each partner will submit up to seven Facebook posts for review by Thompson & Co. Public Relations, who will assist with any questions during the week of hosting the Travel Alaska Facebook page.

A Facebook Live session can be included for an additional fee. The session will last 30-45 minutes and feature questions pre-selected, as well as questions that come in from fans in the comments. This option is for destinations or businesses looking to promote their business and overall destination in a very organic, behind-the-scenes format, giving Travel Alaska's 470,000 followers the chance to engage directly with the partner about Alaska. Upon completion of the Facebook Live session, the video and will live on the Travel Alaska Facebook page for the partner to share on their social media outlets.

DEADLINE: Two weeks prior - limited to one partner per month

COST: \$1,000

Travel Alaska Instagram Story Takeover

Trying to engage consumers on Instagram and increase your followers and engagement rate? Take advantage of Travel Alaska's Instagram takeover program. Travel Alaska's Instagram account has a following of more than 160,000 followers, and a consistent engagement rate of over 5.6% for 2021. The account has created a travel-focused audience with content promoting travel and tourism to Alaska. This co-op opportunity allows for a "takeover" of @TravelAlaska's Instagram story to promote your tourism business in an itinerary/experiential format.

The partner can submit up to 20 images/video clips along with information about the assets and experience, plus any links to use for Instagram's swipe up feature. Work with the experts at Thompson & Co to curate your images/videos into an Instagram story that aligns with the branding of the account. Partners can select the month and day of the week within that month you would like to post the Instagram story (Travel Alaska can also advise on days where previous stories have performed well). Once the Instagram story is live for 24 hours, it will then be saved to @TravelAlaska's highlights section for consumers to view at a later date. It will also be pushed to Travel Alaska's Facebook story.

DEADLINE: Two weeks prior

COST: \$1,000

Program is limited to 2 partner takeovers per month on a first come, first serve basis. First partner takeover takes places 1st - 15th and second takeover takes place 16th - end of the month.

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E-NEWSLETTERS

Travel Alaska Hottest Deals Newsletter

Share your hot deals with an engaged, highly qualified audience. A companion program to Travel Specials, the Hottest Deals in the Coolest State E-Newsletter is distributed to about 500,000 highly qualified potential visitors each month who have requested to receive Alaska travel information.

These monthly e-newsletters are limited to 12 travel specials per month, on a first come, first served basis, and each travel special receives a percentage of top placement. Travel specials highlighted in the Hottest Deals Newsletter feature a captivating image, description of the travel special, and link to the travel specials page on the TravelAlaska.com website, which will include the travel special title, details, image, and URL back to the business website to encourage sales.

DEADLINE: Varies by month

COST: \$200 per travel special per month

Travel Alaska Newsletter Banner Ad

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 about 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.

Travel Alaska Newsletter Banner ads are sold monthly, and ad space is limited to one ad per month on a first come, first serve basis.

DEADLINE: None - Available for purchase year-round

COST: \$500

PRINT

State of Alaska Vacation Planner

Travel Alaska is thrilled to announce the return of the Official State Vacation Planner for the 2023 season! Travel Alaska will have information on ad types, rates, distribution, and deadlines coming soon! Ad sales will open up this spring with 2023 vacation planners hitting the streets for consumers in September 2022. More announcements coming soon. Keep an eye on your Coop Newsletter for more information on placing your 2023 vacation planner ads with Travel Alaska!

To order, visit your Travel Alaska Partner Admin account.

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PRINT CONTINUED

AARP Magazine

Travel Alaska will have a full-page ad in the February/March 2022 issue of AARP magazine, California edition with Alaska editorial, with an approximate readership of over 623,000. Ad space will be 1/6 page each. This placement in AARP will target travelers ages 50-59 in California, one of Alaska's top visitor states.

Bonus! Along with your ad in the print edition of AARP magazine you will also receive 100,000 impressions (approx. 2 months) of banner ad space on AARP.org's Select Destinations digital listing page (and other AARP media channels) targeting travelers ages 50+. Each Select Destinations digital listing will include your banner ad, 120 characters (including spaces) of descriptive copy, and link to your website. All Partners will also receive inclusion in the Travel Alaska Free Resources Reader Service (name only) and receive all leads generated from the group listing. Please note individual business leads will not be provided this year.

DEADLINE: November 19th, 2021

COST: \$3,000

Deadline is for ad space & materials.

Limited to 6 Partner ads on a first come, first serve basis.

Outside Magazine

Travel Alaska will have a full-page ad in the March/April 2022 issue of Outside Magazine, with an approximate circulation of over 1.2 million readers. Ad space will be 1/9 page each. This placement in Outside Magazine will target travelers interested in outdoor adventure, age 43+, with a household income averaging \$90,000.

Bonus! Along with your print ad in Outside Magazine each Partner will also receive a listing on Active Traveler Online.

DEADLINES:

Ad Space Confirmed/Reserved by: January 3rd, 2022

Materials Due: January 7th, 2022

COST: \$2,550

Limited to 6 Partner ads on a first come, first serve basis.

Travel & Leisure Magazine

Travel Alaska will have a full-page ad in the February 2022 issue of Travel & Leisure Magazine, Dallas/Houston/Austin edition, with an approximate readership of over 268,000. Ad space will be 1/6 page each. This placement in Travel & Leisure will target travelers age 58+, with a household income averaging \$116,000, in Texas (specifically the Dallas/Houston/Austin areas), one of Alaska's top visitor states.

DEADLINE: October 15th, 2021

COST: \$1,600

Deadline is for ad space and ad materials.

Limited to 6 Partner ads on a first come, first serve basis.

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PUBLIC RELATIONS

Travel Alaska News Bulletin

The Travel Alaska E-News Bulletin keeps media informed of the latest Alaska travel developments on a regular basis. The Travel Alaska E-News Bulletin is distributed quarterly to over 700 national travel writers and has an above industry average open rate. Each newsletter will lead with sponsored content from one partner, available on a first come, first serve basis, and content must be newsworthy. Final copy will be coordinated with the PR firm before distribution.

Deployment Dates:

Quarter 1 - September 13th, 2021	Quarter 2 (1st Edition) - December 13th, 2021	Quarter 2 (2nd Edition) - January 10th, 2022
Quarter 3 - April 4th, 2022	Quarter 4 - June 27th, 2022	

DEADLINES:

Quarter 1 - August 30th, 2021	Quarter 2 (1st Edition) - November 29th, 2021	Quarter 2 (2nd Edition) - December 27, 2021
Quarter 3 - March 21st, 2022	Quarter 4 - June 13th, 2022	

COST: \$300

Alaska Media Roadshow

Mark your calendar for the 18th annual Alaska Media Road Show, October 24th - 26th, 2021, for your chance to make lasting media contacts and increase editorial coverage. The event will be held at The Cosmopolitan Las Vegas in Las Vegas, NV. We are confident you will find the venue to be a perfect setting in which to interact 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 those you wish to meet.
- 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 hear about their media topics.
- An opening & closing reception will allow you to meet the with media outside of scheduled meetings.
- Numerous social events will provide you with an opportunity to network casually with participants.
- Breakfast, luncheon, afternoon refreshments, and evening events will enhance the professional and social opportunities.

Once your registration is confirmed, you will have the opportunity to provide a short company profile, which will be available to Road Show media participants. The information that you submit on the registration form will be used create a Partner Directory to assist the media in identifying you as a partner to connect with.

Registration will open on Wednesday, June 23rd and will be limited to 25 Alaska tourism partners. Please note: upon paying for your registration for Alaska Media Road Show in your Travel Alaska Partner Admin, you will then receive a confirmation email specific to you that will contain the link and password to register for the event and complete your profile for appointment matching. Appointment matching will open up September 22nd, 2021. Lodging is not included in the registration, but an event rate has been secured at \$189 + tax for all partners. This room rate will be available for you from Oct. 22-26, 2021. The link to book the hotel will be provided once you register.

Want to increase your brand awareness at the Alaska Media Roadshow? Or cannot attend in person, but would like to be involved in the event? Register for a sponsorship opportunity. Sponsorship benefits vary by sponsorship.

DEADLINE: September 20th, 2021 - first come, first-serve to the first 25 partners

COST: \$2,500 per partner, \$1,000 for second person

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TRAVEL TRADE

Seatrade Cruise Global

Join the Travel Alaska booth at Seatrade Cruise Global April 25-28, 2022, in Miami, Florida. Seatrade Cruise Global is the world's largest and most important annual meeting for the cruise industry, attracting cruise line management from around the world. Travel Alaska will be offering two registration types this year: Booth Partner and Reception Partner. Or, Partners can pair these registration options for a full Seatrade experience.

The Travel Alaska Seatrade Booth will be an immersive Alaska experience this year, representing all five regions of Alaska. The booth will be 20' x 30' and include meeting areas. Partners registered as a Booth Partner may use this space for meetings throughout the conference. Booth Partner logos will be on the outward facing walls of the booth. Literature distribution will be considered. Each day will feature a different experience in the booth (i.e. Tlingit Dancers, Dog Musher, etc.).

Registration Types & What's Included:

- Booth Partner Registration: 1 Exhibitor badge, use of booth for meetings, logo on booth, port/product information distribution, and an invitation to the Alaska Cruise Reception.
- Reception Partner Registration: Invitation to Alaska Cruise Reception, ability to include 1 executive level gift in Alaska Gift Bag for cruise industry attendees (item must be approved by ATIA and be of an executive level quality. Contact Tanya Carlson for approval/questions). Please note, this registration does not include an exhibitor badge or use of booth meeting spaces.

DEADLINE: March 25, 2022

COST: Booth Partner Registration: \$4,000

Reception Partner Registration: \$1,000

For questions, please contact Tanya Carlson via email or at 907-646-3304.

American Bus Association (ABA)

Join Travel Alaska and co-sponsor the Travel Alaska booth at ABA, taking place in Grapevine, TX from January 7th-11th, 2022. Your support enables Alaska to have a presence on the marketplace floor. Sponsors may network in the booth and distribute brochures. Booth share partners will also receive leads from the event.

Co-sponsorship of the booth does not include ABA conference registration. For detailed event information, please visit www.buses.org.

Please note that only booth share partners may have brochures on display at the booth. All travel costs, shipping of materials, show registration and other incidentals are not covered with this booth share.

DEADLINE: January 7th, 2022

COST: \$400

United States Tour Operators Association (USTOA)

The USTOA Annual Conference & Marketplace will take place December 7th-10th, 2021 in San Diego, CA. Travel Alaska is sponsoring a networking luncheon table at the conference. USTOA and Travel Alaska will actively invite 6 tour operators to sit at the Alaska designated table for 1.5 hours of networking. There is no program planned during this luncheon to maximize networking opportunities. Sponsor companies may have one delegate sit at the reserved table plus will be eligible to distribute brochures and giveaways.

Registration cost for the conference is separate. Visit the official USTOA website for detailed event information. Please note that only registered sponsors may distribute items at the luncheon. All travel costs, shipping of materials, show registration and other incidentals are not covered with this sponsorship. Space is limited to 3 Partners on a first come, first serve basis.

DEADLINE: November 1st, 2021

COST: \$500

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TRAVEL TRADE CONTINUED

INFOX Travel Agent Mailing

The INFOX Travel Agent Mailing is back by popular demand! This 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:

- \$500 - Brochure-size booklets, up to six panels
- \$600 - Brochure-size booklets, more than six panels
- \$800 - Planners or Catalogs (up to 8 ½ x 11 in), up to 30 pages
- \$1,000 - Planners or Catalogs (up to 8 ½ x 11 in), more than 30 pages
- \$1,250 - Any Planners or Catalogs larger than 8 ½ x 11 in

The mailing will take place mid-January 2022 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 January 12th, 2022. All shipping costs of materials are the responsibility of the advertiser. Shipping information will be provided once payment is received.

DEADLINE: January 10th, 2022

Meet Alaska Directory

Get your product information directly in front of tour operators looking to build package tours to Alaska. The Meet Alaska 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.

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

- ABA (American Bus Association)
- United States Tour Operator Association Annual Conference & Marketplace (USTOA)
- US Travel Associations' International IPW
- ASTA Destination Showcase
- NTA Contact
- Seatrade Cruise Global
- NEW: Brand USA's Global Marketplace - a virtual trade show with multiple international events held throughout the year with tour operators from around the globe.

Once you have registered for participation in the 2022 Meet Alaska Directory, a member of the Sales Team will contact you regarding the next steps for creating your listing.

DEADLINES:

Space Reserved by: October 29th, 2021

Materials Due by: November 1st, 2022

COST: \$600

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TRAVEL ALASKA VEST

Travel Alaska branded vests are back! All vests will come with the Travel Alaska logo on the back.

Garment Details:

- Our Women's Kodiak Vest style is designed with a gently contoured side-cut to fit and flatter a women's shape
- YKK® zippers
- 2 zippered outside hand pockets
- 2 hidden inside pockets (not zippered)
- Kodiak Vest is designed to comfortably allow for layering underneath

Softshell Fabric Details:

- Abrasion-resistant woven polyester outer-face
- Moisture-wicking microfleece interior
- Softshell fabric blocks 98% of wind
- Provides versatile weather-resistant protection
- Exceptional breathability & warmth.
- Laminated membrane creates an H2O-resistant barrier, while still allowing moisture vapor to escape
- DWR (water-repellant surface treatment) applied to outer-face sheds rain & snow
- Machine Wash, Hang to Dry

DEADLINE: March 31st, 2022

COST: \$175

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