



Regional Ski Online Marketing Opportunity

Alaska Airlines flies to some of the West's most popular and majestic Ski Areas and we're proud to support and develop the gateway communities that access these Resorts. Using an online regional ski campaign at www.alaskaair.com, we're looking for partners to add promotions or offers that we can promote through the following channels **FREE** of charge:

- Online Marketing (including SEM and Display advertising)
- Periodic e-mail marketing to 3 million+ subscribers (a special, dedicated e-mail will launch the program on **November 2, 2011: Deadline for content will be September 26, 2011**)
- Website presence on alaskaair.com which receives over 100,000+ unique visitors each day: **deadline for content will be September 26, 2011**
- The Warren Miller Film Tour in Oregon, Washington, and Southern California
- Various ski shows or ski events throughout the Northwest

Resort/Partner offers must be unique to Alaska Airlines customers and will require some form of qualification (such as showing a Boarding Pass or Mileage Plan Visa Signature card). Preferably offers are from either a Resort, Hotel, or other ski related product provider

In exchange for this **FREE** promotional opportunity, we require the following reciprocal elements:

- E-mail distribution to your subscribers promoting an exclusive air-only discount (generally 20%) on Alaska Airlines (at beginning and end of season)
- Prominent home-page or other high traffic page placement and promotion of Alaska Airlines discount offer

If interested, simply provide the following three elements no later than September 26, 2011 for inclusion in the program. We will be selecting six offers to feature in the dedicated e-mail that will be sent on 11/2/11.

- Official name and 100 words (or less) of copy 'romancing' your offer
- Web link where the offer (and restrictions) are described on your site
- A media plan that outlines how you will be able to promote the exclusive Alaska Airlines discount offer

If interested in partnering with us, please contact Clint Ostler

Via phone: 206-392-5511

Via e-mail: clint.ostler@alaskaair.com