




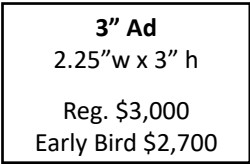
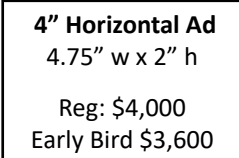
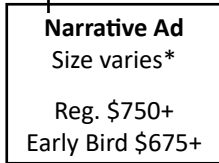
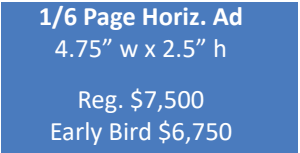
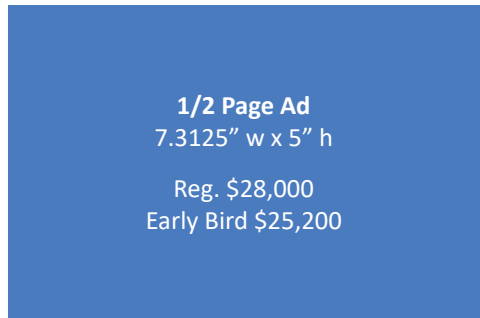


Official Alaska Vacation Planner Ad Sizes, Rates, and Specifications

Ad Sales Start Aug. 1, 2018	Early Bird Deadline Sept. 28, 2018	Ad deadline Oct. 31, 2018	Distribution Jan. 1 through Dec. 31, 2019
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Ad Types

 <p>2" Ad 2.25" w x 2" h Reg. \$2,000 Early Bird \$1,800</p>	 <p>1/4 Page Vert. Ad 2.25" w x 7.5" h Reg. \$14,000 Early Bird \$12,600</p>	 <p>4" Vertical Ad 2.25" w x 4" h Reg. \$4,000 Early Bird \$3,600</p>	 <p>1/4 Page Horiz. Ad 4.75" w x 3.75" h Reg. \$14,000 Early Bird \$12,600</p>
 <p>1/6 Page Vert. Ad 2.25" w x 5" h Reg. \$7,500 Early Bird \$6,750</p>	 <p>3" Ad 2.25" w x 3" h Reg. \$3,000 Early Bird \$2,700</p>	 <p>4" Horizontal Ad 4.75" w x 2" h Reg. \$4,000 Early Bird \$3,600</p>	 <p>Narrative Ad Size varies* Reg. \$750+ Early Bird \$675+</p>
 <p>1/6 Page Horiz. Ad 4.75" w x 2.5" h Reg. \$7,500 Early Bird \$6,750</p>	 <p>1/2 Page Ad 7.3125" w x 5" h Reg. \$28,000 Early Bird \$25,200</p>		

Full Page Ad: 7.4375" w x 10" h live area, 8.375" w x 10.75" h trim, 8.625" w x 11" h bleed.
Reg. \$50,000, Early Bird \$45,000

All display ads include bingo # and lead report.

File Types, Colors, and Fonts

- Digital Files - Software: Preferred:** PDF/X1a (not PDF)
Other acceptable files: Packaged InDesign, Illustrator or Photoshop Files.
Note: Packaged files include layered working files, fonts, and images used.
- Colors:** CMYK must be used for all images and colors. RGB or Pantone colors must be converted before submission.
- Fonts:** For best results, fonts must be outlined or embedded into the PDF or fonts must be provided within the packaged working files.
- Important note:** Files must be complete and in final form. NO CHANGES will be made by ATIA. ATIA does not accept responsibility for errors or quality of ad reproduction if ads are not submitted according to specification.

Business Name
www.url.com

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dit, solorest info@exemplum.com.

***Narrative Ad Sample**
Reg \$750, Early Bird \$675
Business name, web address, plus 375 characters.
Additional characters: \$130/50 extra characters

How to Order

- Log on** to your TravelAlaska.com [Partner Admin account](#) (top right of www.alaskatia.org). If you need help resetting a username or password, please contact Skye Hostetler at 907-646-3321 or shostetler@alaskatia.org.
- If you ordered a Vacation Planner ad in 2018**, log on to your Partner Admin account to view your 2018 Vacation Planner ad and re-order for the 2019 edition.



AD PLACEMENT - Regions and Categories

REGION CODE		CATEGORY		
SW	Southwest	Travel Within <i>Refers to transportation in Alaska.</i> Airlines Air Taxi/Charter Cruise Ships/Ferries Day Cruises/Charters Overnight Cruises/Other Motorcoach/Bus/Vans/Limos RV Rental/Motorhome/Caravans Car Rental/Taxi/Shuttle/Other Train Package Tour	Cabins & Vacation Rentals Bed & Breakfasts Campgrounds & RV Parks Hostels	
IP	Inside Passage		Things to Do Various Activities Adventure/Ecotourism Backcountry Experiences Birdwatching/Wildlife Viewing Day Cruises Dining/Nightlife/Shopping Fishing Flight Tours History/Culture/Art Multi-Day Cruises Sightseeing & Tours Winter Day Tours Biking & Hiking Culinary & Tasting Tours Photography Tours	
SC	Southcentral			
IN	Interior			
AR	Arctic			
AK*	Statewide			
CA	Canada			
<i>* Ads in the Statewide category must be for a product or service that is offered in more than one region of the state or serves as a gateway to Alaska</i>				
CATEGORY				
Travel To <i>Refers to businesses who provide a means of transportation to/from Alaska. Applies to statewide placements only.</i>				
Airlines Air Taxi/Charter Cruise Ships/Ferries Overnight Cruises/Other Motorcoach/Bus/Vans/Limos RV Rental/Motorhome/Caravan Package Tour				
		Planning Help Visitor Centers Travel Agents/Trip Planners Travel Guides/Resources Destination Management Services/ Event Planners		
		Places to Stay Hotels & Motels Wilderness Lodge & Resort		

AD PLACEMENT - City Headings and Parks

City headings do not apply to the following sections: Statewide, Regionwide, and Canada.

To qualify for a regionwide ad, the product or service must be offered in more than one city within that region.

<i>Southcentral</i>	Kennicott	<i>Interior</i>	<i>Inside Passage</i>	<i>Southwest</i>
Anchor Point	Kenny Lake	Cantwell	Admiralty Island	Afognak
Anchorage	Lake Louise	Chicken	Angoon	Bethel
Big Lake	Matanuska Glacier	Delta Junction	Elfin Cove	Dillingham
Bird Ridge/Indian	McCarthy	Denali NP	Glacier Bay NP	Iliamna
Chistochina	Mentasta	Ester	Gustavus	Katmai NP
Chitina	Moose Pass	Fairbanks	Haines	King Salmon
Chugiak	Nikiski	Healy	Hollis	Kodiak
Cooper Landing	Ninilchik	Kantishna	Hoonah/Icy Strait Point	Kodiak Island
Copper Center	Palmer	Lake Minchumina	Hyder	Lake Clark NP
Copperville	Petersville	Nenana	Juneau	Nikolski
Cordova	Portage	North Pole	Kake	Port Lions
Denali State Park	Seldovia	Paxson	Ketchikan	St. Paul Island
Eagle River	Seward	Salcha	Pelican	Unalaska/Dutch Harbor
Gakona	Soldotna	Tok	Petersburg	<i>Arctic</i> Arctic NWR Utqiagvik (Barrow) Bettles Coldfoot Gates of the Arctic NP Kotzebue Nome Deadhorse/ Prudhoe Bay Wiseman
Girdwood	Sterling		Prince of Wales Island	
Glennallen	Sutton		Sitka	
Gulkana	Talkeetna		Skagway	
Hatcher Pass	Tazlina		Tenakee Springs	
Halibut Cove	Trapper Creek		Thorne Bay	
Homer	Tyonek		Wrangell	
Hope	Valdez		Yakutat	
Kachemak Bay State Park	Wasilla			
Kasilof	Whittier			
Kenai	Willow			
Kenai Fjords NP	Wrangell Mts.			

Publisher reserves the right to edit category headings, including removal of categories.