

Tourism Advertising Advantages

1994 Official Alaska State Vacation Planner

Tourism businesses know that reaching customers is a numbers game. The more people that see your product advertised, the more business you receive. The Alaska Visitors Association is offering one of the best values in tourism advertising — space in the 1994 Official Alaska State Vacation Planner. From gift shops to golf courses, restaurants to raft trips — if your business caters to Alaska tourists, the Planner is for you.

The official Planner is more than a reference guide. It's a by-region, by-activity "user-manual" that more than one-third of Alaska visitors use to actually plan their trip to the Greatland.

This year we are offering an **Early Deadline Discount** of \$50 off the \$300 Narrative ad price, if we receive the ad contract and full payment on or before April 1, 1993. For as little as \$250 (**Early Deadline Discount**), you can reach more than 500,000 people who are interested in coming to Alaska. In fact, every type of tourism business, large or small, can reach their target market through the Planner.

If you took advantage of the 1993 Vacation Planner, you will soon receive a 1994 Vacation Planner information packet with rates and advertising procedures. New advertisers who wish to take advantage of the 1994 Planner may call AVA at (907) 561-5733.

**Deadline For Packet Request
is March 1, 1993.**

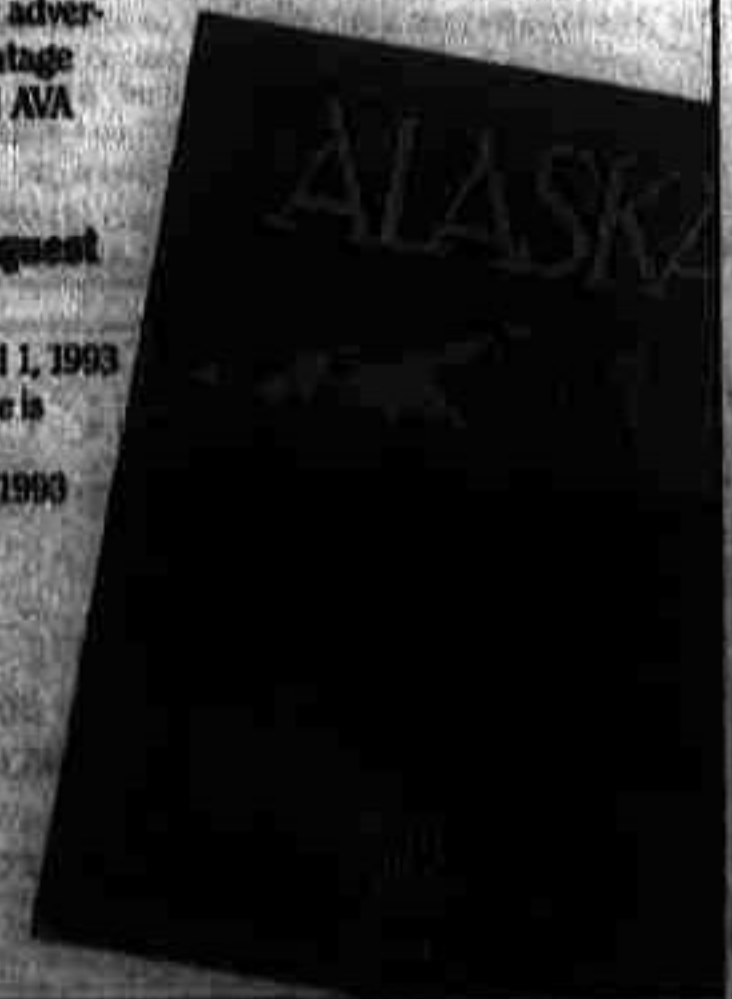
Early Deadline Discount is April 1, 1993

Full Price Narrative Ad Deadline is
May 1, 1993

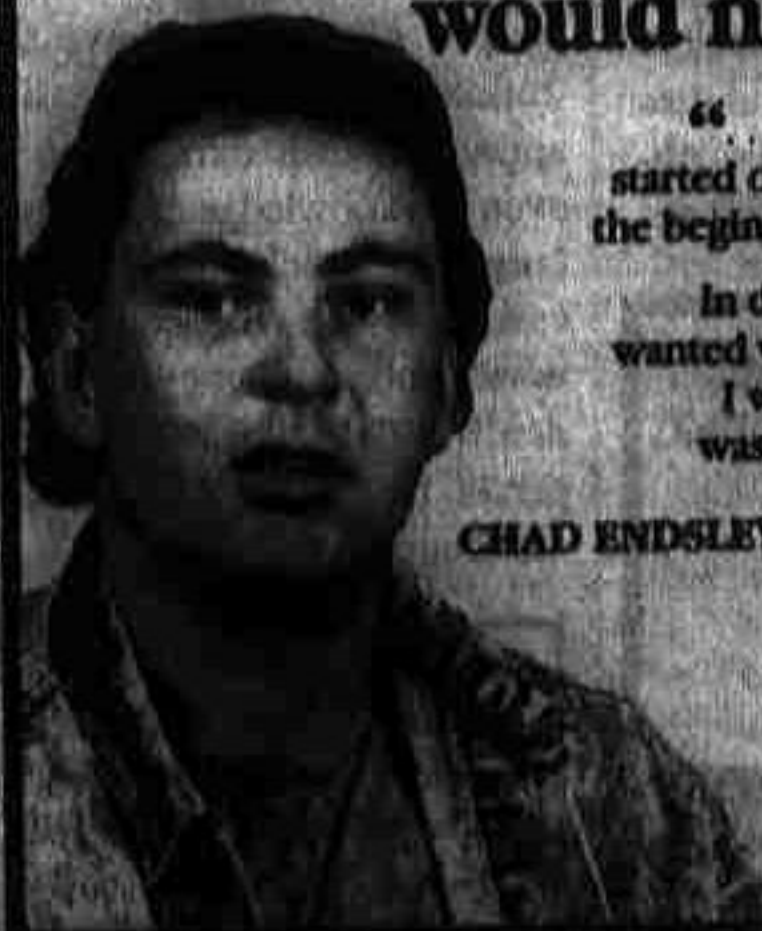
Display Ad deadline is June 15, 1993



Alaska Visitors Association
Cable Office Center 1
3201 C Street, Suite 403
Anchorage, Alaska 99503
(907) 561-5733



**"I was raised by an alcoholic. I swore it
would never happen to me . . ."**



"... but it did. I'm 19 years old . . . and I'm an alcoholic. I started out drinking because it was fun and I could fit in. From the beginning, it made no difference what I used, I was hooked.

In detox at 17, some recovering alcoholics talked to me. I wanted what they had . . . I wanted treatment . . . I wanted life.

I was so relieved to find out alcoholism is a disease and I wasn't a bad person after all. If you want your life back . . .
call now. Help us help you."

CHAD ENDSLEY - Student

Outpatient and Inpatient Treatment.

**PROVIDENCE
Breakthrough**

CALL 261-3003