



The Marketing Department is located at The Alaska Club West. The department is responsible for all internal and external marketing for The Alaska Club network.

Internal marketing is anything that is used for communication inside the clubs. This includes newsletters, forms, digital signage, posters/flyers, business cards, etc.

External marketing is anything that communicates outside the club, in most cases to prospective members and others in the community. This includes newspaper ads, television ads, radio ads, social media, sponsorships, public relations, etc.

Contact Information:

- Kane Russi - *Graphic Designer*
krussi@thealaskaclub.com | 264.2735 Newsletter, programming, schedules, print & web ads
- Emily Policastro - *Web Developer & Designer*
epolicastro@thealaskaclub.com | 264.2738
Website Design & Development, SEO, Digital Signage, Fitness Programming, Business cards, Inside Track
- Nathan Perry - *Lead Graphic Designer*
nperry@thealaskaclub.com | 264.2741 Direct Mail, print & web ads, special promotions
- Erin King - *Sales and Marketing Associate Manager*
elking@thealaskaclub.com | 264.2734
Daily Sales Report, The Way It Works, special events and corporates, cell center manager
- Tracy Dumas - *Director of Marketing & Public Relations*
tdumas@thealaskaclub.com | 264.2739
Media contact, advertising, budget, program development
- Debbie Cedeno - *Senior Vice President of Sales & Marketing*
dcedeno@thealaskaclub.com | 264.2729
Senior executive, oversees sales, marketing, group fitness, fitness, personal training
- Marketing
Fax# 264.2780 | marketingcoordinator@thealaskaclub.com



The Marketing Department provides the majority of forms, brochures, etc. to other departments in The Alaska Club network. A complete list of supplies available from Marketing can be found on MyTACnet.com.

To request supplies from the Marketing Department:

1. Find "Marketing Supply Order Form" on MyTACnet.com under "Marketing"
2. Fill out order form & Submit
3. If you have questions, contact Tracy Dumas at 264.2739

Supply requests are completed each weekly.

Go To Request Form

thealaskaclub.com/marketing-requests



The Way We Do It

Guest Pass Requests

To receive guest passes, contact Tracy Dumas or order via the Marketing Supply Order form found on MyTac.

THE ALASKA CLUB

ONE VISIT
Platinum Guest Voucher
Valid at all The Alaska Club locations
Including *The Summit*

Guest Name _____

Must Be Redeemed By _____

This voucher is for Passes Membership privileges at all staffed The Alaska Club locations, including The Summit. Amenities available at extra cost. Must be 18 years old (21 for The Summit), a local resident, present a valid ID, and not have been a member or guest in the last 90 days to redeem this voucher. Not redeemable for cash or for current membership dues.

Good for one use only.

Club Network

in Drive, Suite 100
in
landward
gth Boulevard
Boulevard
ward

FAIRBANKS 458-1780
South - 7417 Old Richardson Highway
Near - 575 Stevenson Way

JUNEAU 384-4388
Haley - 284.3 Riverside Drive
Chamberlain - 481 West Willoughby Ave., Suite #210

Fal _____

thealaskacub.com

THE ALASKA CLUB

ONE MONTH
Platinum Guest Voucher
Valid at all The Alaska Club locations
Including *The Summit*

Guest Name _____

Must Be Redeemed By _____

This voucher is for Passes Membership privileges at all staffed The Alaska Club locations, including The Summit. Amenities available at extra cost. Must be 18 years old (21 for The Summit), a local resident, present a valid ID, and not have been a member or guest in the last 90 days to redeem this voucher. Not redeemable for cash or for current membership dues.

Good for one use only.

Club Network

in Drive, Suite 100
in
landward
gth Boulevard
Boulevard
ward

FAIRBANKS 458-1780
South - 7417 Old Richardson Highway
Near - 575 Stevenson Way

JUNEAU 384-4388
Haley - 284.3 Riverside Drive
Chamberlain - 481 West Willoughby Ave., Suite #210

Fal _____

thealaskacub.com

THE ALASKA CLUB

3-DAY
Platinum Guest Voucher
Valid at all The Alaska Club locations
Including *The Summit*

Guest Name _____

Must Be Redeemed By _____

This voucher is for Passes Membership privileges at all staffed The Alaska Club locations, including The Summit. Amenities available at extra cost. Must be 18 years old (21 for The Summit), a local resident, present a valid ID, and not have been a member or guest in the last 90 days to redeem this voucher. Not redeemable for cash or for current membership dues.

Good for one use only.

Club Network

in Drive, Suite 100
in
landward
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South - 7417 Old Richardson Highway
Near - 575 Stevenson Way

JUNEAU 384-4388
Haley - 284.3 Riverside Drive
Chamberlain - 481 West Willoughby Ave., Suite #210

Fal _____

thealaskacub.com

THE ALASKA CLUB

ONE VISIT
Gold Guest Voucher

Guest Name _____

Must Be Redeemed By _____

This voucher is for Passes Membership privileges at all Gold & Silver staffed The Alaska Club locations. Amenities available at extra cost. Must be 18 years old, a local resident, present a valid ID, and not have been a member or guest in the last 90 days to redeem this voucher. Not redeemable for cash or for current membership dues.

Good for one use only.

Club Network

in Drive, Suite 100
in
landward
gth Boulevard
Boulevard
ward

FAIRBANKS 458-1780
South - 7417 Old Richardson Highway
Near - 575 Stevenson Way

JUNEAU 384-4388
Haley - 284.3 Riverside Drive
Chamberlain - 481 West Willoughby Ave., Suite #210

Fal _____

thealaskacub.com

FREE SWIM LESSON
@THE ALASKA CLUB EAST

THE ALASKA CLUB

1 M LESSON
Club - East
Tudor Road
-7370

barcode

This voucher is for one complimentary swim lesson at The Alaska Club - East location. Amenities and Fitness Privileges available at extra cost. Must be 18 years old to redeem. Can be used for child or adult lessons. Not redeemable for cash or for current membership dues.

Visit thealaskacub.com/pools for lesson times and more information.

THEALASKACLUB.COM

3 DAY
pass

1 UV
tan

1 KPC
visit

1 YOUTH
pass

Expires 12/31/2015

The bearer of this card is entitled to one use of The Alaska Club Kids Zone and Family Fitness area, Youth group fitness classes and more.

This card is non-transferable, not redeemable for cash and cannot be applied if lost or stolen. Not for sale. Card must be presented to member support desk. Age 6 and up. Good for up to 3 children.



The Way We Do It

Business Cards

Requests for business cards must be submitted by a Manager. Complete by submitting the "Business Card Request" form on MyTACnet.com located on the "Marketing" page.

Cell phone numbers are not allowed on business cards. It may take up to a month before cards are printed. If you have any questions regarding business cards, contact Emily Policastro at epolicastro@thealaskaclub.com.

Business Card Example:



thealaskaclub.com & MyTACnet.com

thealaskaclub.com:

The Alaska Club's website is located at thealaskaclub.com. The website contains information regarding current promotions, programs being offered, schedules, hours and locations.

Each department manager is responsible for communicating updates that effect their department. To request changes or additions to the website contact Emily Policastro at 264.2738 or epolicastro@thealaskaclub.com.

MyTACnet.com:

The Alaska Club's internal website is located at www.mytacnet.com. This site provides useful information and forms for all employees.

To request changes or additions to the internal website contact Emily Policastro at 264.2738 or epolicastro@thealaskaclub.com.



The Way It Works (TWIW) is a document sent out to inform other departments in The Alaska Club network of current promotions and special offers. These may also be sent out for new policies, programs, etc.

At the beginning of each month, TWIWs are distributed to the front desk and membership departments. Managers are responsible for knowing and communicating all information to their staff. Monthly TWIW documents list what the promotions are, how they are advertised and what procedures should be completed.

Copies of current TWIW documents are available on MyTACnet.com on the Membership and Front Desk pages.

TWIW Example:

January 1-31

“The Way it Works”

Date: January 1, 2020
To: Executive Staff, Membership
From: Marketing

Advertised Offer: Month to Month
\$0 enrollment
Month to Month/ 60-day written cancellation notice required

OR

Upsell Offer: January
\$0 enrollment, 1 month free first month dues on all membership types and 2 month Good Life trial (4 month Membership Plus trial in FBX & JNU)
12 month agreement required/fee for early cancellation

ADVERTISED OFFER INSTRUCTIONS

1. Write "Month to Month" on the Offer line on the Membership Application.
 - Digital Contract Users: Use "NC JAN".
2. Collect January prorated dues.
3. Complete all new member paperwork.
4. If sold January 22-31, also collect February dues.
5. Collect Fitness Consultation Fee.
6. Refer to your commission sheets for month to month commission amounts.
7. Sales for month to month are counted as .85 a sale toward your goal and the club goal.

UPSELL OFFER INSTRUCTIONS

1. Write "January" on the Offer line on the Membership Application.
2. All membership types will be eligible for \$0 enrollment, first month free dues.
3. List one month free for all memberships on the Prorated Dues line. Example: If sold 1/9, write "1/9/20 - 2/8/20 FREE".
4. If sold January 22-31, collect February prorated dues.
5. Collect Fitness Consultation Fee.



The Way We Do It

Direct Mailer

Direct Mailer Example Front

Back



CHILD CARE

GROUP CYCLING





HOT YOGA

and so much more...

HERE'S TO THE NEW YOU!

HAPPY 2020



THE ALASKA CLUB



THE ALASKA CLUB

ANCHORAGE 365-7384
1000 E. Tudor City Center
Suite 100 Anchorage, AK 99503
The Summit • West • 8th Floor
Studio • Studio • 8th Floor
West • 8th Floor

FARBANKS 458-1790
1000 E. Tudor City Center
Suite 100 Farbanks, AK 99701
The Summit • West • 8th Floor
Studio • Studio • 8th Floor
West • 8th Floor

JUNEAU 384-4398
1000 E. Tudor City Center
Suite 100 Juneau, AK 99801
The Summit • West • 8th Floor
Studio • Studio • 8th Floor
West • 8th Floor

MAT-SU 365-7384
1000 E. Tudor City Center
Suite 100 Mat-Su, AK 99756
The Summit • West • 8th Floor
Studio • Studio • 8th Floor
West • 8th Floor

VALLEY DOWNOWN

THEALASKACLUB.COM





THE WAY fitness SHOULD BE

BEST OFFER OF THE SEASON!

MONTH-TO-MONTH • NO COMMITMENT & NO ENROLLMENT FEE

Ask how you can receive up to \$150 off your membership dues. 60 day minimum requirement on all month to month memberships. Offer expires January 31, 2020.

COME SEE WHAT'S NEW:

- New Cardio Equipment
- New Strength Training Equipment
- New Personal Entertainment Consoles
- New Group Fitness Classes
- Group Cycles Classes
- Remodeled Summit Club
- Upgraded Locker Rooms
- Studio Hot Yoga
- Functional Training Area
- Group Personal Training
- Youth Activities & Camps
- More Amenities

FREE GUEST PASS ONE VISIT • ANY LOCATION

NAME: _____
PHONE: _____

THE ALASKA CLUB

This pass is for Fitness Membership at The Alaska Club standard locations where applicable. Must be 18 years old to redeem this pass and 22 years of age to access The Summit. All guests must have a valid ID to use the facilities. No discounts for cash or current membership dues. Pass is valid for one visit only. Valid through January 31, 2020.



All marketing materials are created by the Marketing Department. This includes permanent signs, program posters and flyers, etc.

To request marketing materials a login to MyTac, go to Marketing and click on Marketing Request.

Fill out the form completely and with as much information possible. Files may be attached to the request as well. Select "Submit" to complete the request.

Once submitted, the Marketing Request is sent to the Marketing Coordinator who assigns it to a Graphic Designer to create. If using the request form for the first time, you will be invited to join Trello so you can track the progress of your request. You can also comment and provide feedback. Please allow at least two weeks for everything to be completed.

Once a Trello user, you can view all pending requests, add new requests directly in Trello, review all proofs and provide final approval.

- Requests must be made two weeks or more in advance.
- Requests must include a due date.
- Special requests (i.e. custom passes, pedometers, etc.) require more time to fill. Please allow ample time for proofing, printing, etc.
- Marketing/Corporate Requests will first be approved by the marketing department and assigned to a designer. You will receive a first proof from the designer once it is completed. We ask that you respond with changes or approval in a timely manner. (Materials will not be completed without your approval which may affect your event.) Once the designer has received your approval, materials are sent to Tracy Dumas for final approval. When materials receive final approval, they will be printed. You will be notified once they are ready for pick-up.



Member Newsletter:

The Alaska Club's Member Newsletter is printed monthly and provides members with information about events and programs that will take place. Member newsletters are sent out with billing statements and emailed to members with direct billing.

Submissions for the newsletter are due by the 10th of the prior month. Space is limited so submissions are not guaranteed. Newsletter information should be sent to nperry@thealaskaclub.com.

Inside Track:

The Alaska Club's employee newsletter, Inside Track, is bi-weekly. The Inside Track is can be accessed by employees on ADP & MyTAC.

Managers are responsible for providing information about special employee announcements and anything that employees in The Alaska Club network should be aware of.

Inside Track submissions are due by noon on Tuesday of each pay week. Space is limited so submissions are not guaranteed. Inside Track submissions should be sent to epolicastro@thealaskaclub.com.

Activity Guide:

Every quarter, The Alaska Club releases a comprehensive Activity Guide for our member's convenience. This guide included both free and paid programs, seminars, workshops, events and much more for both members and nonmembers.



The Way We Do It

Digital Advertising

The Alaska Club has 20 digital advertising screens located throughout the Anchorage and Valley club locations. Screens receive over 5,000 views per day. Digital advertising space can be purchased as advertising for other companies but is primarily used to advertise internal programs.

To request that a digital ad be created for a program or event, check the digital ad box when completing a Marketing Request. Space is extremely limited so it is not guaranteed that your ad will be posted.

If you are contacted by someone requesting more information on The Alaska Club's digital advertising, direct them to contact Tracy Dumas at 264.2739.

ANCHORAGE MUSEUM
Visit the stars at the Thomas Planetarium.

DENALI
Denali National Park & Preserve
907.556.9999 • Denali@denalipark.com • 4001 Denali Dr., Denali, Alaska 99508
NATIONAL MONUMENT OF PRESIDENT BILL CLINTON, 1990 AND 1992

PRMI
PRIME Mortgage
ARE YOUR MORTGAGE GOALS ON TRACK?

REGISTRATION OPEN NOW!
SEASON BEGINS
MAY 16, 2016
Ages 5-14 / 14-18
Boys & Girls
Boys & Girls Club - Alaska
PLAY SOCCER!
REGISTER ONLINE AT
ATHLETICS.BGCALASKA.ORG

But what about your skin?
alaska center for dermatology

THE ALASKA CLUB

DIGITAL ADVERTISING

Take advantage of a great value and reach more customers in Alaska's #1 Fitness Network.

Increase Brand Awareness and Boost Sales

REACH YOUR CUSTOMERS

- The NEW REACH digital advertising platform is top in the industry, providing a state-of-the-art digital advertising solutions for your business.
- 28 digital 52" screens in high traffic areas at The Alaska Club West, Club for Women, East, South, Summit, Studio (formerly Jewel Lake), Downtown, Eagle River, Wasilla, Palmer, Fairbanks South and West, Juneau Valley and Downtown.
- Over 10,000 viewers/day, 3.6 million views/year

A PRIME AUDIENCE

Annual Income*

8%	<\$24,999
14%	\$30,000-49,999
16%	\$50,000-74,999
62%	>\$75,000

Gender**

49%	Men
51%	Women

Membership by Generation**

1%	<18yrs
31%	18-35yrs (Millennial)
33%	36-50yrs (Gen X)
31%	51-69yrs (Baby Boomer)
4%	70+yrs

*Source: 2016 AccuData Report
**Source: 2016 The Alaska Club Membership Data

TAILOR YOUR AD TO YOUR BRAND

- Build your own ad or let us create an ad for \$25

FLEXIBLE FORMAT OPTIONS

- Video ads (no sound)
- 15 second limit formats
- Flash ads (no sound)
- Multiple framed ads (1280x768 pixels-limit 3)

MARKET	WEEKLY RATE	MONTHLY RATE Save 5%	3-MONTH RATE Save 10%	6-MONTH RATE Save 15%	ANNUAL RATE Save 20%
Statewide (14 Locations)	\$135	\$128/week	\$122/week	\$115/week	\$108/week
Southcentral Only (10 Locations)	\$105	\$100/week	\$95/week	\$90/week	\$84/week
Single Club	\$20	\$19/week	\$18/week	\$17/week	\$16/week
Non-Profit	partnership	10%/week	10%/week	10%/week	10%/week

Get a bonus month on all packages of three months and higher. An additional 10% off published rates.
Contact Tina at 264-2739 or tdlay@thealaskaclub.com to place an ad.

**Email Blasts:**

Email blasts are mass emails that are sent to a specific group. These may be sent out for special events or promotions to inform our members or prospective members.

All email blasts are sent out by the Marketing Department. Do not send group or mass emails yourself.

To request an email blast be created and sent, submit a Marketing Request on MyTAC. Availability is extremely limited and the email may take up to two weeks to be created and sent out.

Social Media:

Social Media is a tool utilized by Marketing to further engage our community and members. This is not to be used for spamming with programming information. We want to add value to both members and non by engaging them and providing interesting information, stories and knowledge of The Alaska Club, it's events, activities and special offers.

All social media posts are coordinated by the Marketing Department. To request/submit a Social Media Posting, please contact Tracy Dumas.

The Alaska Club App:

The Alaska Club App, includes: Class Schedules, Workout Tracking, Fitness Challenge, Refer A Friend, Club Feed, Club Extras, Feedback and much more!



All requests for donations and sponsorships from The Alaska Club must be submitted by online form (thealaskaclub.com under "Community"), by email to tdumas@thealaskaclub.com or by calling Tracy at 264-2739.

The Alaska Club does not sponsor individuals for races or competitions and does not do paid advertisements in program books or on posters. Monetary donations are determined one year in advanced and are limited each year.

In most cases The Alaska Club is able to make in-kind donations for the purpose of raffles, auctions or other fundraising efforts. Donations made are determined by the Marketing Department.



In order to avoid miscommunication between The Alaska Club and the media, the following procedures should be followed when a media representative calls or stops by your location. Media representatives include newspaper and magazine reporters, columnists, television crews and anyone wanting to take photographs or video footage.

1. Tell the media representative to contact Tracy Dumas at 264.2739.
2. The appropriate people will be coordinated for the story and the best time and location will be set up. Club managers will also be contacted so they are aware.
3. Do not offer to be interviewed or answer any questions.
4. If they want to interview members, make sure the member is aware of what is going on and that the media representative gets their permission before asking questions.

On weekends or after hours please gather as much information as you can and contact your General Manager for proper authorization. Any media representative should not enter the club without prior arrangements.



All signs posted in any The Alaska Club location must be approved by the Marketing Department.

Bulletin Boards:

Bulletin boards are for The Alaska Club use only, with the exception of Community Boards. Signage should be stapled in all four corners and look neat.

Your club marketing representative will post the majority of signs on the bulletin boards. If something that is posted is out of date, please remove it. If a replacement sign is needed, contact your Marketing representative for a replacement.

Community Boards:

Community bulletin boards are for member use and to advertise non-profit community events. Business advertisements are not allowed. Postings are allowed to be posted for up to two weeks. If a posting is out of date or has been up for over two weeks, please remove it. If you have a question about whether a posting is acceptable, contact your club's Marketing representative.

Attention Signs:

Attention signs are used to communicate with The Alaska Club's members and guests. These signs may be used for changes in club hours, temporary closing of an area, etc.

Attention signs may be created by the Marketing Department or created using the template provided on MyTAC- they may NOT be hand written or created as a Word document. If creating a sign from the template, the General Manager must approve before it is posted and a copy must be sent to Marketing. To have a sign created, contact your club's Marketing representative.

Permanent Signs:

Permanent signage is created by the Marketing Department and ordered through a third party. These signs are plastic and used for directional signage, room signage, etc.

Permanent signs may take up to a month to receive, so allow ample time when making a request. Temporary signs will be posted until signs arrive. A Marketing Request must be completed to order permanent signs.