

Surfing the Net with Alaska Seafood Marketing

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With all this talk about the Internet and the ASMI Home Page, we have gotten a few inquiries as to just how to get on-line. To be able to "surf the net", you must have the following tools:

A computer (486-66MHz with at least 8MB RAM recommended) with a modem (14,400 or 28,800 BPS recommended).

Computer software designed for browsing the Internet. Popular packages include Netscape, Internet in a Box, Microsoft Internet Explorer (for Windows 95) and Mosaic. Most of these programs operate in

a Microsoft Windows environment.

A subscription to an on-line service. In Alaska, some carriers are Internet Alaska (907-562-4638), Corcom (907-563-1191) and PTI Net (800-784-6384). The

Internet is also accessible through a variety of other networks such as Compuserve, Prodigy, America Online and Microsoft Network. These other networks have subscription rates and can have additional rates

charges for usage. When calling from

Alaska, make sure there is a local phone number available or you will find yourself paying long distance charges each time you log on.

ASMI's home page is now averaging 600-700 hits a week, the majority of which are on the recipes. However, about 150 people a week are checking out the Directory of Alaska Seafood Suppliers and the educational materials on quality, species, handling guidelines, etc. The usage increased dramatically once we were registered with about a dozen major search engines. This enabled people to find us by just typing in "Alaska seafood", "seafood", "salmon", etc.

