

SCHNEIDER ANDREA L
 Form 3
 August 31, 2017

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â SCHNEIDER ANDREA L		(Month/Day/Year)	ALASKA AIR GROUP, INC. [ALK]	
(Last)	(First)	(Middle)	08/22/2017	
19300 INTERNATIONAL BLVD			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
SEATTLE,Â WAÂ 98188			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			VP PEOPLE	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
COMMON STOCK	4,760	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title			

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		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
RESTRICTED STOCK UNITS	02/10/2018	02/10/2025	COMMON STOCK	800	\$ 0	D	Â
RESTRICTED STOCK UNITS	02/09/2019	02/09/2026	COMMON STOCK	900	\$ 0	D	Â
RESTRICTED STOCK UNITS	02/14/2020	02/14/2027	COMMON STOCK	780	\$ 0	D	Â
RESTRICTED STOCK UNITS	03/07/2018 ⁽¹⁾	03/07/2027	COMMON STOCK	1,590	\$ 0	D	Â
EMPLOYEE STOCK OPTION (RT TO BUY)	08/03/2015	08/03/2021	COMMON STOCK	40	\$ 14.6425	D	Â
EMPLOYEE STOCK OPTION (RT TO BUY)	02/11/2017	02/11/2023	COMMON STOCK	1,596	\$ 24.4	D	Â
EMPLOYEE STOCK OPTION (RT TO BUY)	02/11/2017 ⁽²⁾	02/11/2024	COMMON STOCK	1,540	\$ 38.755	D	Â
EMPLOYEE STOCK OPTION (RT TO BUY)	02/10/2016 ⁽³⁾	02/10/2025	COMMON STOCK	1,830	\$ 65.37	D	Â
EMPLOYEE STOCK OPTION (RT TO BUY)	02/09/2017 ⁽⁴⁾	02/09/2026	COMMON STOCK	2,180	\$ 65.63	D	Â
EMPLOYEE STOCK OPTION (RT TO BUY)	02/14/2018 ⁽⁵⁾	02/14/2027	COMMON STOCK	1,780	\$ 96.3	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCHNEIDER ANDREA L 19300 INTERNATIONAL BLVD SEATTLE, WA 98188	Â	Â	Â VP PEOPLE	Â

Signatures

/S/ JEANNE E GAMMON, ATTORNEY IN FACT FOR ANDREA L.
SCHNEIDER

08/31/2017

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) STOCK UNITS WILL VEST AS FOLLOWS: 529 ON 03/07/2018; 530 ON 03/07/2019; AND 531 ON 03/07/2020.

(2) 770 OPTIONS ARE VESTED; REMAINING 770 OPTIONS WILL VEST ON 02/11/2018.

(3) 915 OPTIONS ARE VESTED; THE REMAINING OPTIONS WILL VEST AS FOLLOWS: 457 ON 02/10/2018 AND 458 ON 02/10/2019.

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(4) 545 OPTIONS ARE VESTED; THE REMAINING OPTIONS WILL VEST AS FOLLOWS: 545 ON 02/09/2018; 545 ON 02/09/2019; AND 545 ON 02/09/2020.

(5) OPTIONS WILL VEST AS FOLLOWS: 445 ON 02/14/2018; 445 ON 02/14/2019; 445 ON 02/14/2020; AND 445 ON 02/14/2021.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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