IT'S WAITING, FOR YOU.

BE SEEN.
Advertise with TravelAlaska.com
WHY US?

We’re Alaska’s official travel planning website, with over TWO MILLION VISITORS A YEAR.
Leverage the power of Travel Alaska’s national campaign and help drive traffic to your website by placing an ad with us.

Two thirds of site users say that TravelAlaska.com DIRECTLY INFLUENCED THEIR BOOKING, EATING & TRAVEL DECISIONS while visiting Alaska.

Make an impression with your audience and take advantage of our amazing co-op marketing opportunities.
ADVERTISING OPTIONS

PROFILE ADS
PREMIUM PROFILE ADS
BANNER ADS
TRAVEL SPECIAL ADS
HOTTEST DEALS E-NEWSLETTER ADS
PROFILE ADS

Make a lasting impression with a profile ad on the state’s official travel planning website. These dynamic ads cost only $200, and open to a customizable landing page with your company name, contact information, logo, URL, a captivating main ad image, an 800-character description and a photo gallery containing up to 5 images. Select the category you would like your ad to appear in from the list on the following page.

BENEFITS

Profile ads can be edited at any time throughout the year
View ad performance by logging into Travel Alaska Partner Admin
Place multiple ads in multiple categories
Photo gallery can showcase up to 5 images
Valid for one year from date of purchase
Ads appear on the TravelAlaska.com English site, international sites and Travel Alaska App

Bonus Value: Hospitality businesses can select amenities to feature and be included on the Lodging Grid.

PRICING

$200 per category
## Profile Ad Categories

Choose from the below business categories:

### Things To Do

**Adventure**
- Adventure & Ecotour Activities
- Adventure & Ecotour Packages
- Kayak & Rafting
- Outfitters & Equipment Rentals
- Ziplines
- ATV & 4-Wheeling
- Water Sports

**Arts, Culture & History**
- Cultural & Historic Tours
- Museums & Cultural Centers
- Festivals & Events
- Create Your Own Art

**Hiking, Biking & Backcountry**
- Backcountry Expeditions
- Bicycling
- Glacier Hiking & Climbing
- Guided Camping & Hiking

**Day Cruises**
- River Cruises
- Glacier & Wildlife Cruises
- Private Cruises

**Fishing**
- Day Fishing Trips
- Overnight Fishing Packages
- Freshwater Fishing
- Saltwater Fishing

**Shopping, Dining & Entertainment**
- Restaurant & Nightlife
- Shopping
- Shows & Performances
- Spectator Sports

### Things To Do

**Sightseeing**
- Various Activities
- City Tours
- Flight Tours
- Gardens
- Gold Panning & Tours
- Railroad Day Trips
- Dog Sledding Tours
- Day Tours
- Photo Tours
- Culinary & Tasting Tours

**Wildlife Viewing**
- Bear Viewing
- Birding
- Wildlife Excursions
- Wildlife Packages
- Zoos, Aquariums & Wildlife

**Aurora & Winter Activities**
- Dog Sledding
- Festivals & Events
- Northern Lights Viewing
- Winter Packages
- Winter Sightseeing
- Skiing & Heli Skiing
- Snowmobile Tours & Rentals
- Spectator Sports

**Golf**

### Travel To & Around Alaska

**To Alaska (Statewide Only)**
- By Air
- By Road
- By Sea

**Within Alaska**
- By Cruiseship/Ferry/Boat
- By Car/RV/Motorhome
- By Motorcoach or Charter
- By Plane
- By Train

### Package Tours

- Travel Agents
- Adventure & Ecotour Packages
- Overnight Fishing Packages
- Wildlife Packages
- Winter Packages
- Cruise & Land Tours
- Cruiseship Packages
- Land Packages
- Private Cruises
- Small Ship Adventure Cruises

### Planning Help

- Visitor Centers
- Travel Agents/Trip Planners
- Travel Guides/Videos
- Destination Management Services/Event Planners

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All Alaska Cooperative Marketing Programs can be purchased through your online TravelAlaska.com Partner Admin. To set up your account, or if you have forgotten your password, go to AlaskaITA.org. Look for the 'TravelAlaska.com Partner Login' link in the top right corner of the page. This will take you to the Travel Alaska Partner Login screen for TravelAlaska.com. For other questions or assistance, you can also contact your ATIA Sales Team directly: Advertising@AlaskaITA.org
Upgrade to

**PREMIUM PROFILE ADS**

Our best offer! Take your impressions even further with the new bonus, premium ad. Upgrade to premium for top of category placement within your ad category and additional exposure.

**BENEFITS**

*Be seen first with top of category placement*
*Premium ads can be edited at any time throughout the year*
*View ad performance by logging into Travel Alaska Partner Admin*
*Place multiple ads in multiple categories*
*Photo gallery can showcase up to 5 images*
*Valid for one year from date of purchase*
*Ads appear on the TravelAlaska.com English site, international sites and Travel Alaska App*

**Bonus Value:** Hospitality businesses can select amenities to feature and be included on the Lodging Grid.

**PRICING**

*$350 per category*
*Ads can be translated for additional fee*
PROFILE AD SPECIFICATIONS

MAIN AD IMAGE
280px wide x 280px high
Saved as jpeg or gif

GALLERY PHOTOS
700px wide x 500px high
Up to five images, scrolling on landing page
Saved as jpeg or gif

COMPANY DESCRIPTION TEXT
Up to 800 characters (including spaces and punctuations)

*If you do not have access to photo editing software, we recommend using Pixlr Editor - a free, easy-to-use site to resize photos.
BANNER ADS

BENEFITS
View ad performance by logging into Travel Alaska Partner Admin URL and artwork can be updated at any time Ads are available on the 5 international sites Ads will run on every page of TravelAlaska.com (excludes homepage)

PRICING
English Banner Ad: For every $5 you spend, you get 1,000 impressions Requires minimum order of 100,000 impressions
International Banner Ad: For every $1.50 you spend, you get 1,000 impressions Requires minimum order of 100,000 impressions

BANNER AD QUALIFICATIONS
Partners must have an active profile ad on TravelAlaska.com to purchase
BANNER AD SPECIFICATIONS

MAIN AD IMAGE
300px wide x 250px high
Saved as jpeg or gif
no flash or animation

REQUIREMENTS
Banner ad & supporting landing page must contain your business name

*If you do not have access to photo editing software, we recommend using Pixlr Editor - a free, easy-to-use site to resize photos.
TRAVEL SPECIAL ADS

Promote your travel deals with a Travel Special on TravelAlaska.com. Designed to help you be seen, Travel Specials are featured on every page of TravelAlaska.com, including the homepage. Each Travel Special ad includes a “More Details” button that takes your consumers to a customizable landing page. Our Travel Special ads include a customizable landing page with one captivating image, title, descriptive text and a URL that links back to your website.

BENEFITS

Available in four categories: accommodations, activities, packages and transportation
Ads can be removed or edited at any time during their time on TravelAlaska.com
Receive a special icon on your profile ad letting consumers know you’re offering a Travel Special
Qualify for placement in the Hottest Deals E-Newsletter
View ad performance by logging into Travel Alaska Partner Admin
Travel Specials page is consistently one of TravelAlaska.com’s top 25 most viewed pages

PRICING

$50 per 30 days the ad is live on TravelAlaska.com

TRAVEL SPECIAL AD QUALIFICATIONS

Must offer a discount or added value to the consumer.
Must have an active profile ad on TravelAlaska.com to purchase.
TRAVEL SPECIAL
SPECIFICATIONS

MAIN AD IMAGE
560px wide x 374px high
no text or animation

DESCRIPTION TEXT
Unlimited

*If you do not have access to photo editing software, we recommend using Pixlr Editor - a free, easy-to-use site to resize photos.
A companion program to the Travel Specials, this newsletter is distributed to more than 400,000 potential visitors each month. Each newsletter is limited to 12 Travel Specials per month, on a first-come, first-serve basis. This newsletter placement clicks through to a customizable landing page that includes one captivating image, title, descriptive text and URL that links back to your website.

**BENEFITS**

- Links to your existing Travel Special
- Additional exposure to a highly engaged audience
- Limited to 12 Travel Specials per month

**PRICING**

$200 per ad

**DEADLINE**

Varies

**E-NEWSLETTER AD QUALIFICATIONS**

- Partners must have an active profile ad and current Travel Special ad on TravelAlaska.com to be eligible for this program.
- See Travel Specials for more information.
PRICING

PROFILE AD | $200

PREMIUM PROFILE AD | $350
Displayed at the top of each category before profile ads and rotates as featured listing

ENGLISH BANNER AD
$5 per 1,000 impressions with minimum order of 100,000 impressions ($500 per 100,000 impressions)

INTERNATIONAL BANNER AD
$1.50 per 1,000 impressions with minimum order of 100,000 impressions

TRAVEL SPECIAL AD | $50
Per 30 days the ad is live on TravelAlaska.com

HOTTEST DEALS E-NEWSLETTER AD | $200
Each newsletter is limited to 12 Travel Specials per month
PLACE YOUR AD TODAY!

IT'S SIMPLE!
Access your Travel Alaska Partner Admin account to place your order or contact the ATIA Sales Team at advertising@AlaskaTIA.org for assistance.