

FY16 Marketing Cooperative



FY16 Marketing Cooperative

5/20/15

Webinar Agenda

- | | |
|---------------|--|
| 10:00 - 10:15 | Application Process |
| 10:15 - 10:20 | Media Plan Overview |
| 10:20 - 11:00 | Packaged Digital Media, Shared Opportunities, Individual Ad Buys, Sales and Media Missions, Research |



The Marketing Cooperative

Program

- Promote travel to communities and regions outside of Metro Phoenix and Tucson
- Leverage community partnerships to enhance reach and exposure
- Broaden communities' marketing efforts



ARIZONA'S
First Distinctive
Destination

The New York Times calls Bisbee, AZ a "Greenwich Village West", with no shortage of painters and muralists, jewelry makers, glass blowers, milliners, musicians and culinary artists. Bisbee's eclectic personality is heavy on the arts and entertainment. Here you will find an enclave of art galleries, antique shops, whimsical cafes and definitive fine dining. Enjoy many of Bisbee's local events, hiking, biking and birding opportunities, wine tasting, brew pubs and coffee roasters. Indulge in a robust nightlife featuring muses and musicians, dancers and divas, painters and poets, authors and actors. Relax in one of the unique lodging choices – quirky B&B's, finely-appointed hotels, guest houses and quaint motor-courts. Top it all off with a very comfortable average year-round temperature of 78 degrees, and you will find Bisbee to be a perfect overnight destination!

t. 866-224-7233
www.discoverbisbee.com
www.facebook.com/DiscoverBisbeeArizona

DISCOVER
BISBEE
EST. 1880

The Marketing Cooperative

FY15 Budget

Partners' Contributions:	680,000
AOT Match and Anchor Ads:	<u>1,000,000</u>
Total Campaign Spend:	\$1,680,000

Partners

30 partners (23 rural communities, 2 tribes, 4 regional partnerships, 1 statewide tourism association)

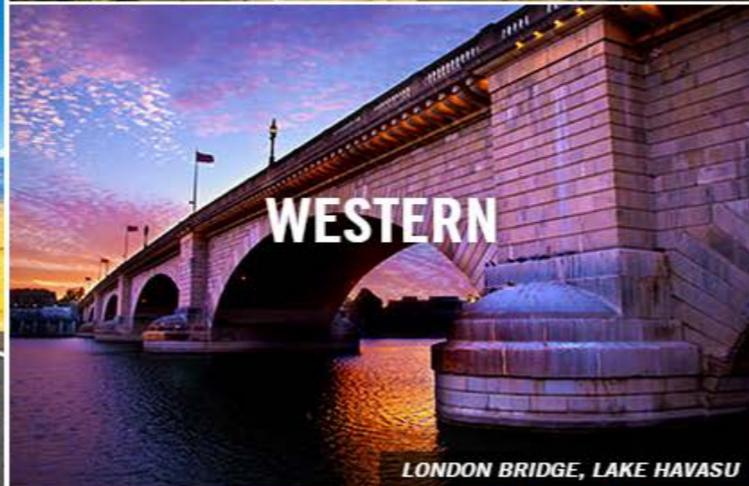
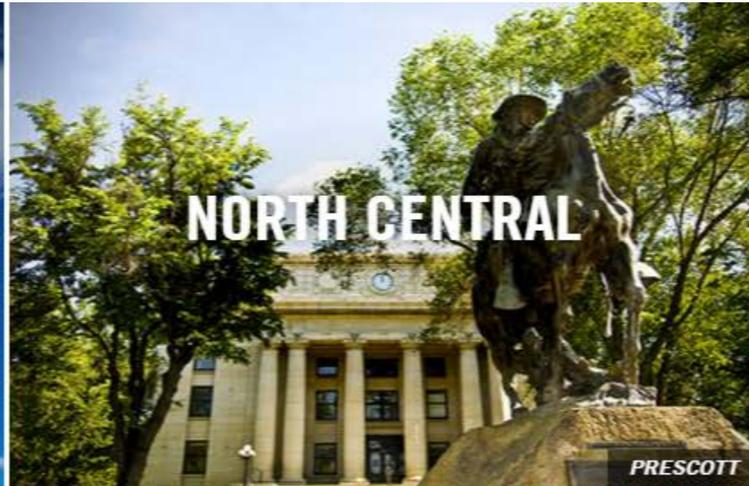
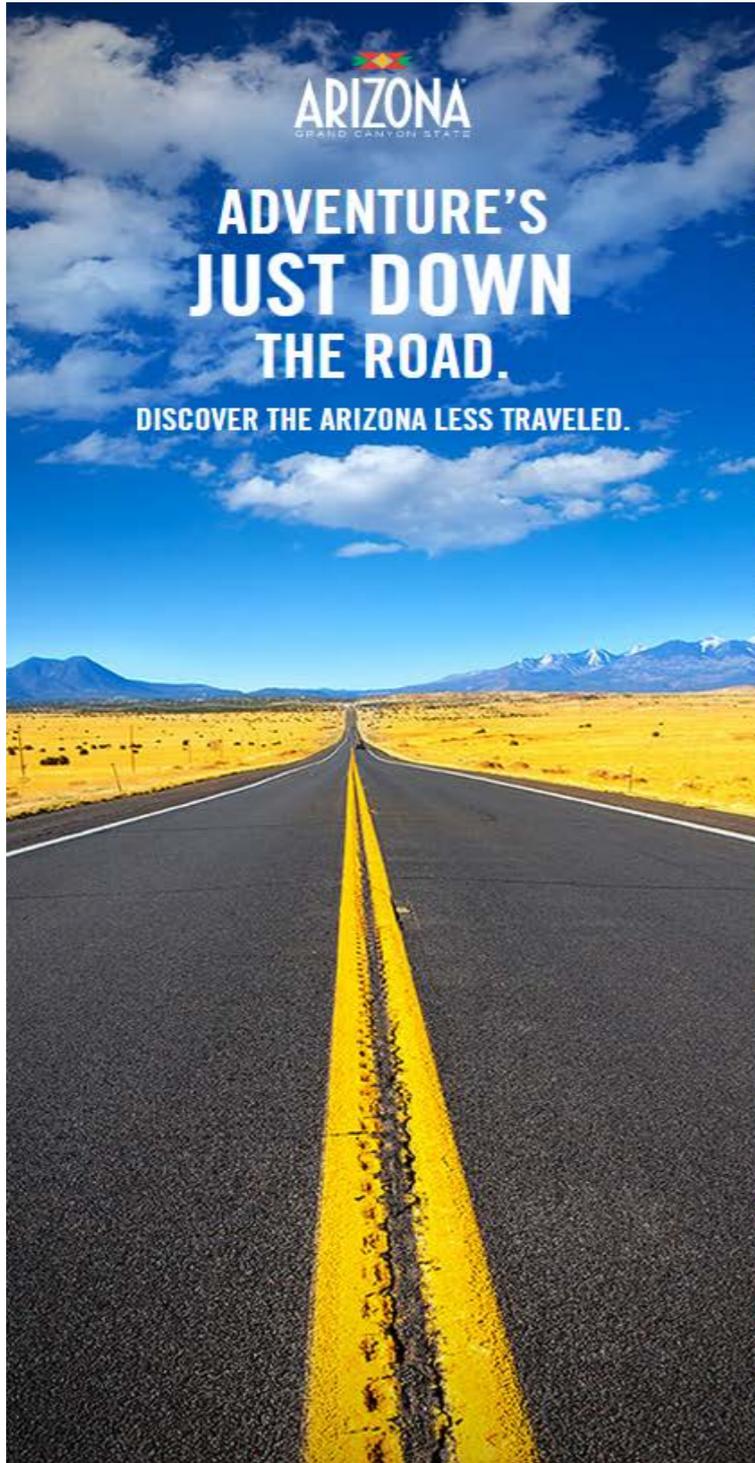




Arizona RV Parks and Campgrounds

Co-op Campaign Landing Page

VisitArizona.com/adventure



Co-op Campaign Print Ads



SLOW
DOWN

W

CAFE
CORNUCOPIA

WHEEL
OF
HONEY

THE FAIR

BAR

Small towns are perfect for big escapes

DOWNTOWN BISBEE, AZ

Hit the open road. Discover the Arizona *less traveled*.
VisitArizona.com/adventure or call 1.866.XXX.XXXX.



DETOUR



Nothing elevates adventure like

WATSON LAR

Hit the open road. Discover the Arizona *less traveled*.
VisitArizona.com/adventure or call 1.866.XXX.XXXX.



Discover a land from long ago, but not far away.

NAVAJO NATION, AZ

Hit the open road. Discover the Arizona *less traveled*.
VisitArizona.com/adventure or call 1.866.406.9792



Co-op Campaign Print Ad and Banners

SLOW DOWN

LEARN MORE

BISBEE, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

SEDONA, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

WATSON LAKE - PRESCOTT, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

FIELD TO FEAST AGRICULTURE TOURS - YUMA, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

DISCOVER THE ARIZONA LESS TRAVELED.

SEDONA, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

NAVAJO NATION, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

DISCOVER THE ARIZONA LESS TRAVELED.

DISCOVER THE ARIZONA LESS TRAVELED.

SONOITA, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

SLOW DOWN

BISBEE, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

ACCELERATE THE ADVENTURE BY VISITING ARIZONA'S LESS TRAVELED DESTINATIONS.

ROAD TRIP!

Arizona Republic Insert

BUCKLE UP AND LET'S GO!

LAKE HAVASU - 132.82 MILES FROM PHOENIX PLUNGE INTO EXCITEMENT

Climb an anchor to Lake Havasu, which rests along the Colorado River's beautiful shoreline and boasts 60 miles of world-class fishing and river waterways. A magnet for water sports like boating and water skiing, and known as the "Person of the Year" Capital of the World, Lake Havasu offers legendary fun and scenic history—you can find the relocated 1931 London Bridge here—a landmark imported from halfway around the world. gladishavas.com



NOGALES - 179.81 MILES FROM PHOENIX BORDERING ON FANTASTIC

With its lush Rio Chino Canyon, the largest international border city, Nogales, is home where American, Mexican, and Anglo cultures add flavor and history to a city that maintains its small town charm and Old West ranching traditions. It's also a great place to pick up some unique finds, with a vibrant downtown shopping area offering everything from artisanal pottery and copper ware to Ford Road boots. nogales.gov/welcomer



YUMA - 184.47 MILES FROM PHOENIX OURSTANDING IN ITS FIELD

Yuma's the place for serious fun under the sun. In fact, it's certified by Guinness World Records as the sunniest city in the world. It's also become a popular destination for agritourism, with half-day Field to Feast agriculture tours sprouting up, allowing visitors to pick their own produce and have culinary students from Arizona Western College turn it into delicious and healthy food. It's your recipe for food, fun, and a full stomach! www.yumavalley.com/field-to-feast-agritourism-for-kids

Remnants of ancient civilizations, legendary ghost towns, jaw-dropping scenery. And heart-pounding excitement. Make a few stops along the open road and you'll see that Arizona's small towns spell big adventure. Map out your next trip using the points of interest found here in our handy driving guide. And then take off for parts less known.



WILLIAMS - 177.59 MILES FROM PHOENIX GET YOUR KICKS

Get your kicks on the longest stretch of Route 66 with a visit to Williams, an historic and charming Western town located in the cool pines of Northern Arizona. Here, Route 66 runs right through downtown and offers a hearty dose of Americana with authentic Route 66 signage, diners, vintage car shows and shops filled with nostalgia. Williams is also at the end of the century-old Grand Canyon Railway line, which makes for a great way to the park's South Rim. www.visitwilliams.com



BISBEE - 206.93 MILES FROM PHOENIX A FAVORITE HALT

Bisbee was the "Queen of the copper camps" and because the largest city between Dr. Leno and San Francisco during its mining heyday. It was home to the bewitching Brewery Gulch, then a stretch of newly restored that today houses modern brew pubs, hotels and restaurants. Bisbee boasts stunning Victorian architecture, a mild year-round climate and one-of-a-kind shops. Don't miss the town's Queen Mine Tour and its guided ghost tours. bisbeeaz.com



FLAGSTAFF - 144.47 MILES FROM PHOENIX CHANGE YOUR ALTITUDE

Looking for the perfect mountain getaway? Look no further than Flagstaff. This charming alpine town is full of great spots— including its historic downtown. Visit vintage century-old buildings, art galleries and restaurants. For specialty beer aficionados, Flagstaff is known as the craft beer hub of the South West—with four signature breweries located right downtown. flagstaffaz.com



WHITE MOUNTAINS - 227.38 MILES FROM PHOENIX ENJOY "PEAK" SEASON

The White Mountains area of ashers, Arizona is a high-country, pine-scented retreat dotted with alpine lakes. The region is home to the White Mountain Apache Reservation, one of several Park 3. There's also the scenic views of Pine, Lohi, Springerville, Eagre and Clear Lake, the latter of which boasts Molly Butler Lodge—the oldest lodge in Arizona. Get away from big-city distractions and enjoy quiet pursuits like camping, fishing, hiking and horseback riding. All and of spectacular scenery. VisitArizona.com/whitemountains



SEDONA - 115.60 MILES FROM PHOENIX THIS PLACE ROCKS!

Drive a four-wheel-drive Pick-Up Truck. Drive to Sedona's wind and rock backdrop to get the best thinking views of the unique landscape and explore ancient American Indian ruins tucked into the canyon walls. Your guide provides a variety of options to try on fascinating eco-historical experiences that adds to the breathtaking heart-pounding excitement. What if you're seeking a great adventure, American Southwest history and culture or a scenic view, there's an off-the-beat path just for you. visitsedona.com



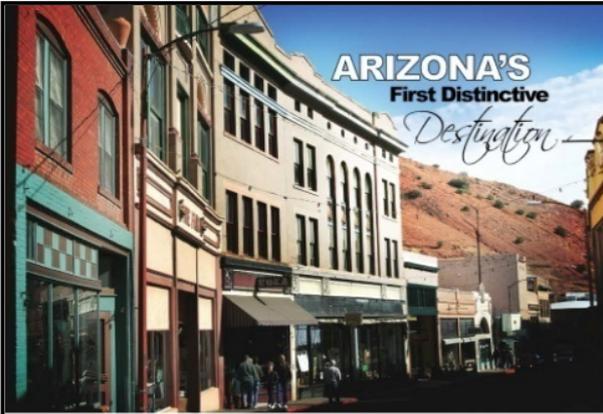
SIERRA VISTA - 188.63 MILES FROM PHOENIX MOUNTAINS OF FUN

Outdoor lovers will find a lot to love about the community of Sierra Vista in Southern Arizona. The average year-round temperature is a balmy 77 degrees, thanks to an elevation of 4,800 feet and surrounding mountains that reach as high as 9,500 feet. Its diverse climate scene is home to abundant wildlife habitats and it's a great place for bird watching, hiking, mountain biking, camping, rock climbing and horseback riding. sierravista.com

VisitArizona.com/adventure



ARIZONA'S
First Distinctive
Destination

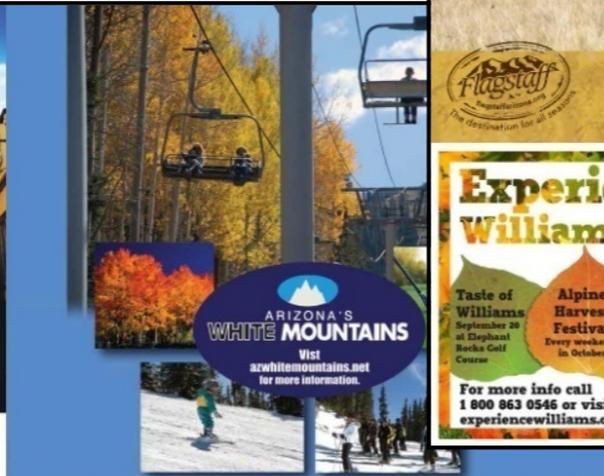


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1-866-224-7233
www.discoverbisbee.com
www.facebook.com/DiscoverBisbeeArizona



ARIZONA'S
WHITE MOUNTAINS
Visit
azwhitemountains.net
for more information.



Show Low • Taylor • Snowflake • Navajo County • White Mountain • Apache Tribe

Elevate your adventure.

Follow a trail and discover your path. Flagstaff.com

Experience Williams, AZ

- Taste of Williams: September 28 at Elephant Rocks Golf Course
- Alpine Harvest Festival: Every weekend in October
- Mountain Village Holiday: November 7 - January 3

For more info call 1-800-863-0546 or visit experiencewilliams.com

ISN'T IT IRONIC THAT THE MOST Beautiful Places ON EARTH ARE FAMOUS FOR WHAT YOU CAN'T SEE?

SEDONA ARIZONA

VisitSedona.com

DIVE INTO YUMAN NATURE

Miles of natural beauty, fun events, great food and rich history. Plan your getaway at visityuma.com / 800-293-0071

Yuma ARIZONA



LA Times Insert



...and experience
ARIZONA GETAWAYS.

DESTINATION: ARIZONA GRAND TOUR

Buckle up and get ready for a road trip to some of Arizona's great destinations.

We'll take you to different corners and all throughout the state to experience the best of each town and what makes Arizona so incredibly unique. Consider us your roadmap for some inside tips on where to go and what to enjoy when you visit.

LAKE HAVASU CITY — 112 MILES FROM PHOENIX
NEXT STOP: ARIZONA'S DESERT OASIS

Come discover the desert oasis of Lake Havasu City, northwest of Phoenix along the Arizona-California border. A popular getaway for boaters, anglers, and watersports fanatics, Lake Havasu City is also home to the London Bridge that was originally built in 1831 in London, England and later shipped and reconstructed in Lake Havasu City where it stands today. Whether you enjoy camping, houseboating or a pampering resort, there are great accommodations and even vacation rentals. And don't miss an opportunity to pull up a chair at Mudshark, where the "river life" is surely alive and well. golakehavasu.com



WILLIAMS — 177 MILES FROM PHOENIX
NEXT STOP: THE END OF THE LINE IN WILLIAMS

Known for its authentic Western hospitality, and as the "Gateway to the Grand Canyon," Williams sits at the end of the century-old Grand Canyon Railway Line, where you'll find the inviting Grand Canyon Railway Hotel for a night stay. After a short stroll to the train depot, hop aboard for a daily trip to the Grand Canyon's South Rim to enjoy majestic canyon views at historic El Tovar Lodge. Back in Williams, you can drive through Bearizona wildlife park to see bighorn sheep, arctic wolves, white bison, and black bears. Then park the car and visit the baby bears and other small animals at Fort Bearizona. experiencewilliams.com



HUALAPAI — 201 MILES FROM PHOENIX
NEXT STOP: ALL ANGLES OF THE GRAND CANYON

Looking for the perfect road trip? A little more than three hours west of Flagstaff, Hualapai brings you up close and personal to the western side of the Grand Canyon with unique views by land, water, and sky. Spend a day rafting the waters of the Colorado, followed by a helicopter ride back up to the canyon rim, and high above it all on the Skywalk. Hualapai Lodge on historic Route 89 offers a great three-diamond place to stay the night where you can enjoy delicious Indian tacos, including the Devastator Taco that weighs in at six pounds. Whoa! grandcanyonwest.com



SIERRA VISTA — 188 MILES FROM PHOENIX
NEXT STOP: A NEW MOUNTAIN-HIGH LOOK AT ARIZONA

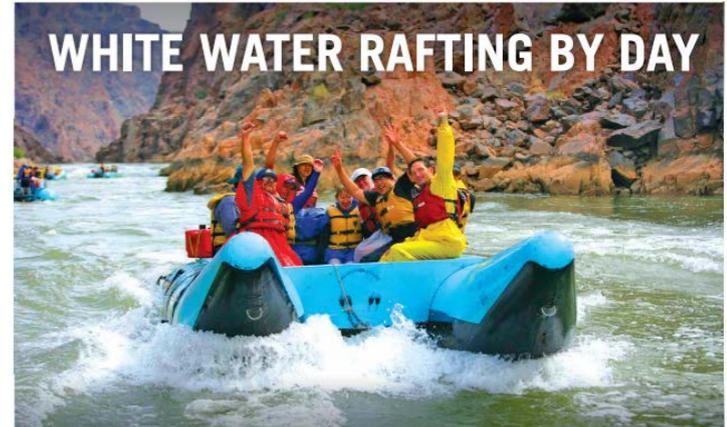
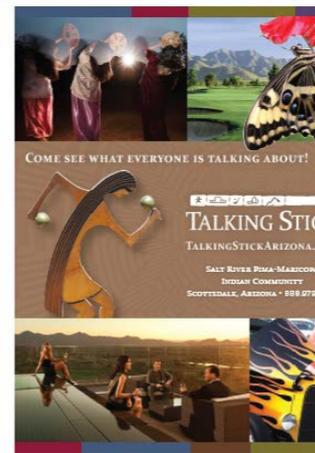
Just about an hour south of Tucson, you'll find the great, outdoor gateway of Sierra Vista. This mountain-high town is nestled 4,800 feet high in the Huachuca Mountains, lending itself perfectly for outdoor activities, ranging from rock climbing and hang gliding to bird watching. In fact, the world-renowned Nature Conservancy's Ramsey Canyon Preserve is home to a notable variety of plant and animal life, including more than 15 species of hummingbirds. Staying the night here can be a nice change of pace. For a beautiful stay tucked into the pristine canyons, check-in to the Ash Canyon Bed & Breakfast or Ramsey Canyon Inn. And be sure to stop in at the German Café for some authentic schmitzel and genuine hospitality. visitsierravista.com



SALT RIVER PIMA-MARICOPA INDIAN COMMUNITY — 19 MILES FROM PHOENIX
NEXT STOP: ROUND-THE-CLOCK ENTERTAINMENT

Just a short drive from Phoenix, you'll find a long list of entertaining things to do. The Talking Stick Entertainment District Arizona, no matter their age, is a place to enjoy here. Do you think watching beauty and talent? America's largest butterfly and many sounds fan? Butterfly Wonderland. Shopping or indoor/outdoor golf? You'll find it at Talking Stick Pavilions. And there's art for golf with TopGolf and the Talking Stick Golf Club.

Come evening time, be sure to try your luck at Talking Stick Resort's casino, open 24/7. You'll definitely want to leave some time for a night's stay at the resort where you can enjoy incredibly appointed rooms and some of the Phoenix area's best fine dining. There's nothing like enjoying delicious oysters on the half shell with incredible 15-story city and desert views. talkingstickarizona.com



GRAND CANYON West

Brave the white water of the Colorado River, inside the walls of the Grand Canyon by day, and be back in Vegas for Dinner and a Show by night. Grand Canyon West makes visiting Vegas, and a natural wonder of the world all possible in a days time.

For River Rafting or Grand Canyon Skywalk tickets, or more information, please visit us online at www.grandcanyonwest.com or call (888) 868-9376 for more information.

Come and...
Experience

Sierra Vista Arizona

Southeast Arizona's hub for a sun-filled, fun-filled vacation!

Plan your adventure at
VisitSierraVista.com
or call 1.800.288.3861

SAVE WITH
STAY & PLAY PACKAGES

golakehavasu.com/Play

PLAY LIKE YOU MEAN IT.

www.GolakeHavasu.com

Everywhere you look, falls are boating, hiking, golfing, off-roading, hiking, laughing, shopping, dining and relaxing. Discover Lake Havasu City in Arizona and play like you mean it.*

Call (909) 949-8476 to request your free Visitors Guide.

LAKE HAVASU CITY
Play like you mean it.

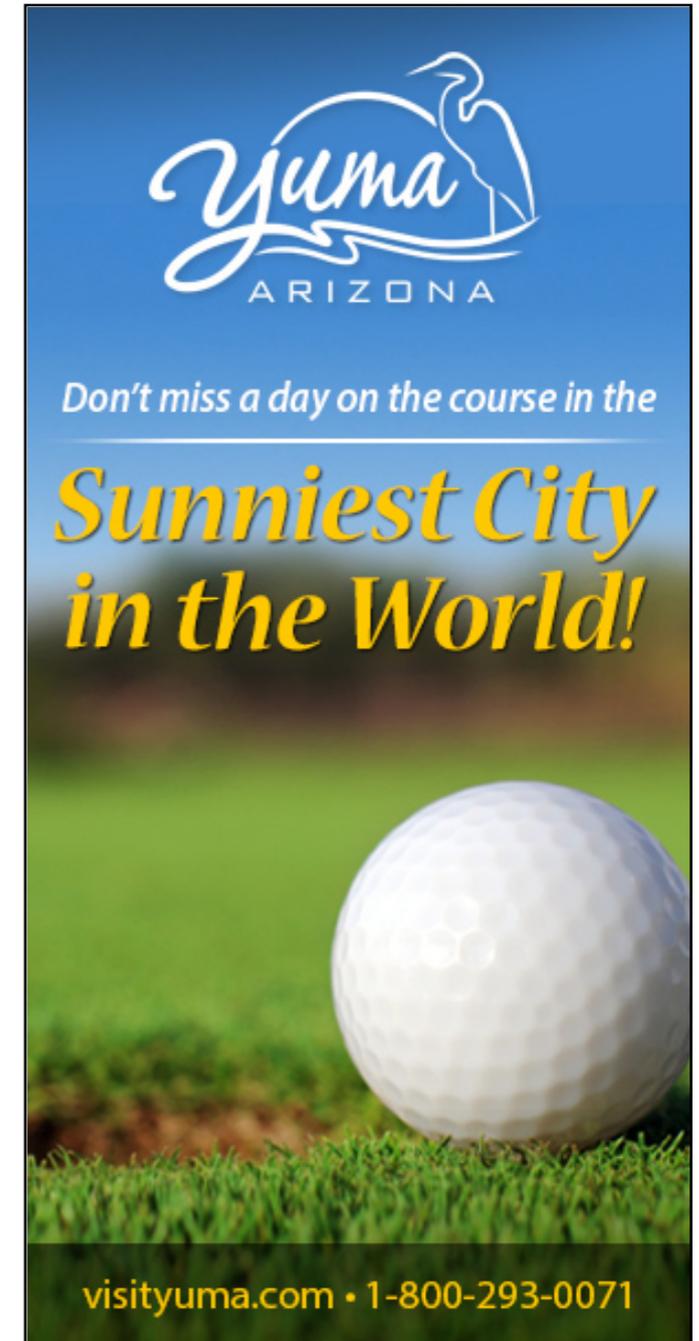


The Marketing Cooperative Application and Instructions

- Eligibility: Rural DMOs, Tribes, Regions, Statewide Tourism Associations
- Negotiated media buys and reduced rates (50%)
- Available Media: Online, Outdoor, Print, Video, AOT Publications, Trade and Media Missions, and Visitor Studies
- **Applications Due – June 19th**

Other Eligibility Requirements

- 501(c)3 or (c)6 non profit status
- A tourism website and fulfillment piece for the applicant or regional partnership



What is considered “rural”?

Rural DMOs are defined as any DMO located outside Pima and Maricopa counties, or a DMO located in Ajo, Gila Bend, Why or Wickenburg.

What is a region?

Example:

Benson, Bisbee, Cochise
County, Douglas, Sierra
Vista, Tombstone, and Willcox

=

Cochise County Tourism Council

Rates and Billing

- Partners pay half net rate and work directly with the publication. Billing information is listed on the Opportunity Selection Sheet.



Section B: Opportunity Selection Sheet

- Use the provided FY16 form (Attachment A)
- Download forms at tourism.az.gov/marketing-programs/partnership-opportunities
- Select every opportunity you want by completing the “Opportunity Selection Box”
- Selections will be based on:
 - Available funding
 - Availability of each opportunity

Application Check List

The application must include:

1. Applicant Form (applicant information)
2. Opportunity Selection Sheet
3. Affidavit in Support of the Application (1 per partner)

Email copy's of these three forms to

gschlottman@tourism.az.gov

Project Effectiveness

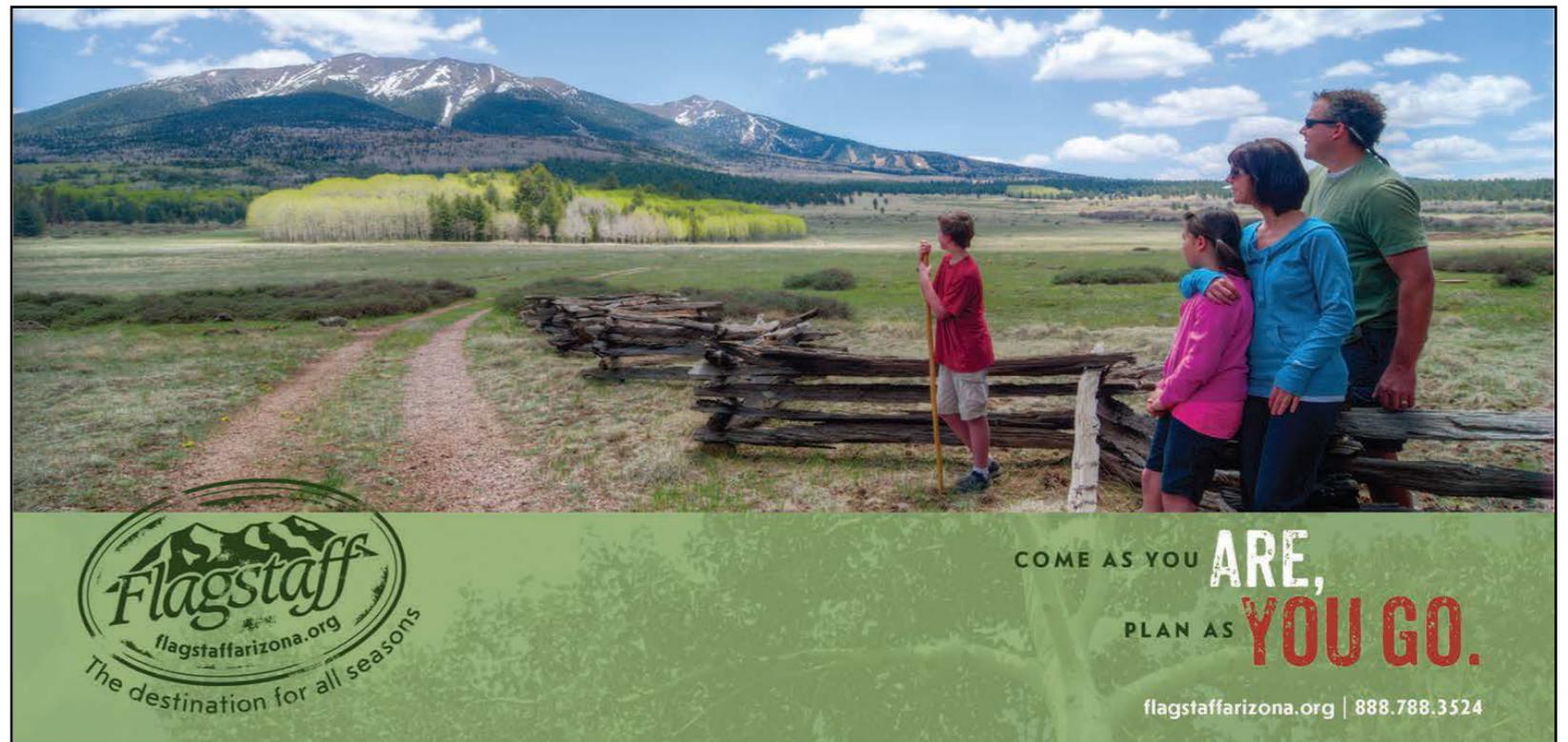
- AOT will work with publications to receive metrics on each placement
- Mid-year and end-of-year reports will be required from participants
- Reports will include direct metrics (leads), corresponding metrics (occupancy), and general program questions
- Reports will be collected using online software

What is the Next Step?

- Application forms are available at tourism.az.gov/marketing-programs/partnership-opportunities
- Applications are due June 19, 2015 by 5 p.m.
- Allocation announcement after the 2016 fiscal year begins (July 1, 2015).

New for FY16

- Cap on Individual Ad Buys (\$15,000 half net)
- Content Marketing
- Destination Videos
- New Media Opportunities



FY16 Target Markets

FY 16 Campaign

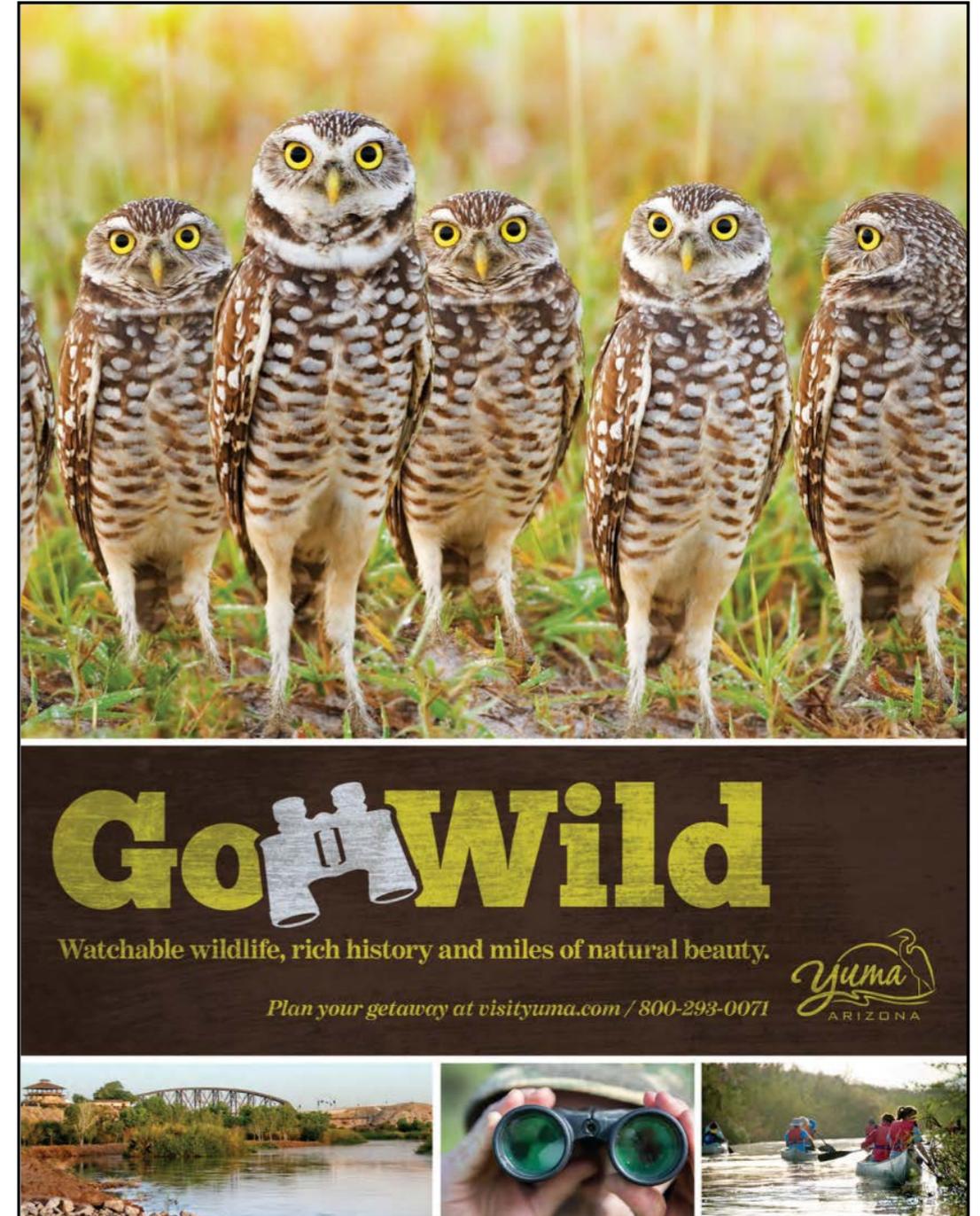
September 1, 2015 – August 31, 2016

Primary Markets

- Phoenix
- Tucson
- Los Angeles

Secondary Markets

- Las Vegas
- San Diego
- Canada



FY16 Target Audiences

Primary Audience(s)

Baby Boomers

- Adults 44-64
- HHI of \$50,000+ with emphasis on \$75,000+

Gen X

- Adults 35-44
- HHI of \$50,000+ with emphasis on \$75,000+

Gen Y/Millennials (based on publisher capability)

YOU CAN LEAVE
YOUR HAT ON.

Rodeos and horseback rides.
Great eats, the great outdoors.
Whether you're a hiker or golfer,
culture lover or history buff,
Wickenburg has the goods.

Saddle up for an
Arizona adventure.

Wickenburg
LET'S RIDE

outwickenburgway.com
VisitArizona.com/adventure

FY16 Audience Insights

What are visitors doing when they get here?

- Spending time in our national and state parks
- Enjoying our waterfronts
- Boating and sailing
- Camping, hiking and backpacking
- Visiting landmarks and historical areas
- Shopping and enjoying a variety of dining experiences

FY16 Opportunity Categories

Packaged Digital Media

Shared Opportunities

Individual Ad Buys - *Total Individual Ad Buys will not exceed \$15,000 half net rate.*

Sales and Media Mission

Visitor Intercept Studies

FY16 Marketing Cooperative



Packaged Digital Media

Packaged Digital Media

Partners can select from geo and behavioral targeted online media packages, using a variety of sites and networks to maximize effectiveness. Options include banner ads, content development and search marketing, and working with AOT to develop high-quality video that will be integrated into AOT's marketing campaigns (e.g. the National Campaign).

FY16 Marketing Cooperative



Behavioral (Arizona Travelers) Targeting

FY16 Media Opportunities: Digital Media

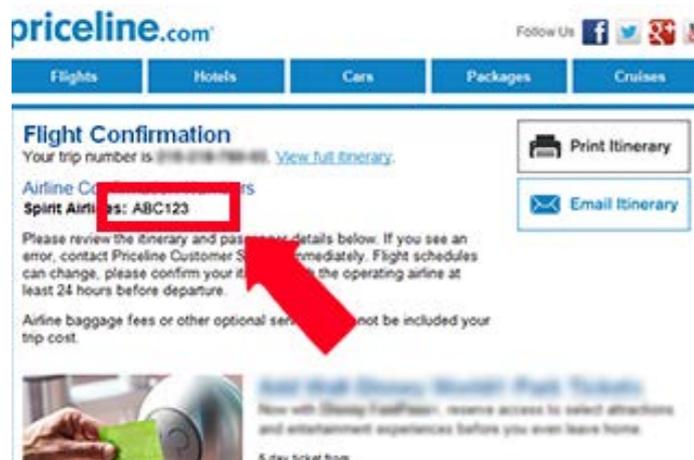
Behavioral Targeting (Sojern)

- Traveler Platform– Reach Arizona travel intenders with display banners (160x600, 300x250, 728x90)

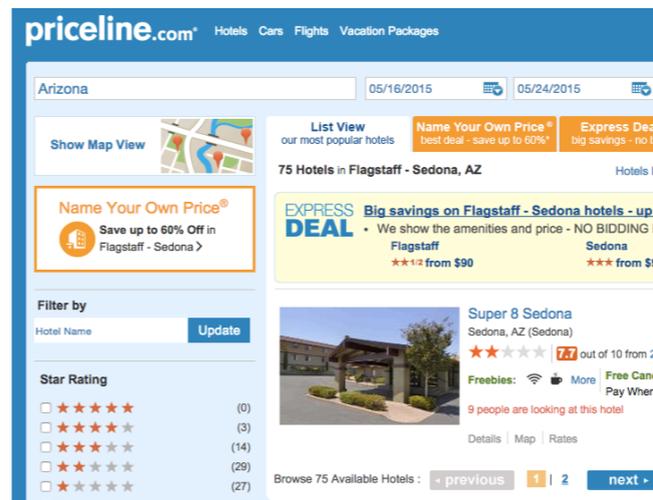
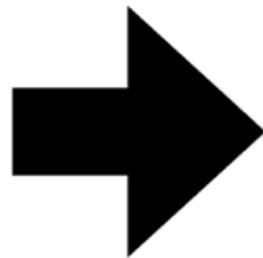
FY16 Media Opportunities: Digital Media

Behavioral Targeting (Sojern)

Example A



Joe booked a flight to Arizona on the internet



Joe is now searching for a hotel

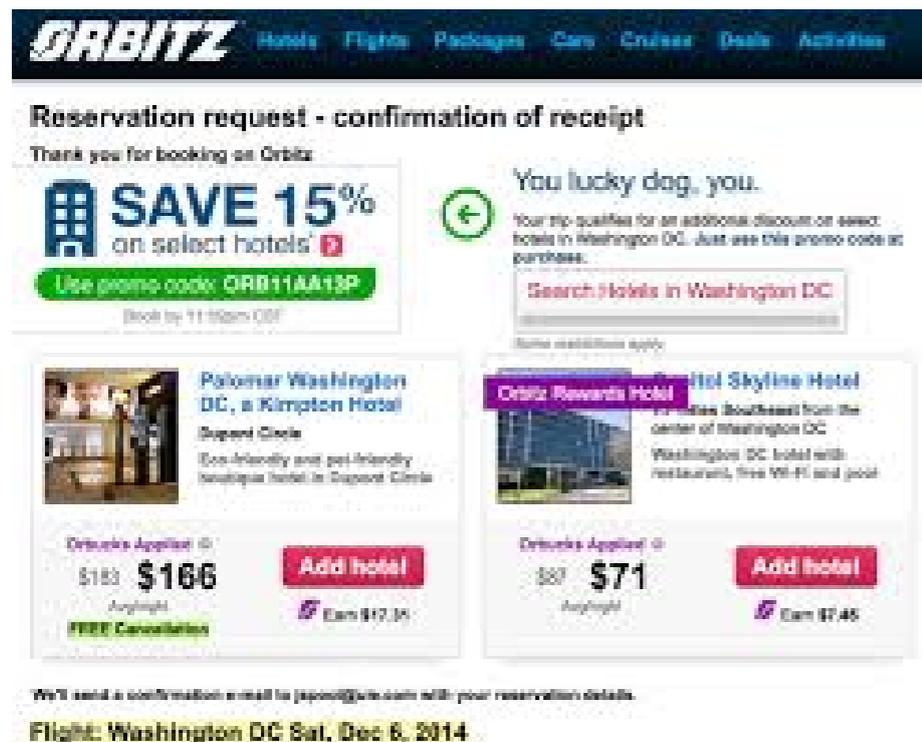


Inspire visitation with a banner or video ad

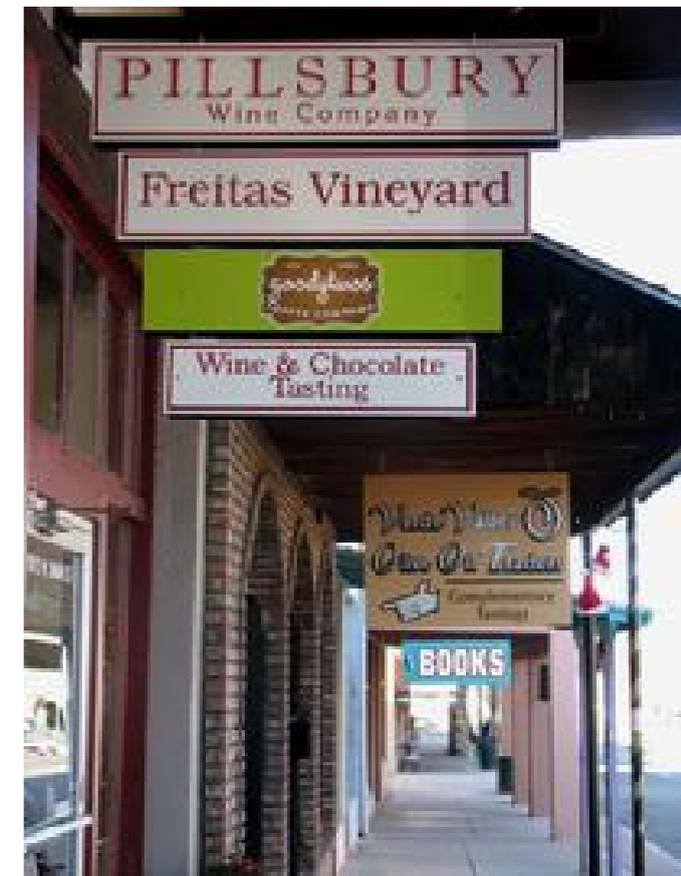
FY16 Media Opportunities: Digital Media

Behavioral Targeting (Sojern)

Example B



The screenshot shows the Orbitz website interface. At the top, there's a navigation bar with 'ORBITZ' and links for Hotels, Flights, Packages, Cars, Cruises, Deals, and Activities. Below that, a 'Reservation request - confirmation of receipt' message thanks the user for booking. A prominent offer states 'SAVE 15% on select hotels' with a promo code 'ORB11AA13P'. A secondary offer says 'You lucky dog, you.' and provides a search link for 'Hotels in Washington DC'. Two hotel cards are displayed: 'Palomar Washington DC, a Kimpton Hotel' and 'Hotel Skyline Hotel'. Each card shows the original price, the discounted price, and an 'Add hotel' button. At the bottom, there's a note about a confirmation email and flight details for Washington DC on Dec 6, 2014.



Booked hotel in Sedona (or other Arizona destination)

Inspire trip to Cottonwood (or other Arizona destination)

FY16 Marketing Cooperative



Content Marketing

FY16 Media Opportunities: Digital Media

Storytelling

- Personalized Content Development
- Guaranteed Traffic



Our content team meets with each partner to perform an evaluation of available content and determine what type of story would best suit each partner. Then we work with a writer in order to create a transformative story.



Audiences receive stories via our audience development platform of premium websites and social media platforms, selected based on each partner's targeting parameters. Consumers engaged in leisure reading find relevant links which pique interest.



Once users click on the link to view the story, they are redirected to the article on your partner's website.



As the readers connect with the stories, they are inspired to find out more about your destination and delve further into the conversion funnel.



FY16 Media Opportunities: Digital Media

Storytelling

- Drive traffic to content from top publishers with cost per click (CPC) pricing



FY16 Marketing Cooperative



Online Display Advertising

FY16 Media Opportunities: Digital Media

VisitArizona.com

- Banner Ad (160x600, 300x250, 728x90) on VisitArizona.com
- National and international visitors
- Over 2 million unique visits per year



FY16 Media Opportunities: Digital Media

THE ARIZONA REPUBLIC



AZCentral.com

- AZ Living, Travel, and Things To Do Banners (160x600, 300x250, 728x90)
- Run of Site Pre-Roll Video

FY16 Media Opportunities: Digital Media

Arizona Daily Star
 www.azstarnet.com

AZStarNet.com

- News, Entertainment, Sports, Lifestyles, and/or Opinion section Display Banners (160x600, 300x250, 728x90)

FY16 Media Opportunities: Digital Media

LAS VEGAS SUN

LAS VEGAS WEEKLY



Greenspun (LasVegasSun.com, LasVegasWeekly.com, VegasInc.com)

- Run of Site Banners (160x600, 300x250, 728x90)

FY16 Media Opportunities: Digital Media

PANDORA®

Pandora.com

- Web Audio, Tile (500x500), Companion Banner (300x250)
- Mobile Audio, Tile (500x500), Companion Banner (300x250)

FY16 Media Opportunities: Digital Media

PANDORA®



FY16 Media Opportunities: Digital Media



TripAdvisor.com

- Arizona content banner placement
- Arizona content and competitive content (Texas, New Mexico, Utah, Colorado, and California) banner placement
- Outdoor Segment Targeting banner placement
- Banner Sizes: 160x600, 300x250, 300x600, 728x90

FY16 Marketing Cooperative



eNewsletters

FY16 Media Opportunities: Digital Media

eNewsletter

- Monthly eNewsletter
- Specialty eNewsletters
- National and/or International
- 295,000 Deployment



FY16 Media Opportunities: Digital Media

eNewsletter

FY16 eNewsletters at a Glance

NOTE: EACH ENEWSLETTER IS LIMITED TO THREE PARTICIPATING FEATURE SPONSORSHIPS, AND ONE BANNER ADVERTISER

eNEWSLETTER TYPE	TIMING	THEME	CAMPAIGN	FULL NET COST	HALF NET COST
Monthly	September 2015	Fresh, Seasonal, Local	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	October 2015	The Great Outdoors	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$738
Monthly	November 2015	Shop 'Til You Drop	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	December 2015	Happening Downtowns & Districts	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	January 2016	Cactus League Spring Training	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	February 2016	Spring Anew	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	March 2016	Arizona on Wheels	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	April 2016	Hit the Road	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	May 2016	Grown-Up Fun	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	June 2016	Cool Summer Family Fun	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	July 2016	Native Culture	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Monthly	August 2016	Living History	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
eNEWSLETTER TYPE	TIMING	THEME	CAMPAIGN	FULL NET COST	HALF NET COST
Special Issue	December 2015	Relax & Recharge	Sponsorship Banner Ad	\$1,160 \$500	\$580 \$250
Special Issue	April 2016	Culinary Arizona	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Special Issue	September 2016	National Parks 100th Anniversary	Sponsorship Banner Ad	\$2,625 \$1,575	\$1,313 \$788
Special Issue	June 2016	Summer Deals	Sponsorship Banner Ad	\$900 \$450	\$450 \$225

FY16 Marketing Cooperative



Lead Generation

FY16 Media Opportunities: Digital Media

e-Miles

- Cost per Lead (newsletter or form)
- Monthly
- Range of \$3.00-\$2.50 cost per Lead



FY16 Media Opportunities: Digital Media

e-Miles

Each member has a personalized home page where relevant ads are delivered based on profile data.

Member selects which ads they want to review.

The screenshot displays the eMiles member dashboard for Pat Brinker. The top navigation bar includes links for Account, Profile, FAQs, Deposits, Donate, and Market. The user's account information shows a balance of 250 miles and options to Log Out or Earn Miles. The dashboard is personalized with several promotional offers:

- Groupon Getaways:** A section featuring a Groupon Getaways and Expedia logo, with a description: "Groupon Getaways delivers inspired travel experiences at an exceptional value." Below this is a "View All Getaways >" link.
- Earn miles now:** A list of offers with "Earn" buttons and "No thanks, remove" links:
 - DIRECTV:** "Save \$29 a month for a year. Packages start at \$29.99. No startup costs. No equipment to buy." Earn 5 + 100 miles.
 - Visit Orlando:** "There's time for more in Orlando during May and June. More fun. More sun. More smiles. Create your own personalized e-brochure now for great savings!" Earn 5 + 15 miles.
 - hp:** "The Connect-Around-Your-World Dimension. Get more done with HP 3G notebooks. It's productivity in another dimension." Earn 5 + 100 miles.
 - Adobe:** "Interested in eLearning and Web Conferencing? Click here for free White Papers brought to you by Adobe." Earn 5 + 5 miles.
- Maximize your miles:** A section with the eMiles Market logo and the text "The stuff you want. Now w...". Below this is a Groupon logo.

FY16 Media Opportunities: Digital Media

e-Miles

Ads can be in multiple formats – from simple static banners, rich media, or video.

Advertisers campaign viewed in a one on one marketing experience with 100% share of voice.

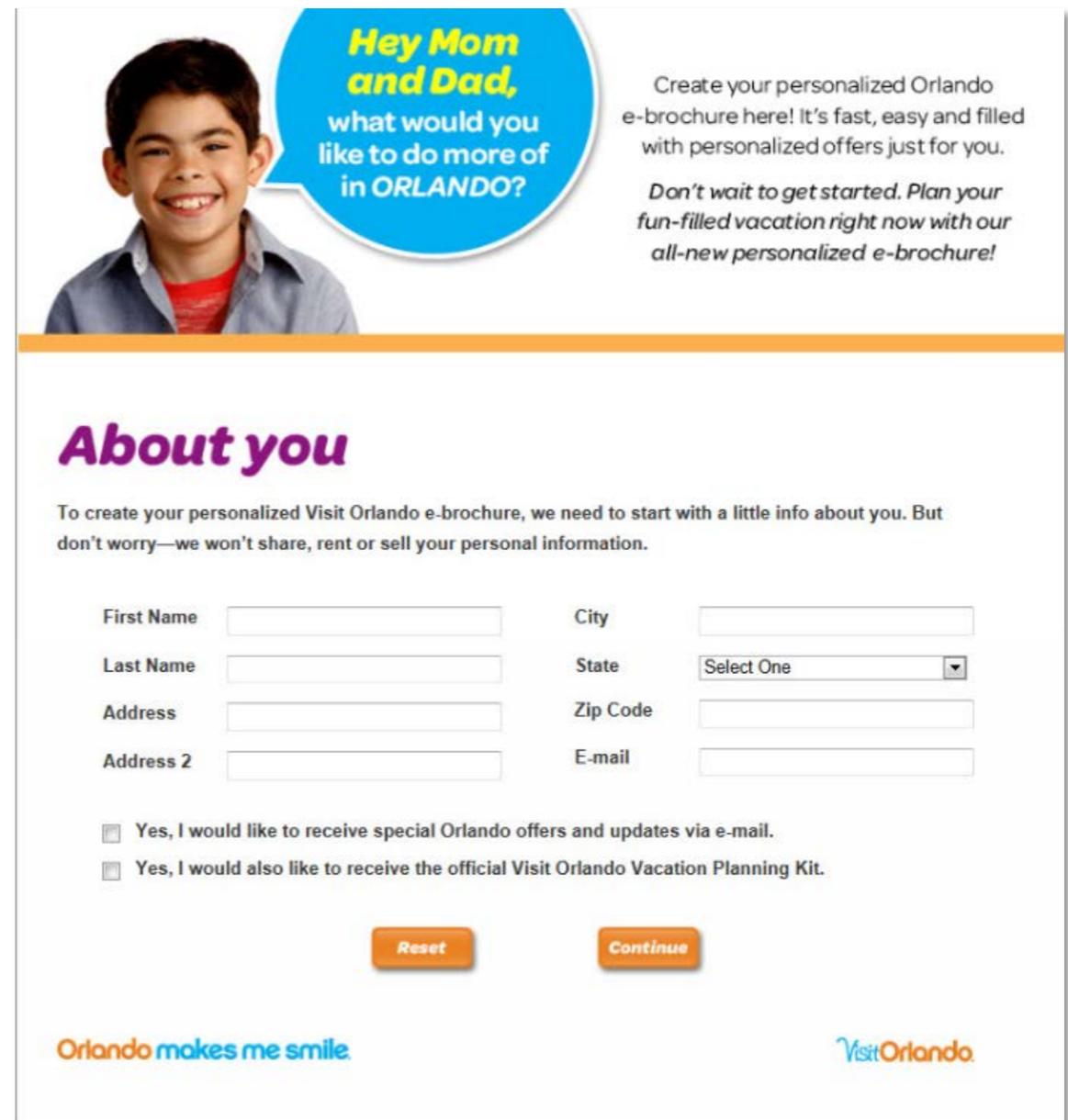


The screenshot displays the e-Miles website interface. At the top, the e-Miles logo is visible. A white box with a blue border contains the text: "In addition to the miles you earn for your time, create a personalized Visit Orlando e-brochure and receive 15 extra miles from e-Miles®." Below this, a main promotional banner features the text: "There's time for more in Orlando during May and June." followed by the Visit Orlando logo. The banner also states: "Create your free personalized e-brochure filled with valuable offers from these and other great partners:". Four small images represent partner hotels: Melia Orlando Suite Hotel, Orlando World Center Marriott, staySky Hotels & Resorts, and Clarion Inn Lake Buena Vista. A smiling young boy is shown on the right side of the banner. At the bottom of the banner, it says: "To thank you for your time, please continue to the next section, answer a few short questions and earn 5 e-Miles® miles." Below the banner, there are three buttons: "Add to My e-Miles Favorites" (with a plus icon), "Thanks for signing up!" (a blue button), and "Continue" and "Home" (both blue buttons with right-pointing arrows).

FY16 Media Opportunities: Digital Media

e-Miles

Every engagement guarantees a site visit; the advertiser site opens as another window overlaying the e-Miles site. Members complete the lead sign up in the new window, as though they were normally on the advertisers site, and earn their bonus e-Miles miles.



Hey Mom and Dad, what would you like to do more of in ORLANDO?

Create your personalized Orlando e-brochure here! It's fast, easy and filled with personalized offers just for you.

Don't wait to get started. Plan your fun-filled vacation right now with our all-new personalized e-brochure!

About you

To create your personalized Visit Orlando e-brochure, we need to start with a little info about you. But don't worry—we won't share, rent or sell your personal information.

First Name	<input type="text"/>	City	<input type="text"/>
Last Name	<input type="text"/>	State	<input type="text" value="Select One"/>
Address	<input type="text"/>	Zip Code	<input type="text"/>
Address 2	<input type="text"/>	E-mail	<input type="text"/>

Yes, I would like to receive special Orlando offers and updates via e-mail.

Yes, I would also like to receive the official Visit Orlando Vacation Planning Kit.

[Reset](#) [Continue](#)

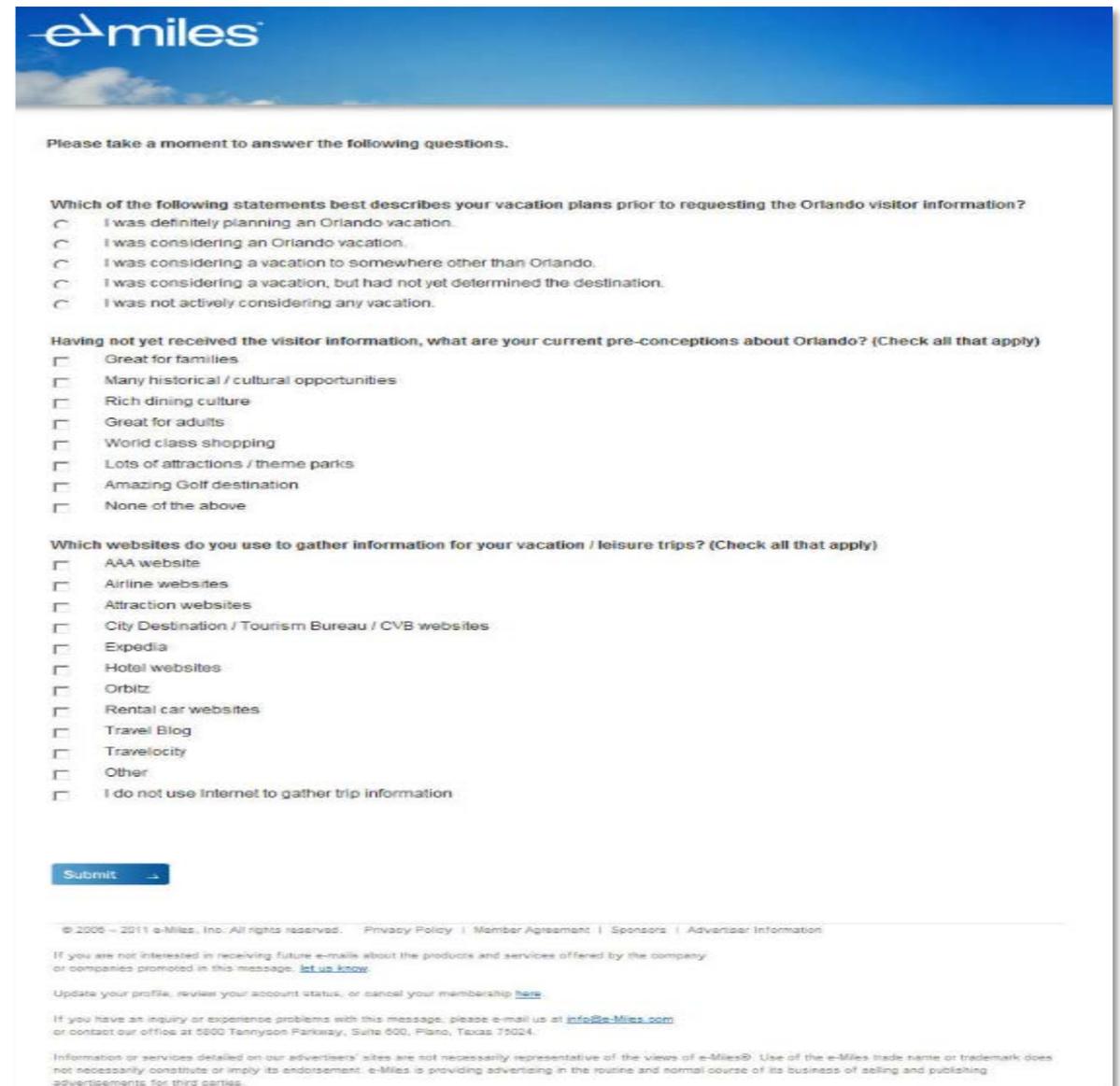
Orlando makes me smile Visit Orlando

FY16 Media Opportunities: Digital Media

e-Miles

Members answer questions and earn e-Miles miles. Questions can be customized and advertisers can use feedback for re-targeting.

Members only earn initial five mile reward after completion of the entire engagement.



The screenshot shows a survey form for e-Miles. The header features the e-Miles logo on a blue background. Below the header, the text reads: "Please take a moment to answer the following questions." The survey consists of three main sections, each with a title and a list of options:

- Which of the following statements best describes your vacation plans prior to requesting the Orlando visitor information?**
 - I was definitely planning an Orlando vacation.
 - I was considering an Orlando vacation.
 - I was considering a vacation to somewhere other than Orlando.
 - I was considering a vacation, but had not yet determined the destination.
 - I was not actively considering any vacation.
- Having not yet received the visitor information, what are your current pre-conceptions about Orlando? (Check all that apply)**
 - Great for families
 - Many historical / cultural opportunities
 - Rich dining culture
 - Great for adults
 - World class shopping
 - Lots of attractions / theme parks
 - Amazing Golf destination
 - None of the above
- Which websites do you use to gather information for your vacation / leisure trips? (Check all that apply)**
 - AAA website
 - Airline websites
 - Attraction websites
 - City Destination / Tourism Bureau / CVB websites
 - Expedia
 - Hotel websites
 - Orbitz
 - Rental car websites
 - Travel Blog
 - Travelocity
 - Other
 - I do not use Internet to gather trip information

At the bottom of the form is a blue "Submit" button with a right-pointing arrow. Below the form, there is a footer with copyright information: "© 2006 - 2011 e-Miles, Inc. All rights reserved." and links for "Privacy Policy", "Member Agreement", "Sponsors", and "Advertiser Information". There are also two lines of text providing instructions on how to opt out of future emails and how to update the user's profile or account status.

FY16 Marketing Cooperative



Mobile Advertising

FY16 Media Opportunities: Digital Media



Millennial Media

- Mobile Banners (300x50, 320x50, 300x250) that reach Baby Boomers, Gen X, Gen Y, and/or Millennials
- Mobile pre-roll video

FY16 Marketing Cooperative



Retargeting on VisitArizona.com

FY16 Media Opportunities: Digital Media

VisitArizona.com

- Retargeting ads
- National and international visitors
- Over 2 million unique visits per year



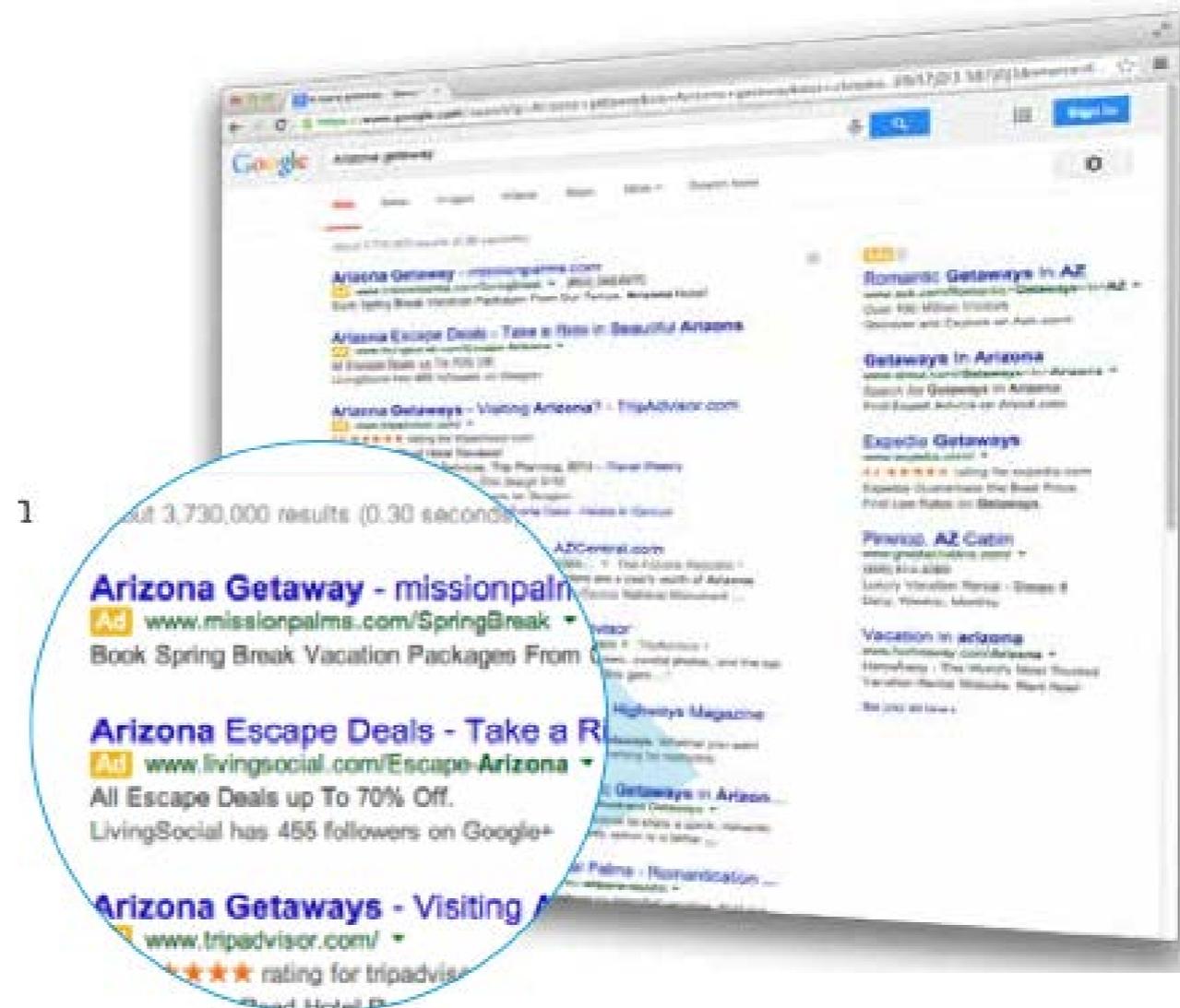
FY16 Marketing Cooperative



Search Marketing

FY16 Media Opportunities: Digital Media

Paid Search



AOT Destination Videos

AOT will work with partners to produce high-definition destination videos.

- A 60 second sizzle reel & 30 second condensed version – produced from existing b-roll
- Video will include AOT brand elements, a music track, partner logo and CTA
- AOT will assist in leveraging distribution channels, and the video will be featured on visitarizona.com, and AOT marketing campaigns
- The partner will have shared user rights with AOT



FY16 Marketing Cooperative



Shared Opportunities

Shared Opportunities

AOT will work with publishers to develop co-op sections and inserts. Partners can buy into the sections which will have AOT branding and include partner's copy and images or ads. Unless otherwise noted, the minimum requirement for purchase is a 3 partner or 1 full page buy in (whichever is greater).

- Print – Inflight
- Print – National
- Print – Local/Regional
- Print – Newspaper

FY16 Media Opportunities: Inflight

Southwest Spirit

The magazine for Southwest Airlines, the largest domestic carrier, covers a variety of lifestyle topics including people, places and travel.

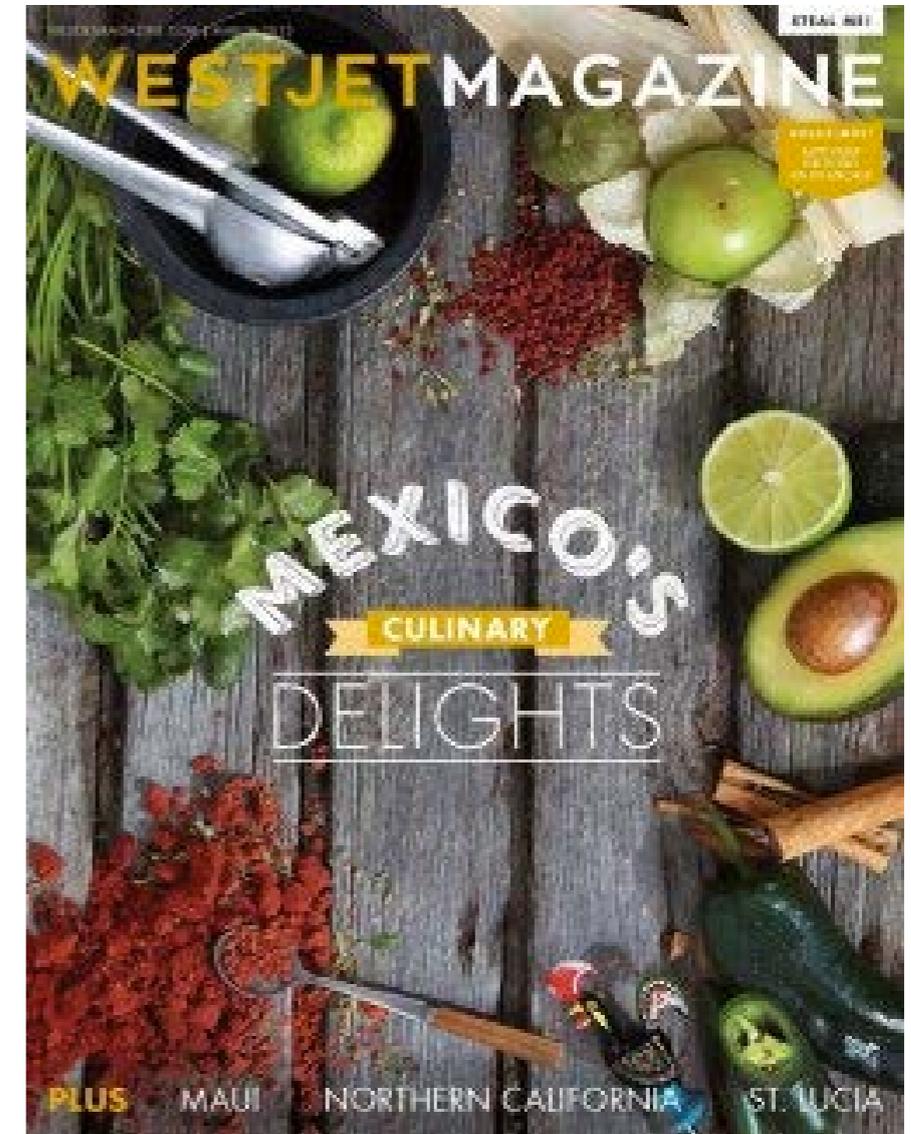
- March '16
- Market: National
- Circulation: 450,428



FY16 Media Opportunities: Inflight

Westjet

- September '15
- Market: Canada
- Circulation: 41,000



FY16 Media Opportunities: National Print

Endless Vacation

A trip planning resource for RCI timeshare members offering insider travel ideas on great places to stay, where to dine and shop, sightseeing excursions and exciting cultural events.

- Spring '16
- Summer '16
- Market: Western Region
- Circulation: 422,954



FY16 Media Opportunities: National Print

National Geographic Traveler

- February/March '16
- Market: Western Region Edition
- Circulation: 225,000

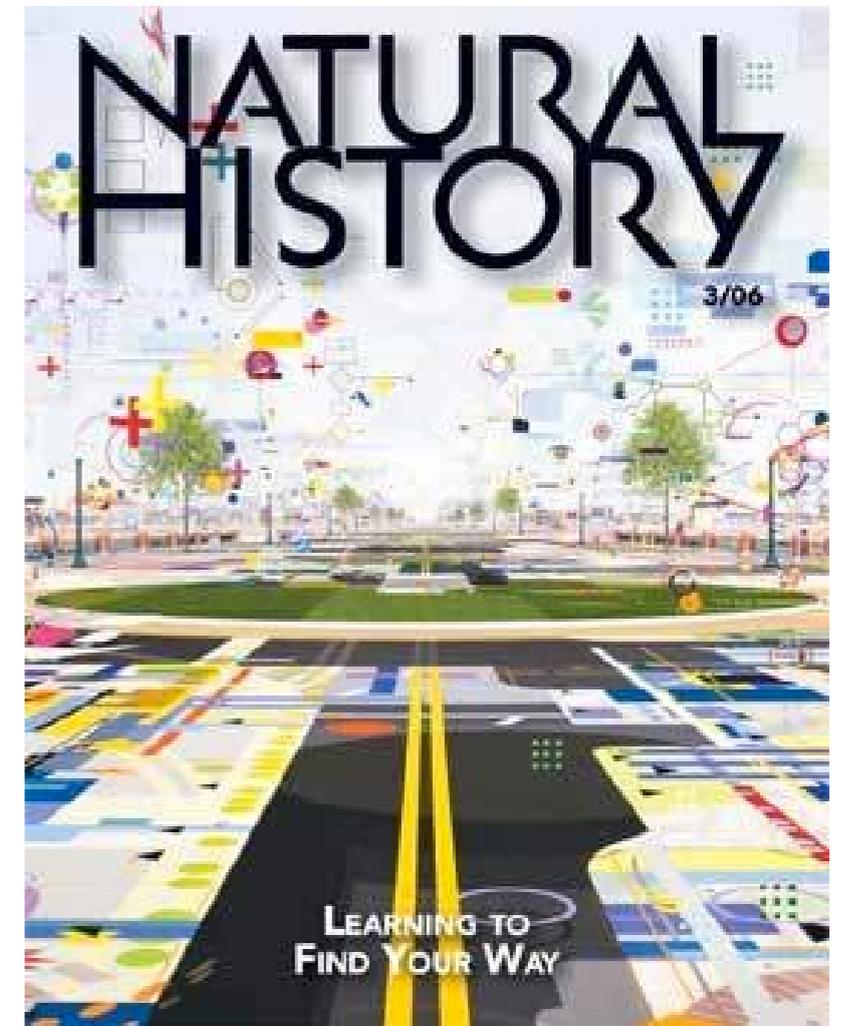


FY16 Media Opportunities: National Print

Natural History

This magazine is geared toward an educated, professional readership of scholars and scientists, but the easy-to-understand stories and photography hold appeal for anyone interested in the biological and natural sciences.

- April '16 (Distinctive Destinations Issue)
- Market: National
- Circulation: 50,000



FY16 Media Opportunities: National Print

Outside Magazine

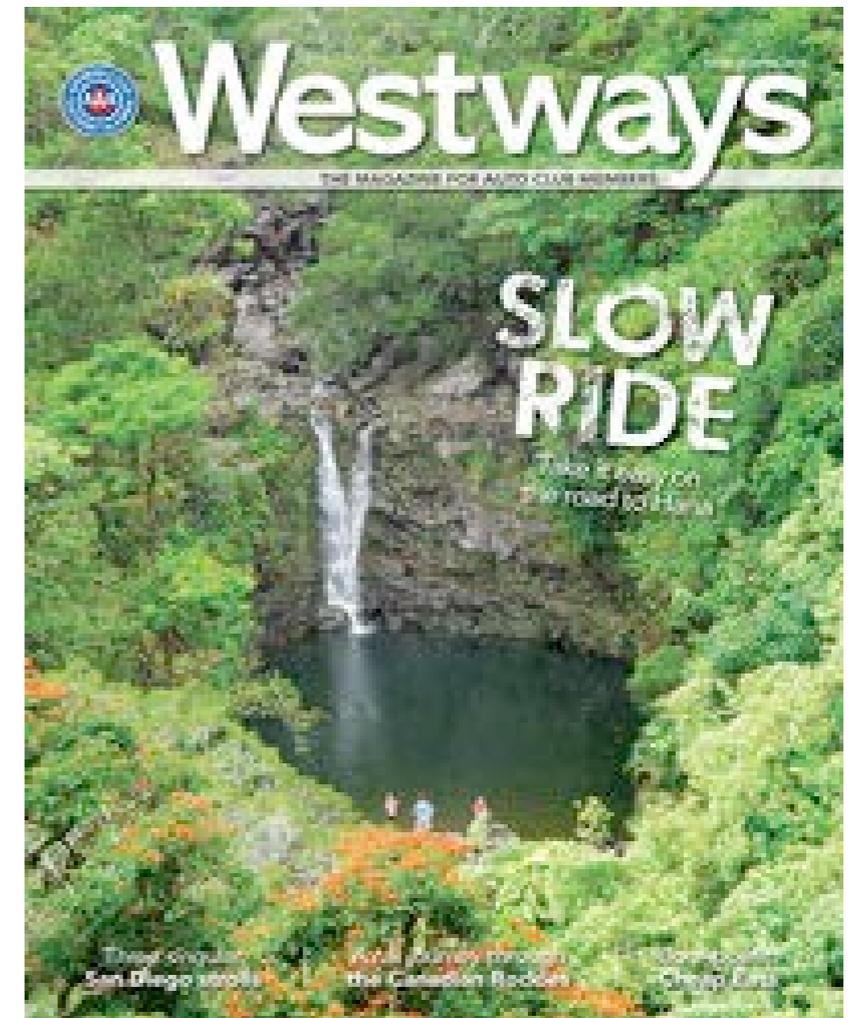
- May '16 (National Parks Issue)
- Market: Western Region
- Circulation: 225,000



FY16 Media Opportunities: Regional Print

AAA Westways

- September '15
- March/April '16
- Market: Southern California
- Circulation: 500,000



FY16 Media Opportunities: Regional Print

Official State Visitors Guide/Map

- Annual – December '15
- Market: National/International
- Circulation: 450,000 – 510,000



FY16 Media Opportunities: Regional Print

San Diego Magazine

- March '16
- Market: San Diego
- Circulation: 248,420



FY16 Media Opportunities: Regional Print

Sunset Magazine

- April '16
- Market: Southern California
- Circulation: 315,000



FY16 Media Opportunities: Newspaper

Arizona Daily Star and Tucson.com

- Summer '16
- Market: Metropolitan Tucson
- Circulation: 125,865 – 132,562 (Sundays)
- Custom insert and bonus impressions on Tucson.com
 - Banner ad sizes:
300x250, 728x90, 320x50



FY16 Media Opportunities: Newspaper

Arizona Republic & AZCentral.com

- Fall '15
- Spring '16
- Summer '16
- Market: Metropolitan Phoenix
- Circulation: 414,148 (Sundays)
- Custom Print insert and digital inclusion on AZCentral.com



THE ARIZONA REPUBLIC

azcentral.com



FY16 Media Opportunities: Newspaper

Las Vegas Review-Journal

- April '16
- Markets: Southern Nevada/Las Vegas
- Circulation: 185,000 (Sundays)
- Run of Print Arizona pages within Sunday Travel Section



FY16 Media Opportunities: Newspaper

Los Angeles Times

- March '16
- Market: Southern California
- Circulation: 965,598 (Sundays)
- Custom Insert



FY16 Media Opportunities: Newspaper

Madden – Arizona Canadian Insert

- October '15 – Newspapers
- December '15 – Air Canada's En Route Magazine
- Market: Canada
- Circulation: 685,000

Anglo comics get last laugh
Take it upon themselves to put spotlight on local talent, **Bill Brownstein** writes. **Page D1**

WOMAN'S TOUCH NEEDED
CBC's Daybreak would do well to hire female host, **Mike Boone** says. **Page A7**

THE BEST OF THE FEST
Share the funniest jokes you hear at this year's Just for Laughs
montrealgazette.com/justforlaughs2009

The Gazette
MONTREAL | WEDNESDAY, JULY 15, 2009 | SINCE 1778 | BREAKING NEWS AT MONTREALGAZETTE.COM
A DIVISION OF CANWEST PUBLISHING INC. SPORTS FINAL

COMEDY

Montreal's anglo comics think globally, laugh locally

BILL BROWNSTEIN
on *The Best of Montreal*
"Think of it as an off-fest homage to (Montreal's) anglo comedy talent."

Tomorrow marks the official start of the anglo portion of the Just for Laughs festival. One show that you won't find on the fest schedule is *The Montreal Experience*, originally known as the *Montreal Show*. The show, featuring the best of the city's anglo wit, was terminated following the 2006 festival.

Local comics weren't amused - all the less so since the show, hosted by Terry D'Monte and Ted Elias, was one of the most popular on the festival roster and one of the first to sell out. True, several Montreal comics have since shown up at other Just for Laughs shows, but the desire to re-stage *The Montreal Experience* has not diminished among the diehard comics.

On that note, fest-goers for local comedy will be delighted to learn about the emergence of *The Best of Montreal*, being presented at the Comedyworks at 8:30 and 10:30 p.m. tomorrow. Eleven stand-ups will vie for your hearts, minds and chuckles. Think of it as an off-fest homage to the anglo comedy talent that lurks in this town.

Montreal's anglo comics have persisted through all manner of political and cultural and economic turbulence over the years. As has been frequently mentioned, there is not one full-time franco comedy club in the city, but there are two such anglo venues: the Comedyworks and Ernie Butler's Comedy Nest. There are also about a half-dozen part-time anglo comedy spots in Montreal.

Host Joey Elias (standing, second from left) with some of the Best of Montrealers.

Please see COMEDY, Page D4

FY16 Marketing Cooperative



Individual Ad Buys

Individual Ad Buys

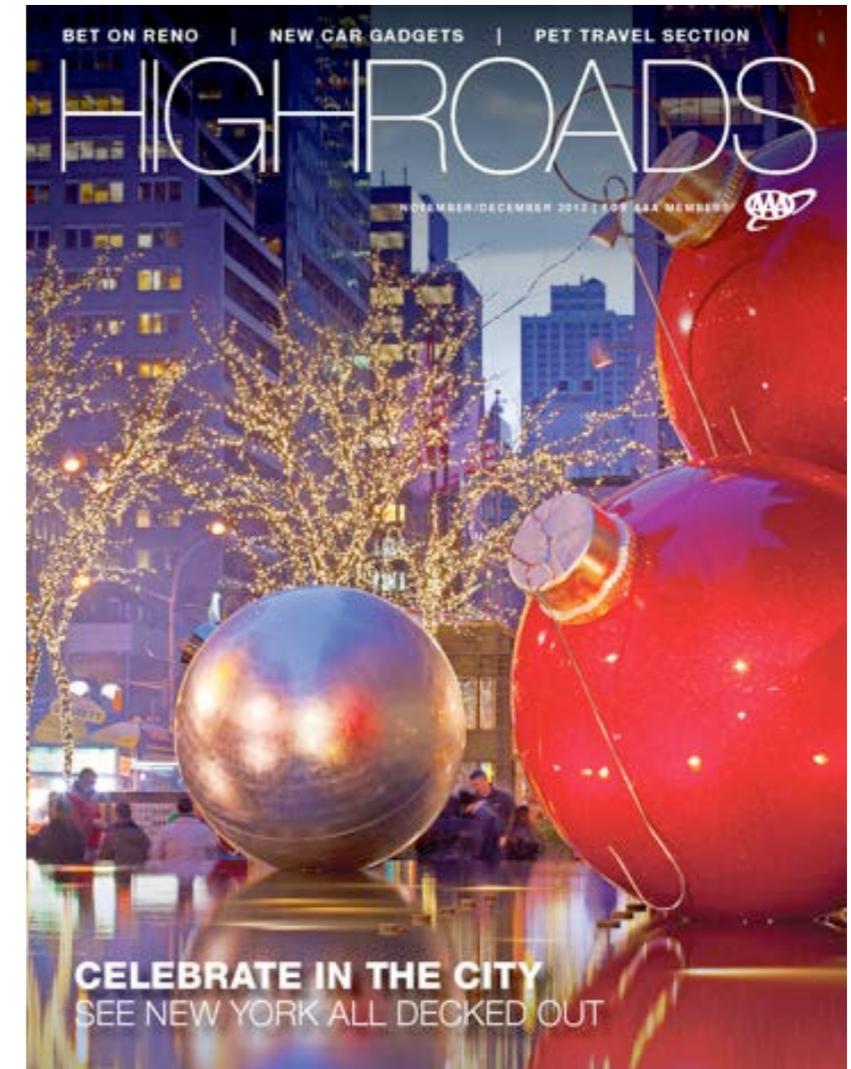
Partners can choose to place ads within these print, out of home and online media opportunities. These placements will be stand-alone. Individual ad buys will not exceed \$15,000.

- Print – Magazine
- Print – Newsprint
- Out of Home

FY16 Media Opportunities: Individual Ad Buys

AAA Highroads

- November/December '15
- May/June '16
- Market: Arizona
- Circulation: 501,000



FY16 Media Opportunities: Individual Ad Buys

Arizona Highways

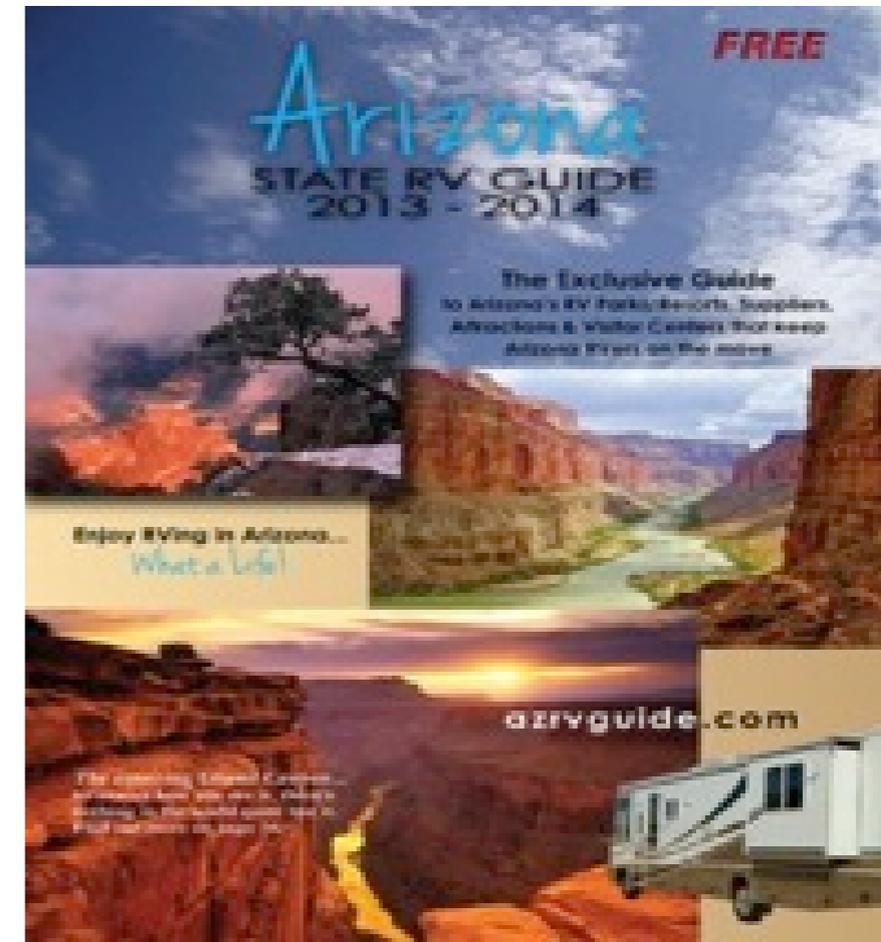
- Monthly: September '15 – August '16
- Market: National/International
- Circulation: 166,000



FY16 Media Opportunities: Individual Ad Buys

Arizona State RV Guide

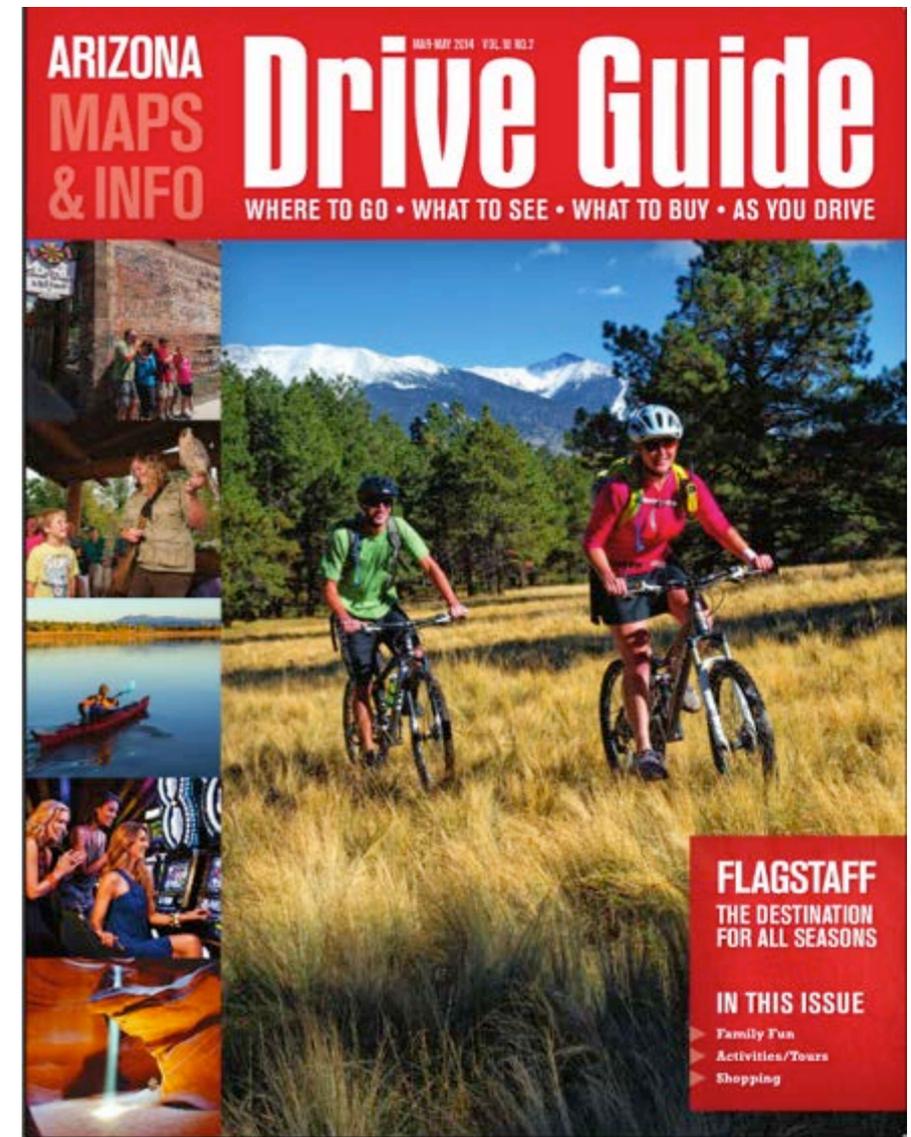
- Annual – September '15
- Market: Arizona
- Circulation: 120,000



FY16 Media Opportunities: Individual Ad Buys

Arizona Drive Guide

- September '15 – November '15
- December '15 – February '16
- March '16 – May '16
- June '16 – August '16
- Market: AZ, NV, IL, CA, TX, NY, WA
- Circulation: 124,000

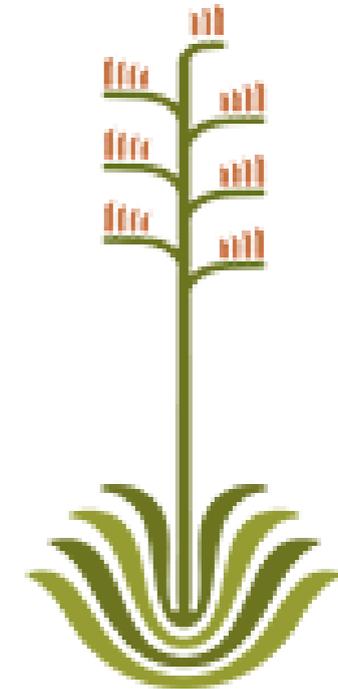


FY16 Media Opportunities: Individual Ad Buys

Desert Botanical Gardens Visitors Guide/Map

Opportunity to reach local, national and international visitors to the world renowned Desert Botanical Garden in Phoenix. The guide is distributed to ticketed visitors at the box office.

- Annual – December '15
- Market: Metropolitan Phoenix
- Circulation: 275,000



**DESERT
BOTANICAL**
garden

FY16 Media Opportunities: Individual Ad Buys

El Imparcial

- September 27, 2015 (Arizona Shop & Play)
- November 15, 2015 (Arizona Thanksgiving)
- December 4, 2015 (Arizona Holidays)
- Early March 2016* (Arizona Spring Easter)
- June 9, 2016 (Arizona Fun in the Sun)
- Market: Sonora, Mexico
- Circulation: 45,000
- Spanish ad production included

*Date to be determined by El Imparcial

ARIZONA FULL COLOR 3 COL (3.91") X 1.5" INCH \$612

"FIRST DAY OF HIKES" CON EL PIE DERECHO
Los Parques Estatales de Arizona celebran el resplandor del año nuevo "First Day Hikes" invita a disfrutar de la naturaleza y el ejercicio, desde el primer día de 2015.

WINDS OVER WILCOX
FIESTA NATURAL

VAMOS A TUCSON
ENLACE EMPRESARIAL

"STUFF THE BUS"
ESPIRITU DE AYUDA

YOUR AD HERE \$275 FULL COLOR 2 COL (2.53") X 2.5" INCH

YOUR AD HERE \$275 FULL COLOR 2 COL (2.53") X 2.5" INCH

YOUR AD HERE \$550 FULL COLOR 4 COL (5.30") X 2.5" INCH



FY16 Media Opportunities: Individual Ad Buys

Experience AZ

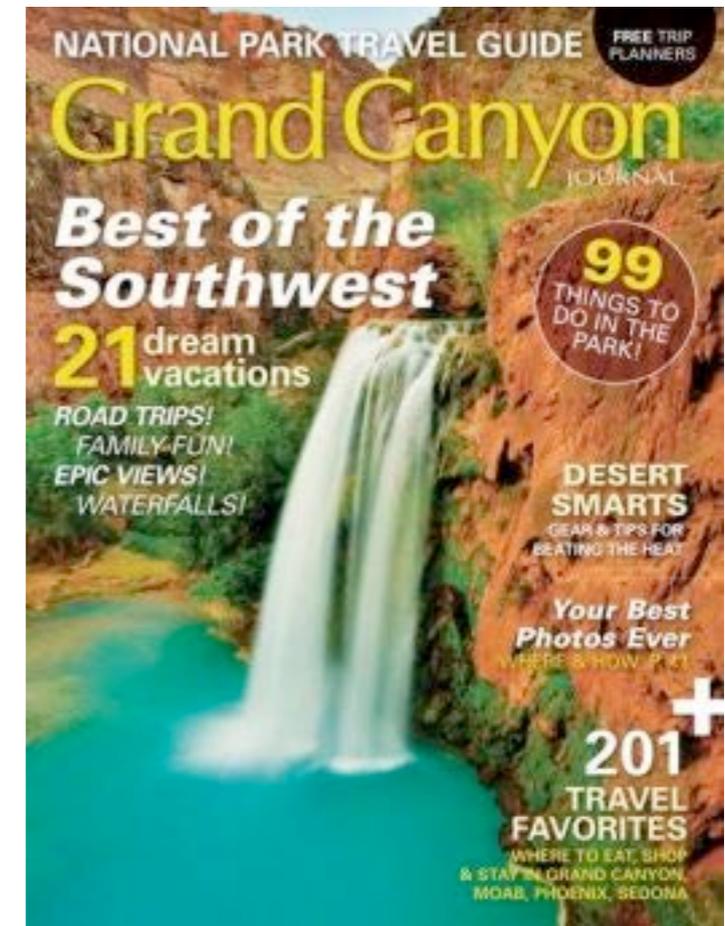
- Fall/Winter '15
- Spring/Summer '16
- Market: Arizona
- Circulation: 30,000



FY16 Media Opportunities: Individual Ad Buys

Grand Canyon Journal

- Annual – November '15
- Market: Southern California, Las Vegas, Arizona and New Mexico
- Circulation: 100,000

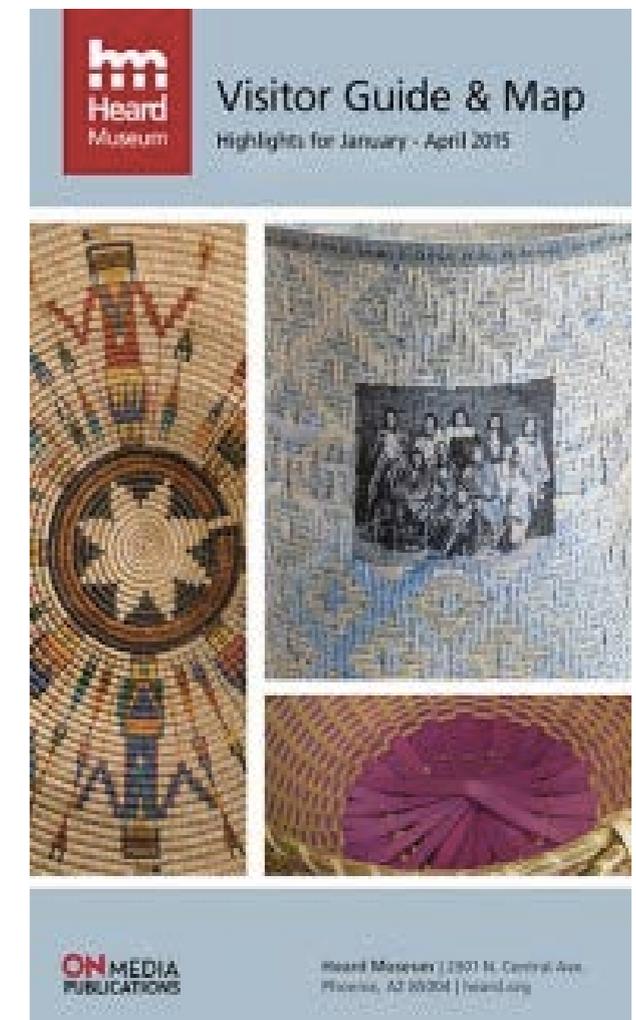


FY16 Media Opportunities: Individual Ad Buys

Heard Museum Visitor Guide & Map

Reach visitors with a passion for the art and culture of Native people with this Visitor Guide & Map distributed at the box office to Heard Museum's ticketed visitors.

- Annual – January '16
- Market: Metropolitan Phoenix (50% local, 50% visitors)
- Circulation: 160,000



FY16 Media Opportunities: Individual Ad Buys

Phoenix Official Travel Guide

- Annual – December '15
- Market: National/International
- Circulation: 250,000



FY16 Media Opportunities: Individual Ad Buys

Tucson Guide

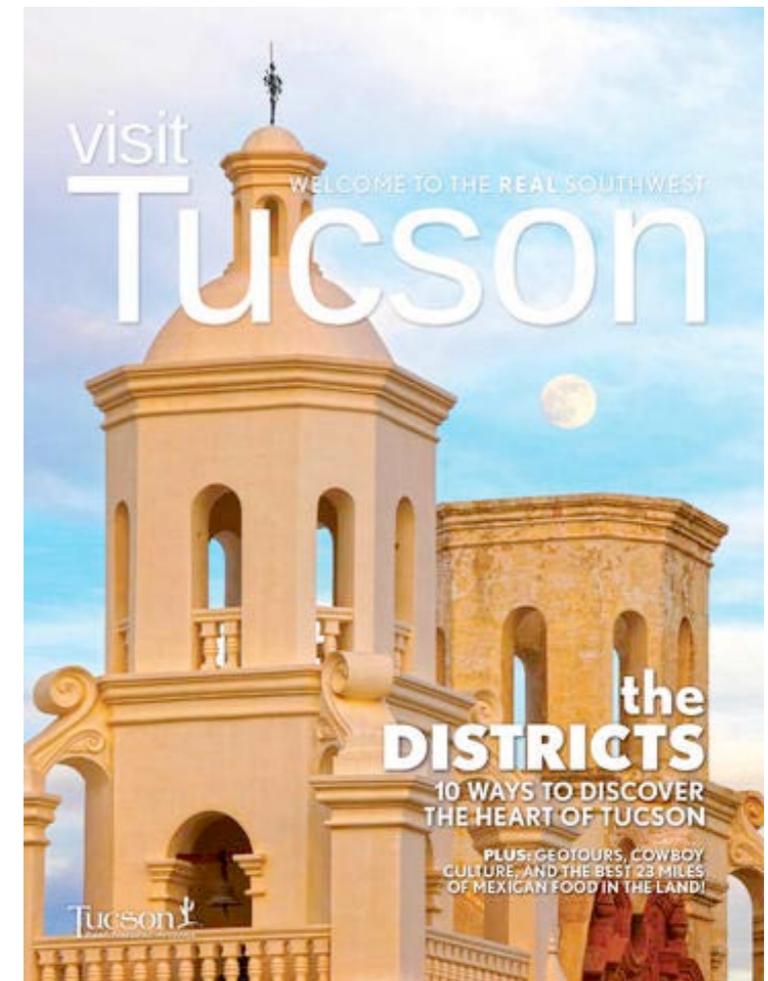
- Fall/Winter '15
- Spring/Summer '16
- Market: Metropolitan Tucson, Southern Arizona
- Circulation: 50,000



FY16 Media Opportunities: Individual Ad Buys

Visit Tucson Official Travel Guide

- Annual – Feb '16
- Market: National/International
- Circulation: 300,000



FY16 Media Opportunities: Individual Ad Buys

Valley Guide

- Fall '15
- Winter '15/'16
- Spring '16
- Summer '16
- Market: Metropolitan Phoenix
- Circulation: 60,000

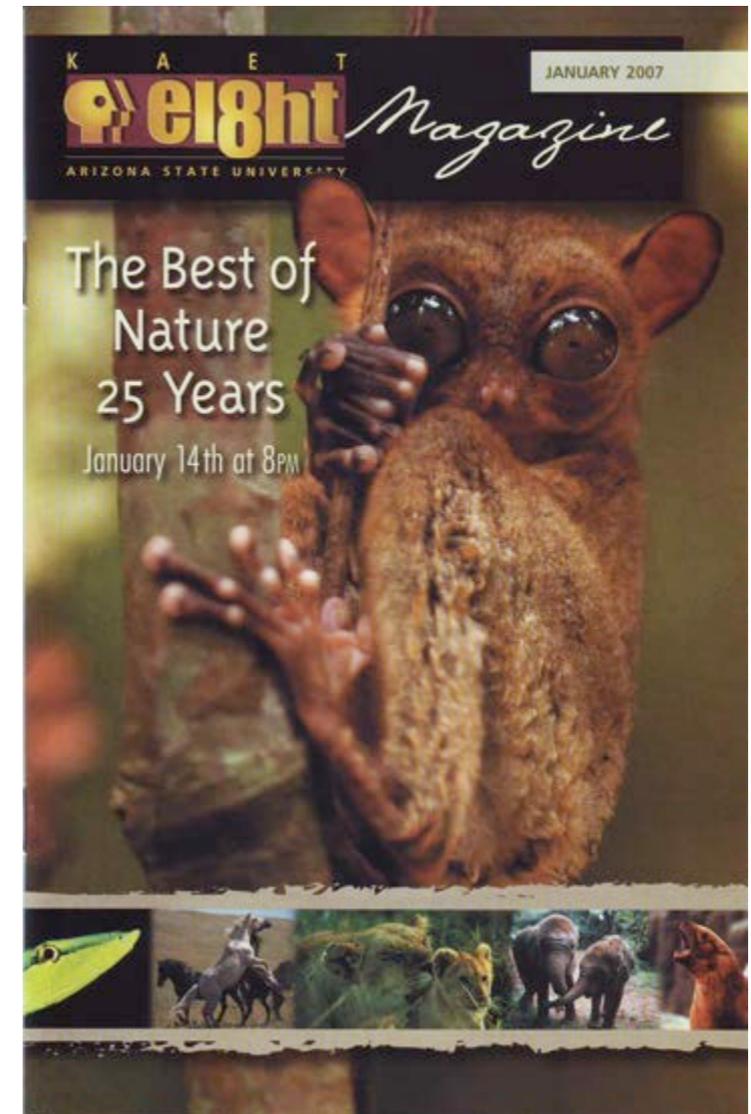


FY16 Media Opportunities: Individual Ad Buys

PBS Eight (KAET) Magazine

Eight Magazine is monthly guide to all the great programming on Eight Arizona. This publication is mailed monthly to the devoted viewers of KAET who financially support the station, and contains easy to read schedule for each of their digital channels in Phoenix.

- Monthly: September '15 – August '16
- Market: Greater Maricopa County
- Circulation: 47,000



FY16 Media Opportunities: Individual Ad Buys

Phoenix Magazine

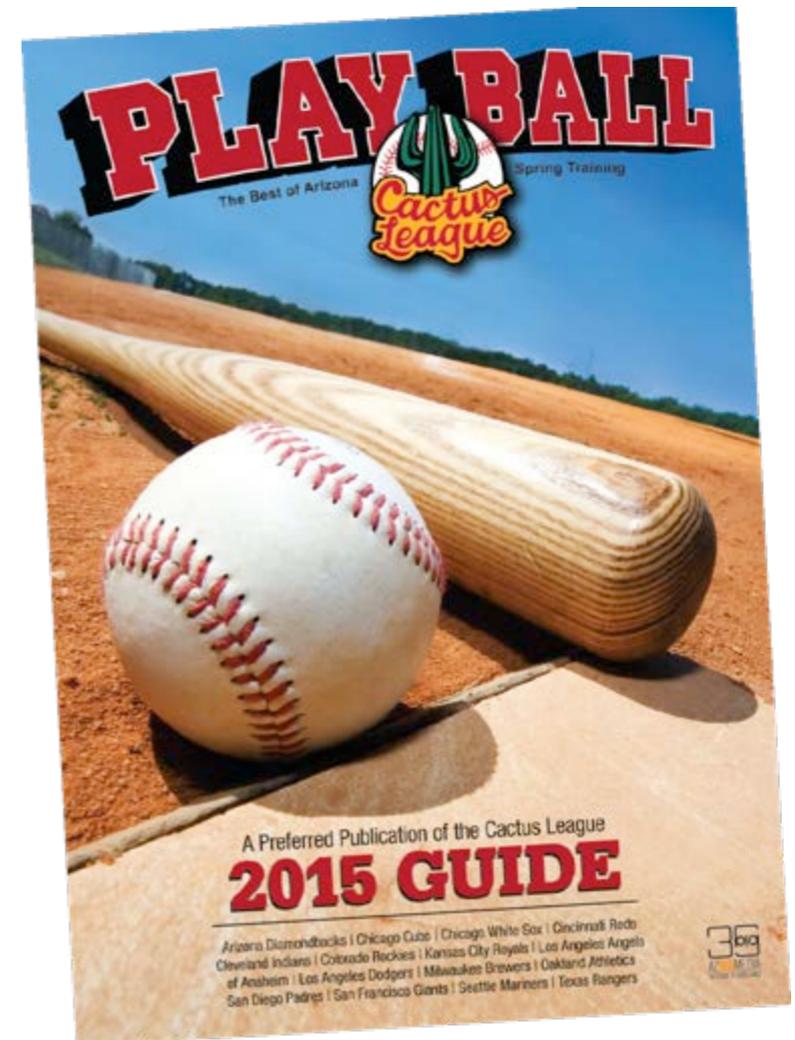
- Monthly : September '15 – August '16
- Market: Metropolitan Phoenix
- Circulation: 78,383



FY16 Media Opportunities: Individual Ad Buys

Play Ball

- Annual – January '16
- Markets: Arizona, Fan Cities – Chicago, Cincinnati, Cleveland, Colorado, Kansas City, San Francisco, Los Angeles, San Diego, Milwaukee, Seattle and Texas
- Circulation: 100,000



FY16 Media Opportunities: Individual Ad Buys

True West Magazine

- April '16
- Market: National
- Circulation: 62,000



FY16 Media Opportunities: Individual Ad Buys

Cactus League Newspaper Insert

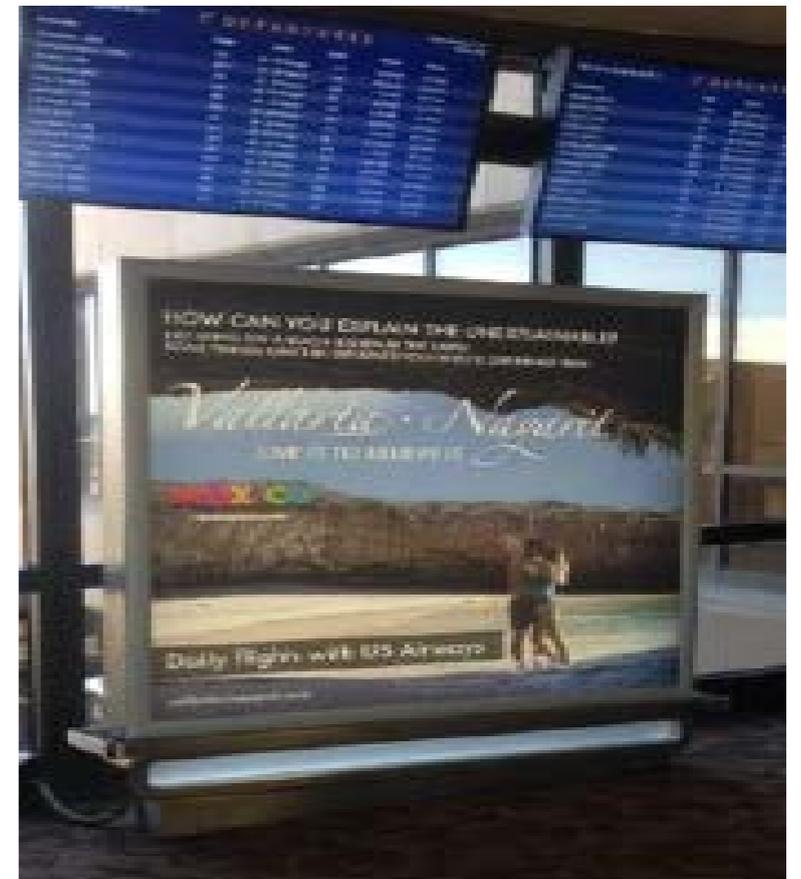
- January '16
- Circulation: 1,000,000
- Markets: Northern & Southern California, Chicago, Ohio, Denver, Kansas City, Milwaukee, Seattle and Dallas



FY16 Media Opportunities: Individual Ad Buys

Alliance Airport Advertising at Phoenix Sky Harbor

- Monthly - November '15 – April '16
- Market: Metropolitan Phoenix
- Boards throughout all terminals of Arizona's largest international airport



FY16 Media Opportunities: Individual Ad Buys

Outdoor Digital Boards

- Monthly: September '15 – August '16
- Market: Metropolitan Phoenix
- Boards throughout the Phoenix metropolitan market



FY16 Marketing Cooperative



Media Missions

AOT Media Missions

AOT Media Missions

- Toronto Media Marketplace – TBD, Q1 2016
- New York Media Marketplace – TBD, Q1 2016
- Mexico Sales & Media Mission – TBD, Feb '16, March '16 or April '16
- Arizona Showcase – October '15



FY16 Marketing Cooperative



Research – Visitors Intercept Studies

Research – Visitor Intercept Studies

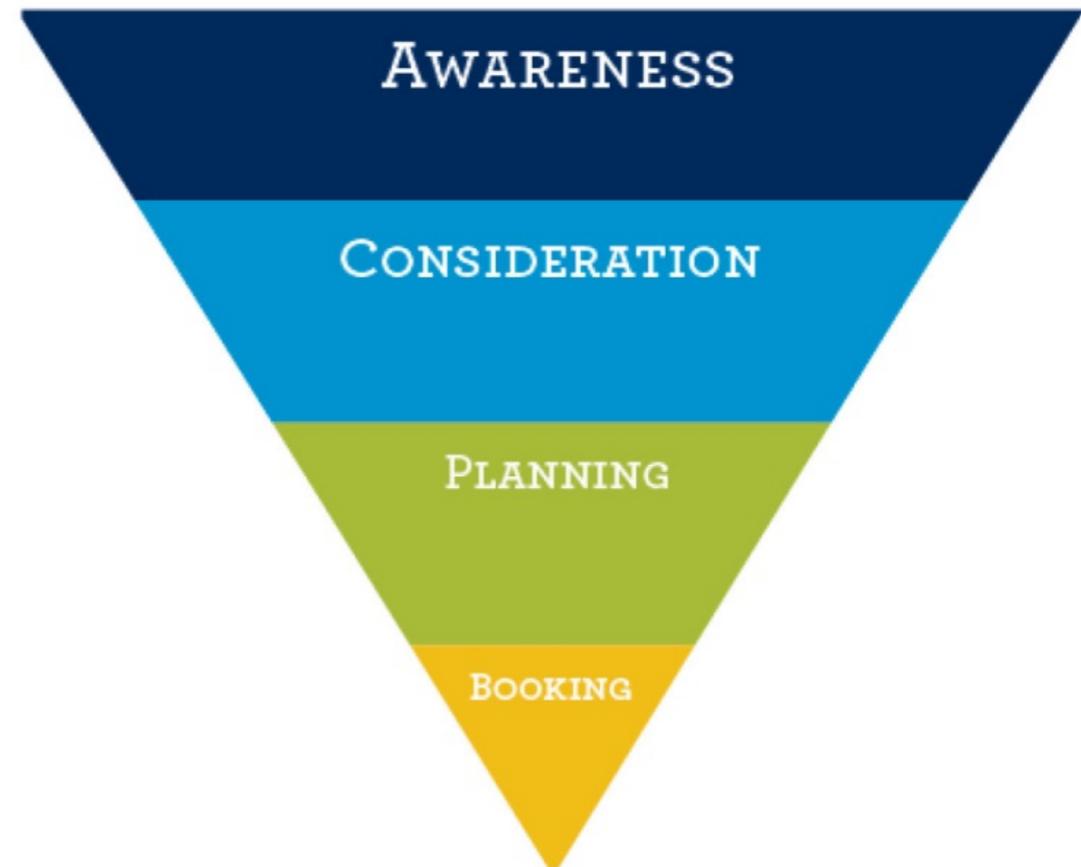
Visitor Intercept Studies

- Single & Multiple Community/Regions studies provide by the three state universities
- Arizona State University
- Northern Arizona University
- University of Arizona

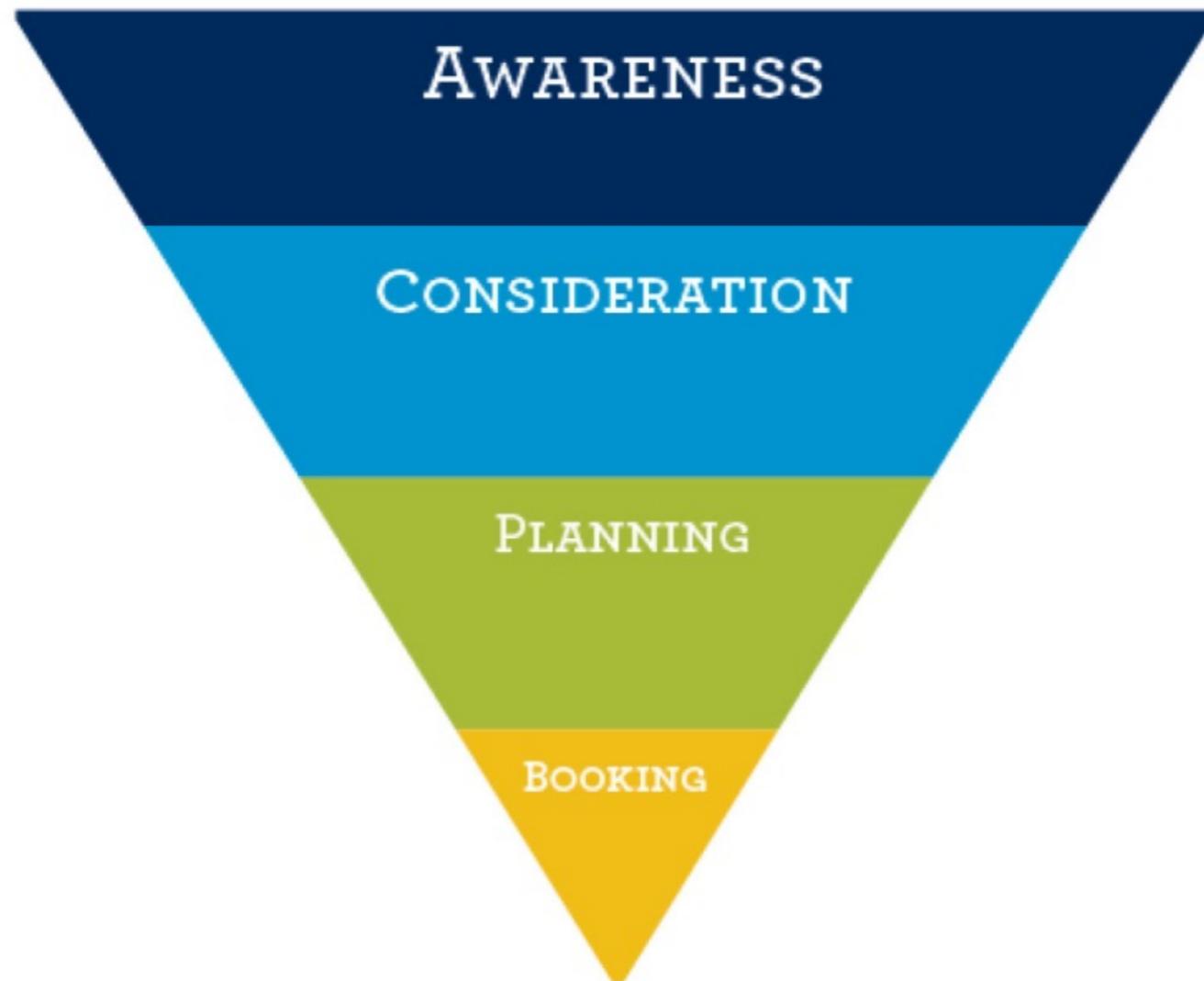


Three Co-op Opportunities:

- Amplified Storytelling
- Search Engine Marketing
- Site Retargeting



Amplified Storytelling



Tell Your Destination's Story

Visit
GAINESVILLE 

Explore
OUR CITY

Come
STAY AWHILE

Join Us For
FOOD & DRINKS

Bring Your
GROUPS & MEETINGS

Connect +     

PADDLING, PRANKS AND PRICELESS PHOTOS



Paddles, Pranks and Priceless Photos
Our Canoe Adventure on the Scenic Santa Fe River

"You want us to do WHAT?!"

From the incredulous tone of their voices and the horrified looks on their faces, you would've thought that I asked my two teenage children to use a spoon to remove a vital organ and place it in the Ziploc bag I was holding out. In reality, all they had to do was put their cell phones in the bag until the end of the day. My 10-year-old, not yet allowed to have a cell phone, just smirked as she listened to them spout off all of the reasons they **NEEDED** their cell phones. She knew as well as they did that this was one argument they weren't going to win.

SEARCH

I'M LOOKING *For*

WHAT *or* WHERE 

Sign Up
FOR OUR E-NEWSLETTER

FIRST NAME

EMAIL

SEND

Raise Awareness

FOX NEWS Search foxnews.com

Travel Home Slideshows In 5 Guides

ODD NEWS

Travel agent sends World Cup-bound couple to wrong city-- 4,000 miles from Brazil

Published June 18, 2014 - FoxNews.com

34 244 3

Also on the Web

- Countless Kayaks & Canoes Fill the Amazing Bodies of Water in Gainesville (Visit Gainesville)
- Welcome to Japan: The Amazing Kyoto Station (AARP)
- The 10 Most Disappointing Chain Restaurants (Answers.com)
- The 10 Most Terrifying Hiking Trails on Earth: Photo Gallery (Activejunky)
- Is Granite Over? Check Out Fresh High-End Countertop Options (HGTV)
- The 10 Worst Hotels and Motels in America (The Fiscal Times)

More from Fox News

- Ogden woman pleads guilty to desecration of a body in death of teen baby sitter (SLS)
- Clinton claims she had doubts about video explanation after Benghazi attack (Political)
- 6 Cleveland officers plead not guilty in 2012 car chase that led to fatal shootings (SLS)
- University of Wyoming student group allegedly bans vet from saying pledge (M.S.)
- 16 wacky gadgets and gear for summer vacation (Travel)
- Keep cool with hot summer travel deals in Arizona (Travel)

Recommended by



Also on the Web

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- 16 wacky gadgets and gear for summer vacation (Travel)
- Keep cool with hot summer travel deals in Arizona (Travel)

Distribution Network

Taboola
Content You May Like.

YAHOO!

 **Outbrain**

AdbladeTM)))

Storytelling for the Senses

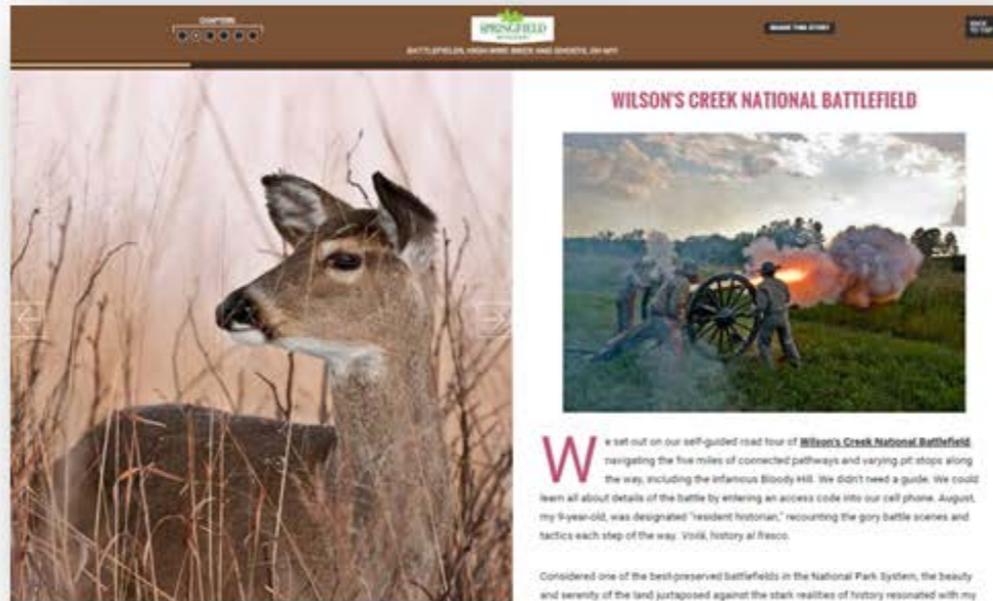
Stories are delivered in chapters to create a sense of connection and narrative.



“Sharing” buttons allow for immediate amplification through social media and email.

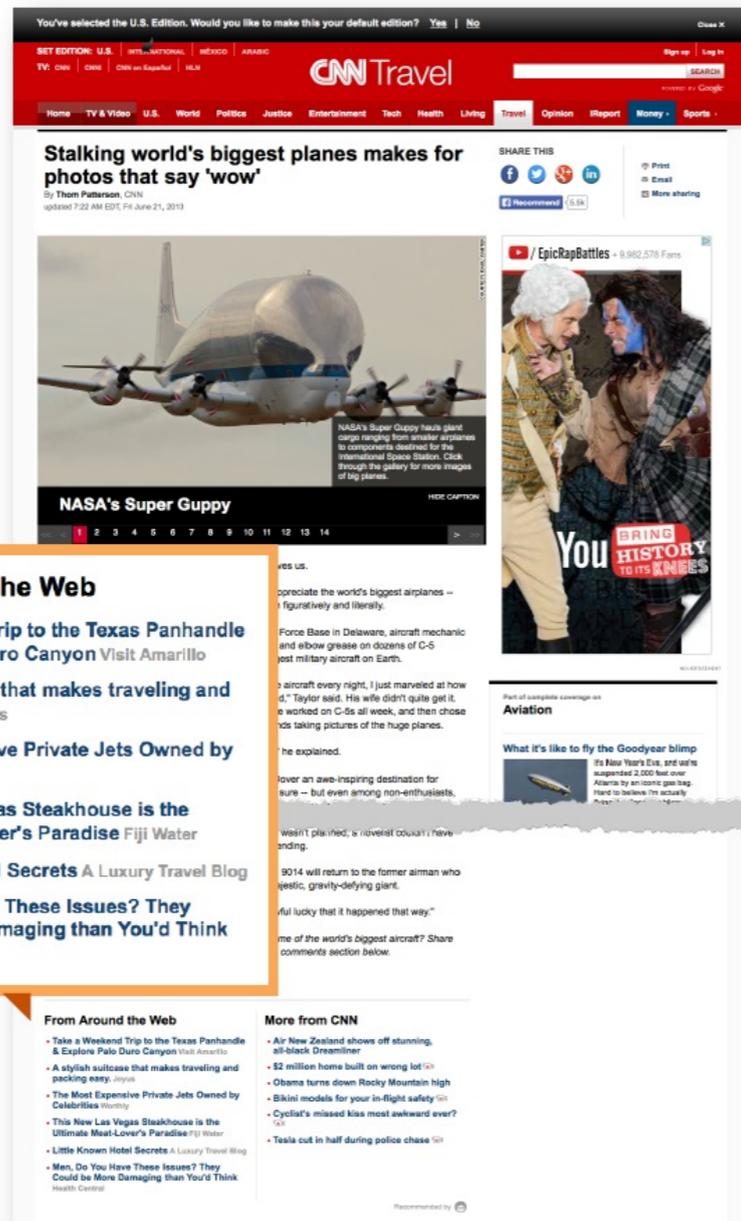
[Click here to view Springfield CVB's Storytelling Platform](#)

Stunning photography and video complement the story and reinforce the content.



Long-form stories “show” rather than “tell.”

Amplified Storytelling



From Around the Web

- **Take a Weekend Trip to the Texas Panhandle & Explore Palo Duro Canyon** Visit Amarillo
- **A stylish suitcase that makes traveling and packing easy.** Joyus
- **The Most Expensive Private Jets Owned by Celebrities** Worthly
- **This New Las Vegas Steakhouse is the Ultimate Meat-Lover's Paradise** Fiji Water
- **Little Known Hotel Secrets** A Luxury Travel Blog
- **Men, Do You Have These Issues? They Could be More Damaging than You'd Think** Health Central

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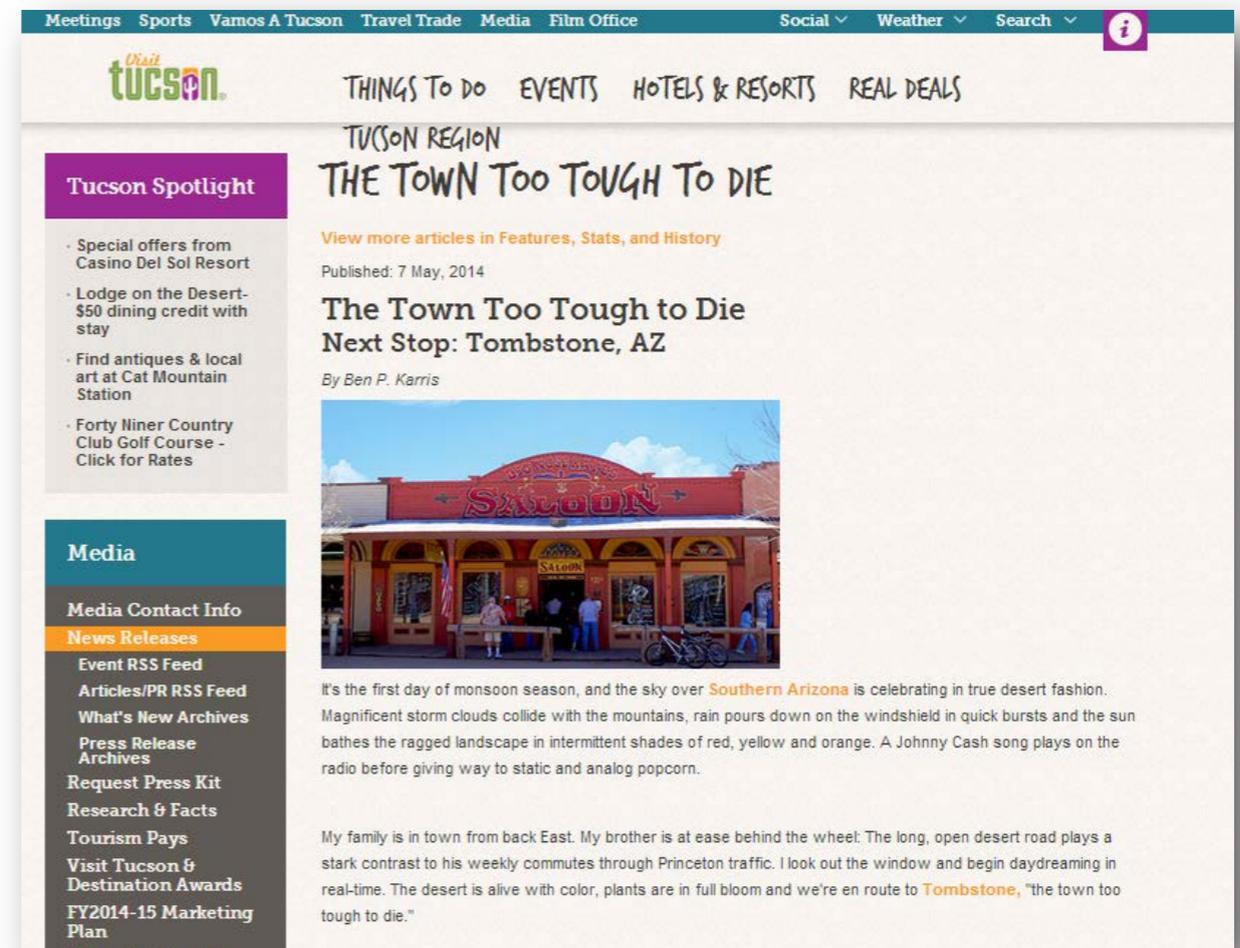
More from CNN

- **Air New Zealand shows off stunning, all-black Dreamliner**
- **\$2 million home built on wrong lot**
- **Obama turns down Rocky Mountain high**
- **Bikini models for your in-flight safety**
- **Cyclist's missed kiss most awkward ever?**
- **Tesla cut in half during police chase**

- Creative Execution
- Audience Development
- Detailed Reporting

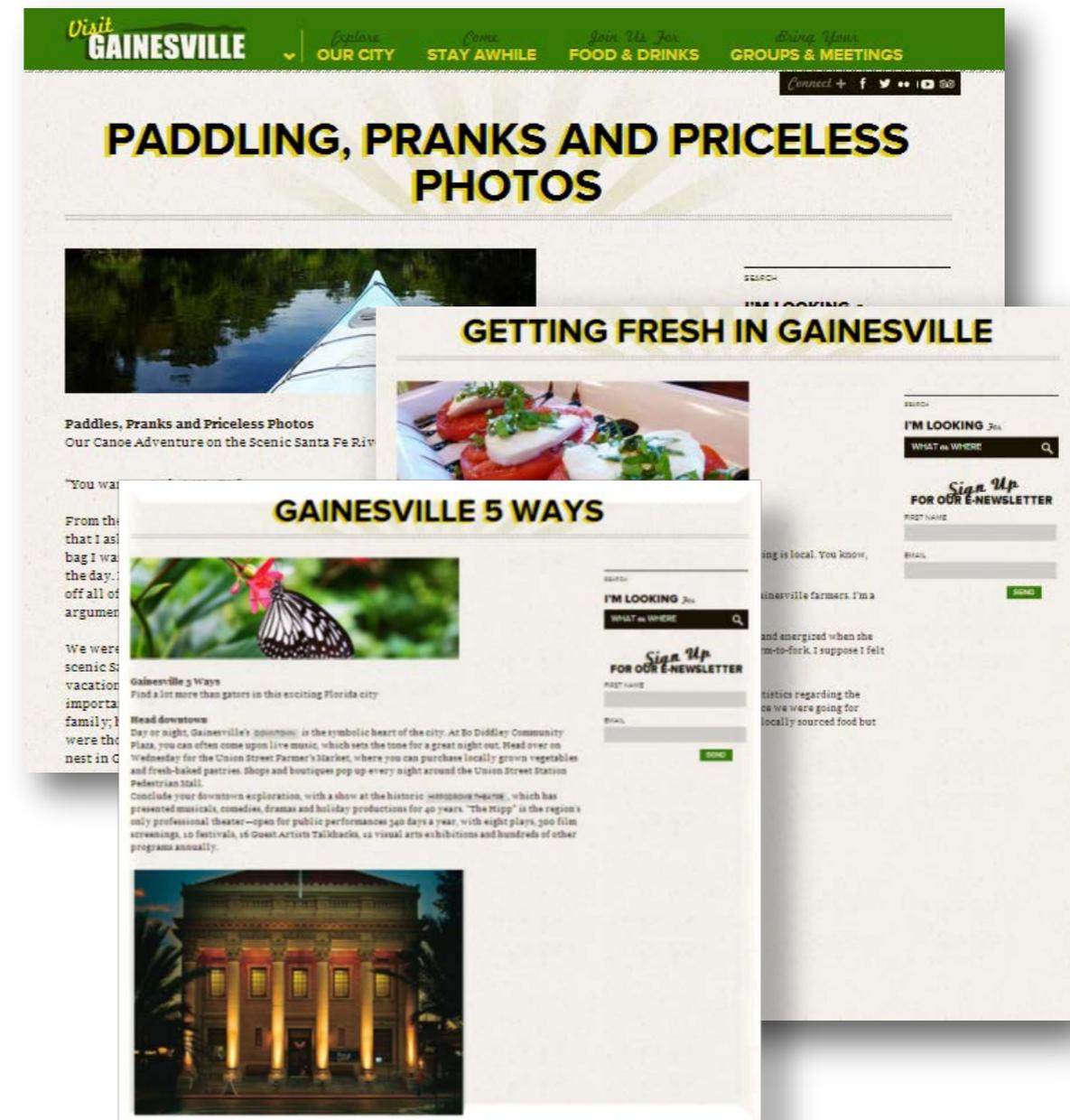
Surge in Web Traffic: Visit Tucson

- Stray Away from Typical Travel Writing Style
- Makes Readers Imagine Family Visit in Tucson
- Dramatic Increase in Website Traffic
 - 60k clicks
 - Time on site exceeds 4 minutes per story

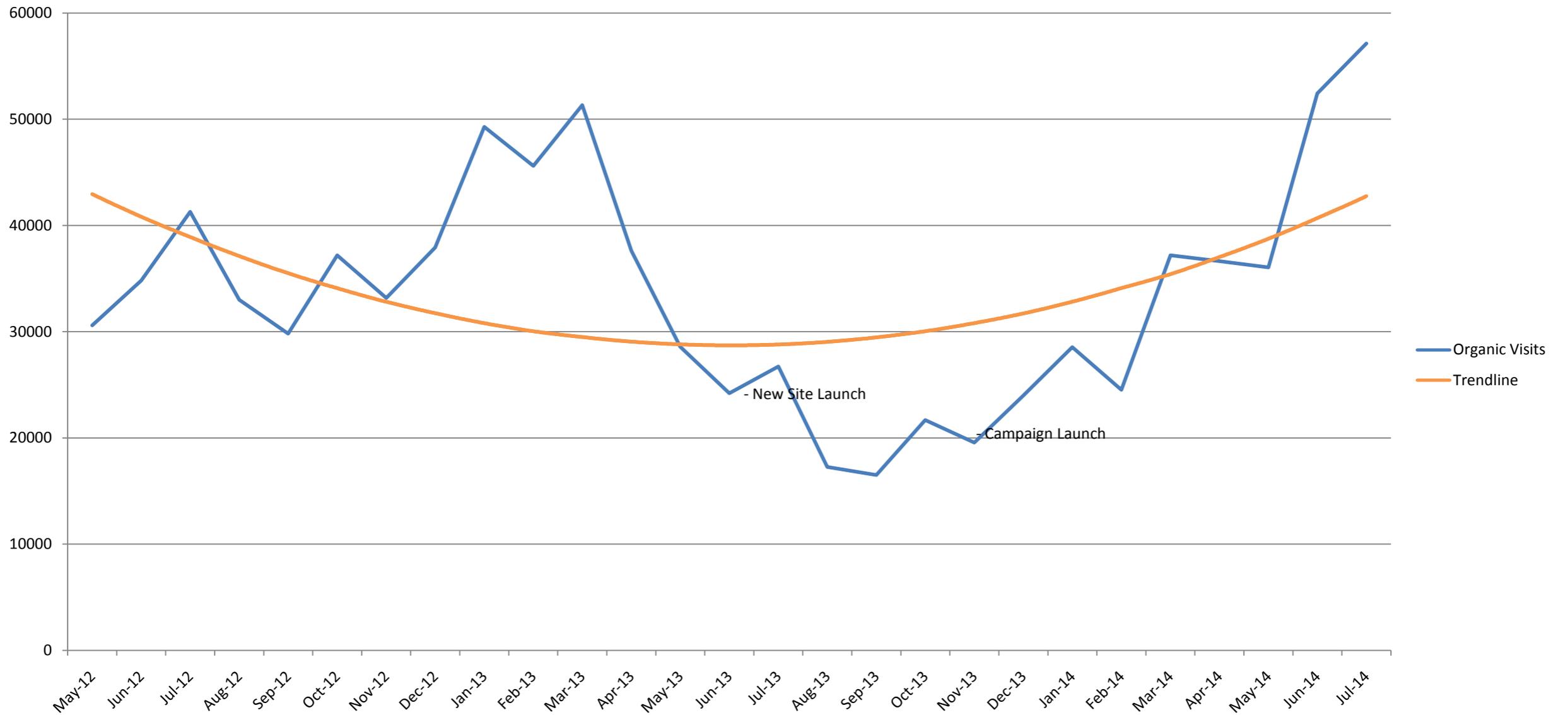


Visit Gainesville

- Three articles
- Average time on page five times site average
- Increased web traffic by nearly 20%
- 97% of content-driven traffic are new visitors



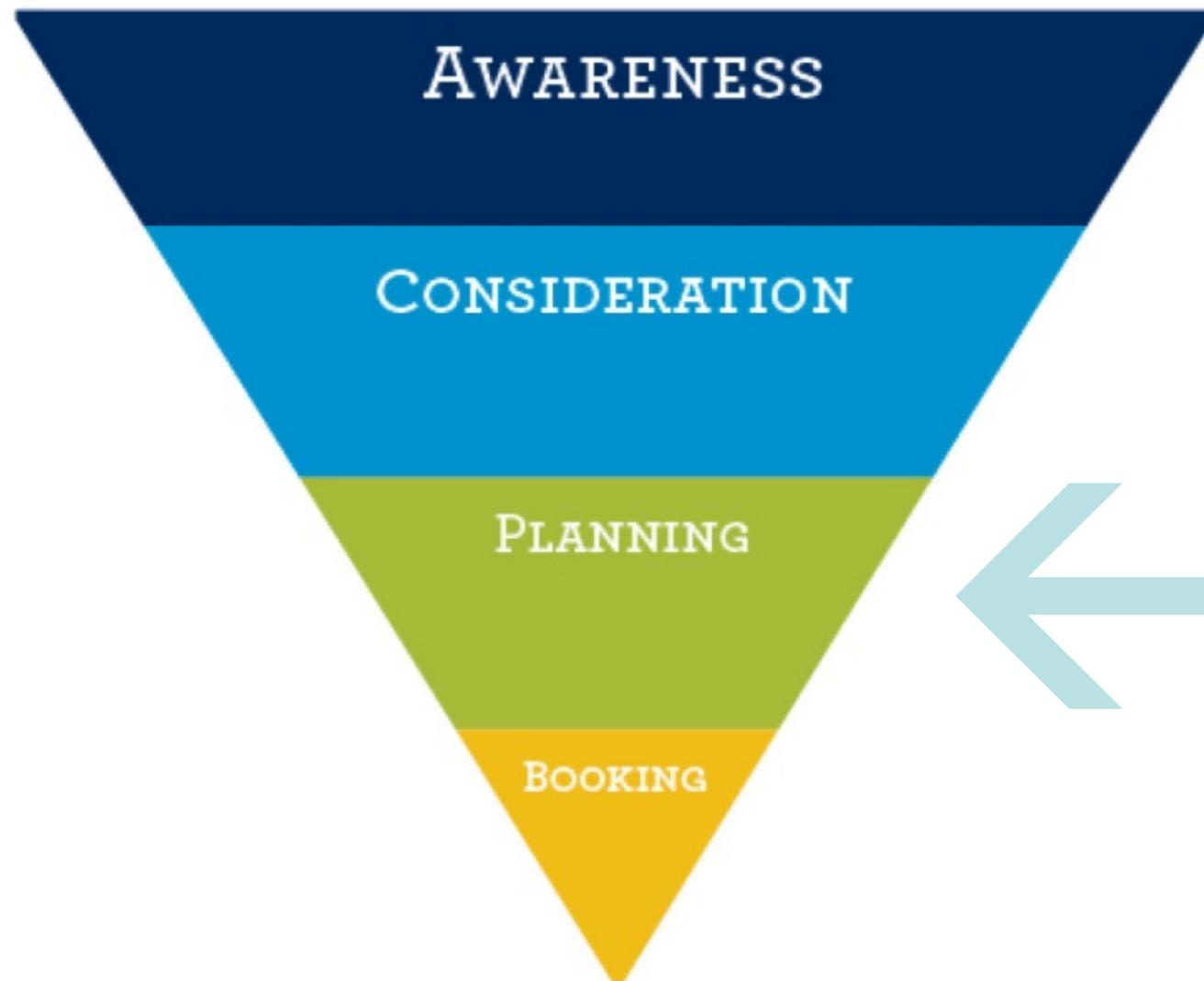
Website Improvement: Organic



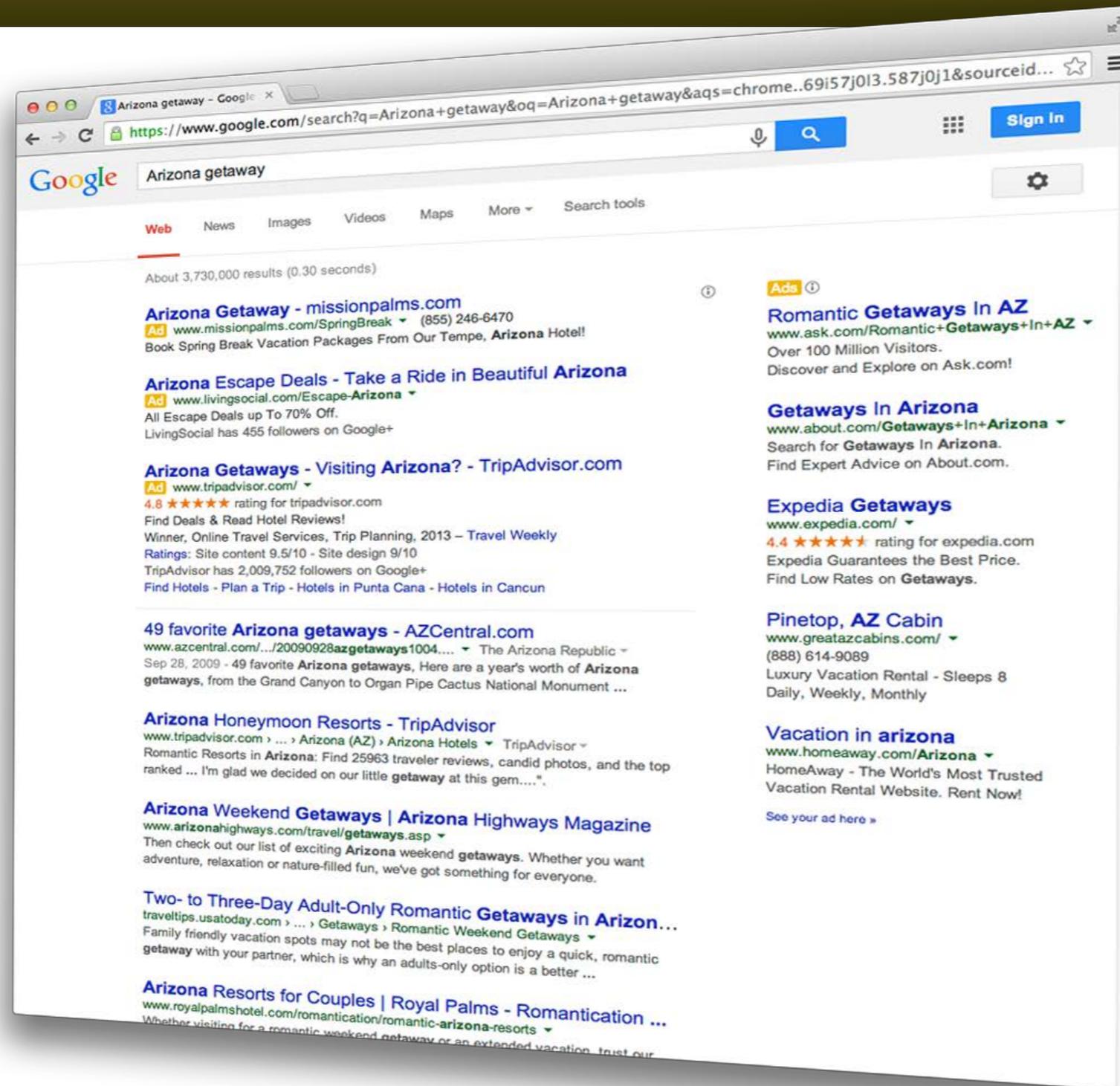
Amplified Storytelling Overview

Total Net Package Cost	\$5,000	\$10,000	\$15,000
AOT Net Contribution	\$2,500	\$5,000	\$7,500
Partner Net Contribution	\$2,500	\$5,000	\$7,500
Number of Stories	1	2	3
Guaranteed Clicks	4,137	8,457	13,935
Added Value Retargeting Clicks			500 - 1,000
Partner eCPC	\$0.60	\$0.59	\$0.54

Search Engine Marketing



Search Engine Results Page (SERP)



The Importance of Search

- Drives 45%-65% of traffic to travel websites
- Marketers rate SEM as the #1 most effective digital marketing platform
- Creates significant lift for offline activity
- Improves brand recall and purchase intent
- Yields immediate results

**PROVEN
ROI**



Madden Media is a Google Partner. We achieved this accreditation by managing multiple client accounts and employing digital marketers who passed challenging exams on Google search engine marketing strategies to earn their individual certifications.

Cooperative Campaigns



- Each partner receives
 - Direct traffic to each website
 - Unique keywords and ad copy to highlight each distinct destination
 - Individual campaign reports

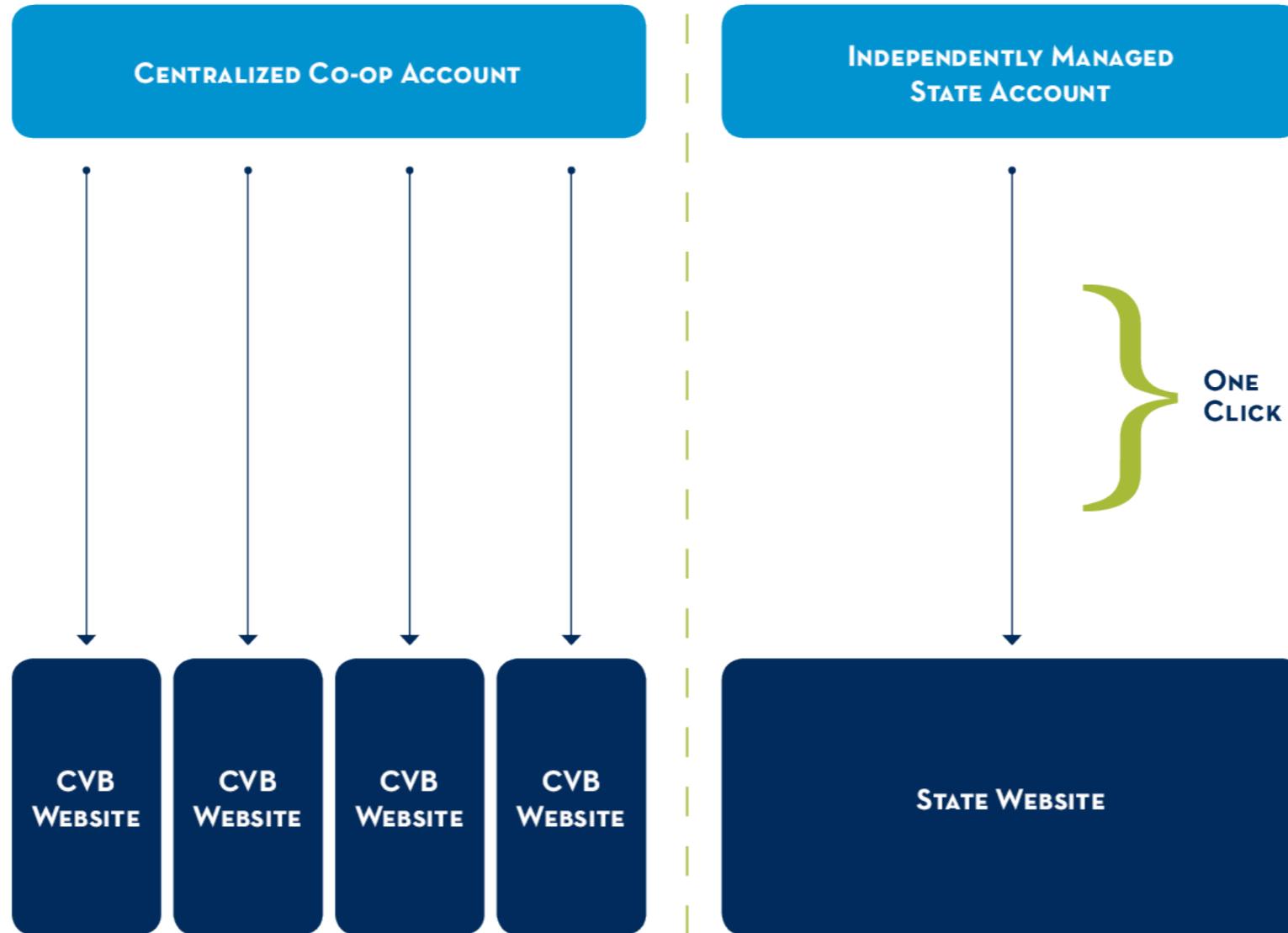
Cooperative Campaigns



- Benefits to co-op campaigns
 - Advertising is strategically coordinated in a non-competitive environment
 - Reduces high individual startup costs
 - Bids are carefully planned and managed, eliminating overpayment for each click-through
 - All ad copy and related landing pages are managed and optimized by Madden Media's Google-certified team on a daily basis

HOW?

CVB DIRECT TRAFFIC



Madden Media Offers:

- Initial analysis and consultation
- Continuous optimization of keywords and ads
 - Performed by Google AdWords certified individuals
- Transparent, understandable reporting
- Experience delivering SEM results to destinations

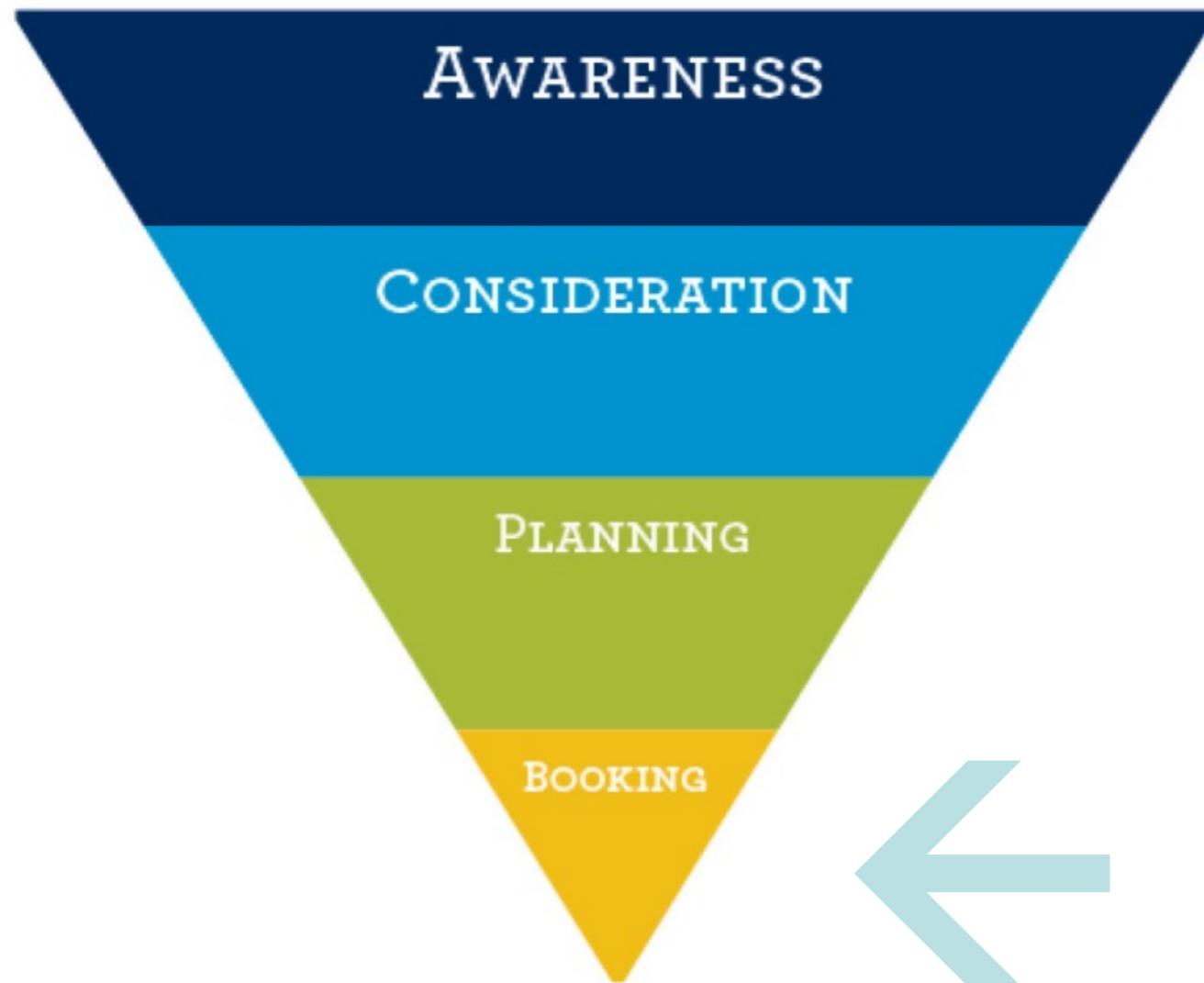
FY15 Results:

- 73,631 Clicks
- 3.11% Click-Through Rate
- 2,364,060 impressions

SEM Quarterly Campaign Overview

Total Net Package Cost	\$1,800	\$3,600	\$5,400
AOT Net Contribution	\$900	\$1,800	\$2,700
Partner Net Contribution	\$900	\$1,800	\$2,700
Total Clicks	2,609	5,218	7,827
Guaranteed CPC	\$0.69	\$0.69	\$0.69
Timing	3 months	3 months	3 months

Site Retargeting



Site Retargeting is the process of
*bringing return visitation to a
website for conversion*



ArizonaGuide.com Retargeting

1. Retargeting pixels placed on ArizonaGuide.com
 2. Visitors are “cookied”
3. Anonymous cookies are pooled into retargeting lists
4. Partner ads are shown to cookied users as they surf the web; Frequency caps are implemented
5. User is delivered to the partner website to convert



WARM UP WITH SPRING TRAINING Grab a seat and a game. Maybe several. It's that time of year again when Arizona becomes baseball central. It's possibly the best season there is here—spring training season! [LEARN MORE »](#)

TOP ATTRACTIONS

Explore Arizona's Regions & Cities

Discover all the Grand Canyon State's unique destinations. Click the map to get started or see all the places to visit.

Already know where you are headed? Start typing a city name below to get details on your destination - or choose one of our most popular cities.



CHAT WITH US

REQUEST A VISITOR'S GUIDE



There's so much to see and do in the Grand Canyon State! [Visit our must-see top attractions](#) curated by Arizona experts to start planning your perfect trip today.

GRAND CANYON

Discover Arizona's own natural wonder, where 277 miles of unbelievable scenery make for an

FIND AN EVENT

LEAD THE CHARGE

Get Arizona's electric-vehicle-friendly itineraries.





IF YOU WERE A
SNOWFLAKE,
YOU'D **HANG**
AROUND
LONGER.



flagstaffarizona.org
the destination for all seasons



IF YOU WERE A
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IF YOU WERE A **DOG,** YOU'D
WAG YOUR
TAIL OFF.



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Retargeting Statistics

- 1 in 5 marketers now has a dedicated budget for retargeting
 - Retargeting can boost ad response up to 400%
- 95% of users leave a site without making a transaction
 - Retargeted users are 70% more likely to convert

FY15 Results:

- 4,670 Clicks
- 0.19% Click-Through Rate
- 2,415,896 impressions

Site Retargeting Campaign Overview

Total Net Package Cost	\$5,000	\$7,500	\$10,000
AOT Net Contribution	\$2,500	\$3,750	\$5,000
Partner Net Contribution	\$2,500	\$3,750	\$5,000
Total Estimated Impressions	1 million+	1.6 million+	2.2 million+
Total Estimated Clicks	2,269	3,575	4,995
Campaign Estimated eCPC	\$2.20	\$2.10	\$2.00
Partner Estimated eCPC	\$1.10	\$1.05	\$1.00

Thank You!