



2021-2022

ALASKA COOPERATIVE MARKETING PROGRAMS

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

ABOUT THE PROGRAM

The State of Alaska supports tourism marketing through a capital grant administered by the Alaska Travel Industry Association (ATIA). These funds are used to promote Alaska as **the** premier travel destination. Sales from the cooperative marketing programs leverage the State's grant funds to increase businesses' outreach to qualified consumers nationally and internationally. Advertising opportunities are available to ATIA members and non-members alike.



TRAVELALASKA.COM*

TravelAlaska.com is the official travel planning website for Alaska, reaching over 2 million potential Alaska visitors each year.

TravelAlaska.com Profile Ads

TravelAlaska.com profile ads include business name, logo, URL, phone number, map locator (optional), 800-character description, a captivating main image plus 5 slider images or 1 video and 4 slider images.

\$200 standard ads or \$350 premium ads

Available for purchase year-round

Audience Extension Program

Extend the reach of your banner ads with the Travel Alaska Audience Extension Program. This program enables advertisers to close the loop with audiences that have already been exposed to Travel Alaska advertising. Retarget visitors with ads for your business. Our data is segmented so you can focus your marketing dollars on the audience interests that make sense for your business, including: 1. Cruisers, 2. Hotels and Accommodations, 3. Transportation, 4. Activities

\$4,000 per 500,000 impressions

Available for purchase year-round

TravelAlaska.com Banner Ads

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

\$500 per 100,000 impressions

Available for purchase year-round

TravelAlaska.com Travel Specials

Advertise on one of TravelAlaska.com's most visited pages! Travel specials feature your discount or added value to visitors. These ads include a captivating image, title, descriptive text, and link back to your website. Include your special in the monthly Hottest Deals Newsletter to reach 500,000 subscribers (*additional \$200, see e-newsletters section for more information*).

\$50 per each 30-day period

Available for purchase year-round

Travel Alaska Blog

Have great content you want to share with Alaska travelers? Sign up to host the TravelAlaska.com blog. With over 2 million visitors to the site each year your custom content is bound to be seen!

\$750 per blog post

Available for purchase year-round

**See program examples at www.TravelAlaska.com*

*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.*

E-NEWSLETTERS*

Extend your reach with ads in Travel Alaska's inspirational e-newsletters, distributed to highly qualified potential visitors who have opted in to receive Alaska travel information.

Hottest Deals in the Coolest State

Highlight a current travel special ad to more than 500,000 highly qualified potential visitors each month featuring 12 Travel Specials per newsletter.

\$200 per ad per month

Deadline 20th of each month

Travel Alaska E-Newsletter Banner Ad

A banner ad in the Travel Alaska E-Newsletters is seen by more than 500,000 highly qualified potential visitors who have requested to receive information about Alaska travel.

\$500 per month

Deadline varies

**See e-newsletter examples at www.TravelAlaska.com*

SOCIAL MEDIA

You're going to "Like" this...A LOT! Let Travel Alaska help you increase your reach on social media.

Travel Alaska Facebook Hosting

Host the Travel Alaska Facebook page for 1 week and reach an established audience of more than 470,000 followers. Place up to 7 posts and share photos, videos and information about your destination or business.

\$1,000 for 1 week of hosting

Available for purchase year-round

Travel Alaska Instagram Story Takeover

Takeover @TravelAlaska's Instagram story to reach our 139,000 engaged followers! Feature up to 20 images/video clips and links for the swipe up feature. The story will be live for 24 hours and then saved to our highlights section and pushed to our Facebook stories.

\$1,000 for 1 story takeover

Available for purchase year-round

PUBLIC RELATIONS

Extra! Extra! Be the headline and put your business in front of hundreds of travel writers with these public relations programs.

Alaska Media Road Show | Oct 24-26, 2021, Lake Las Vegas, NV

Make lasting media contacts and increase editorial coverage of your product or destination. This 3-day event allows partners the chance to interact one on one with some of the most influential travel media in the United States and Canada.

\$2,500 1st attendee / \$1,000 2nd attendee

Deadline September 20, 2021

Travel Alaska News Bulletin-Sponsored Content

The Travel Alaska News Bulletin is important for keeping media informed of the latest Alaska travel developments on a regular basis. The Alaska Travel News Bulletin is distributed quarterly to more than 700 national travel writers with an above-average industry open rate.

\$300 per placement

Contact the sales team for current deadline

LEADS PROGRAM

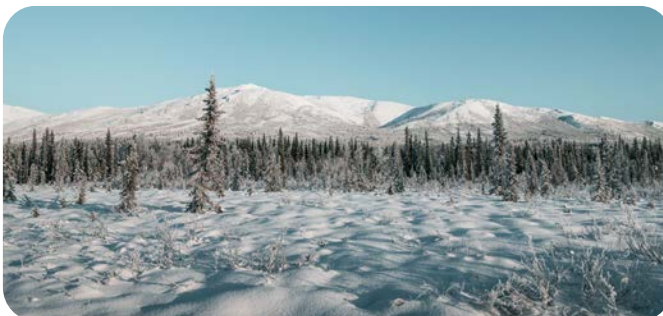
Lead the marketing pack and reach thousands of potential visitors by putting the Travel Alaska Leads Program to work for your business.

Travel Alaska Consumer Leads

Alaska's national advertising campaign generates consumer requests for Alaska travel information. These leads can be purchased for remarketing. Email and direct mail orders available.

\$.35 per lead (new orders) / \$.15 per lead (reuse orders)

Available for purchase year-round



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