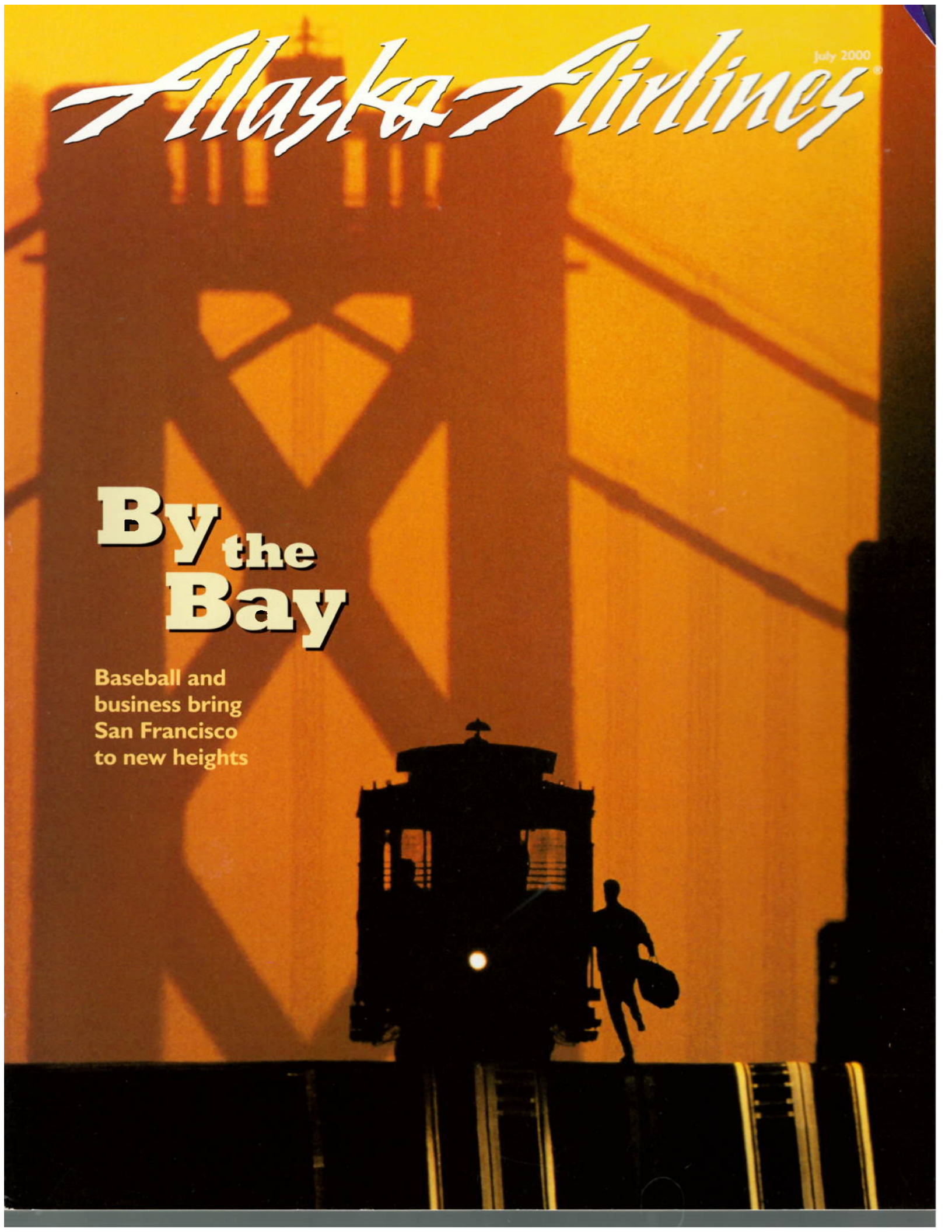


Alaska Airlines

The background of the advertisement is a warm, orange-toned photograph. In the foreground, the silhouette of a cable car is visible, with a person standing on it. The Golden Gate Bridge's iconic lattice structure is silhouetted against the bright orange sky in the background. The overall mood is nostalgic and scenic.

July 2000

By the Bay

Baseball and
business bring
San Francisco
to new heights