

ARIZONA

OFFICIAL STATE VISITOR'S GUIDE

THE GRAND CANYON STATE

Arizona Official State Visitor's Guide
Arizona Official State Visitor's Map
Banner Advertising on arizonaguide.com
Official AOT Consumer eNewsletters



2015 VISITOR MARKETING BROUGHT TO
YOU BY ARIZONA OFFICE OF TOURISM
AND MADDEN MEDIA

CONTACT

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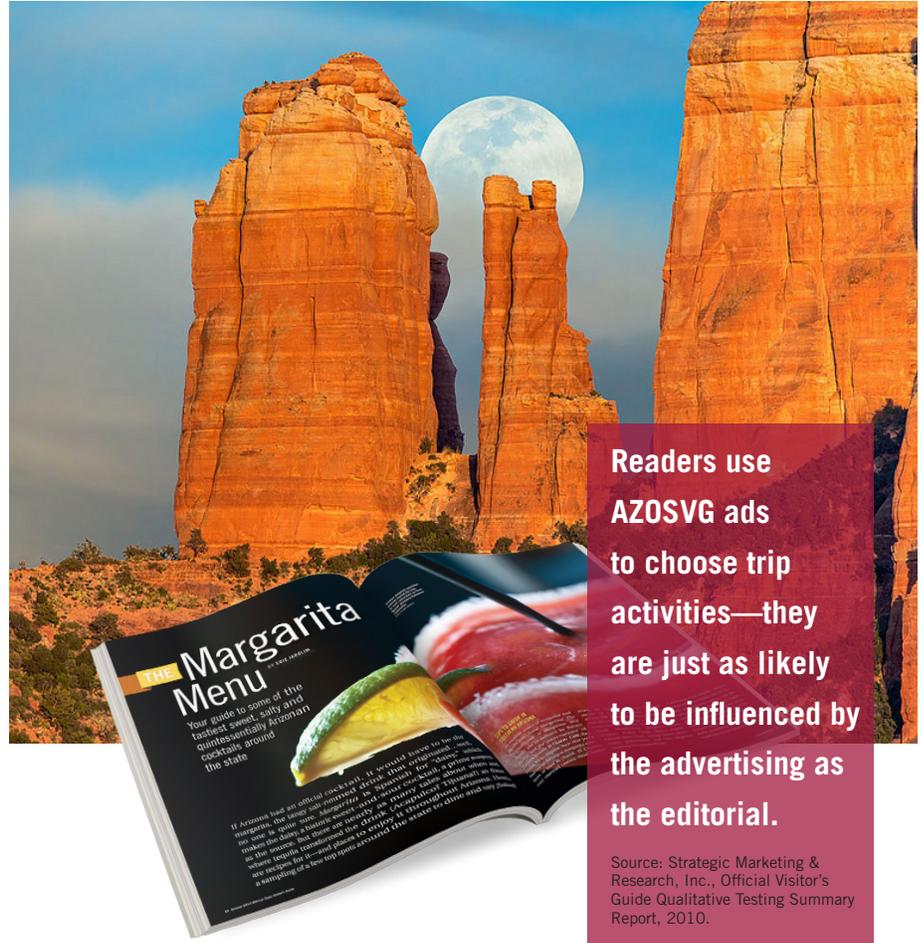
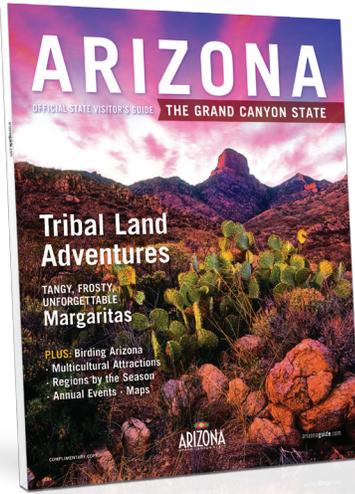


arizonaguide.com

PRINT

THE #1 MOST CREDIBLE MEDIUM

2015 ARIZONA OFFICIAL STATE VISITOR'S GUIDE



Readers use AZOSVG ads to choose trip activities—they are just as likely to be influenced by the advertising as the editorial.

Source: Strategic Marketing & Research, Inc., Official Visitor's Guide Qualitative Testing Summary Report, 2010.

AOT's official inquiry fulfillment pieces are sent to travelers planning Arizona vacations and are also widely available upon arrival at visitor's centers across the State. The digital edition on arizonaguide.com offers you even more visibility.

The guide's award-winning magazine format addresses the needs of modern readers, who increasingly look to print for inspiration rather than reference material.

SIZE	GROSS
Premium Positions	\$21,595
Full page	\$18,355
2/3 page	\$13,570
Half page (horizontal)	\$10,105
1/3 page	\$6,885
1/6 page (vertical)*	\$4,635
SIZE	NET
Listing	\$415
Additional Listing	\$150

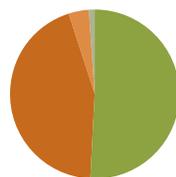
*Limited availability.

15% discount off gross available to qualifying agencies. Add 15% for premium positions. 1 free listing with display ad purchase.

LISTINGS & CHARTS MATERIALS DUE: 9/26/14

AD MATERIALS DUE: 10/3/14

DIGITAL READY ADS MATERIALS DUE: 10/10/14



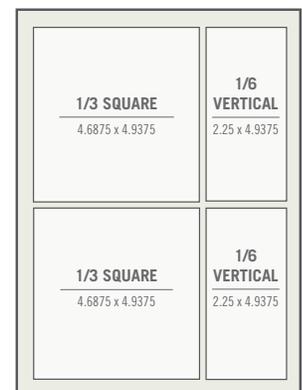
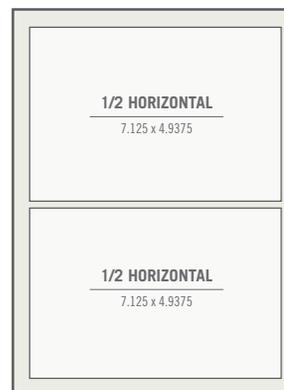
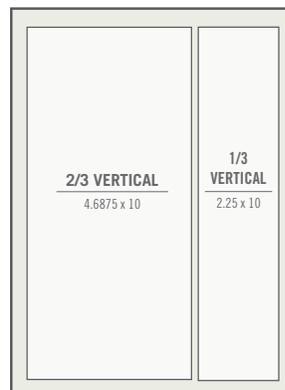
CIRCULATION: 450,000

51% AZ Visitor Centers/CVBs, Tucson and Phoenix Airports

44% Direct mailings to consumers by request

4% Travel shows, direct mailing & international distribution

1% Events & sponsorships



ONLINE IMMEDIATE IMPACT

ADVERTISING ON ARIZONAGUIDE.COM

	GUARANTEED IMPRESSIONS			NET RATE	
	PER MONTH	TOTAL	TARGETABLE TO REGIONS/ NICHES	PER MONTH	TOTAL
Quarterly Static Banner Ad	33,333	100,000	50%	\$500.00	\$1,500.00
Quarterly Rich Media Banner Ad	33,333	100,000	50%	\$633.33	\$1,899.99
Annual Static Banner Ad	40,000	480,000	66%	\$500.00	\$6,000.00
Annual Rich Media Banner Ad	40,000	480,000	66%	\$660.00	\$7,920.00

INCLUDES MONTHLY REPORTS. Assets are due 4 weeks prior to posting date. All campaigns start on the 1st of the month.

OPTIONAL BANNER AD DESIGN

	NET RATES
Static Ads	\$200
Rich Media Ads	\$500

NOTE: Arizona Office of Tourism will have final approval on banner ads before posting.

EMAIL NEWSLETTERS

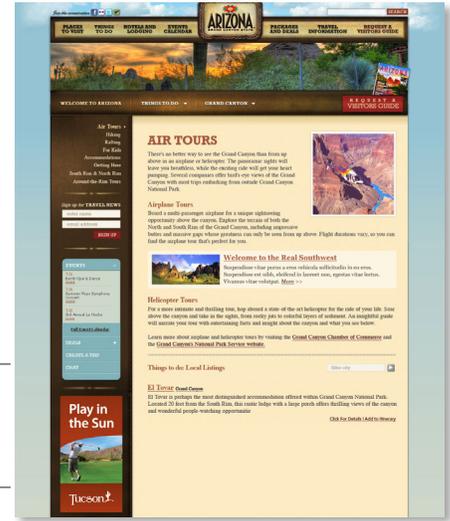
Monthly eNewsletter Rates: sent to 295,000 travelers

	NET RATES PER MONTH	COST PER THOUSAND
Feature Sponsor	\$2,500	\$8.47
Travel Deals	\$500	\$1.69
Banner Ad	\$1,500	\$5.08

Specialty eNewsletter Rates:

	DECEMBER: GOLF (45,000 TRAVELERS)	JUNE: SUMMER SPECIALS (30,000 TRAVELERS)
Feature Sponsor	\$1,100	\$850
Travel Deals	\$150	\$100
Banner Ad	\$475	\$425

Ad close is approximately 4-6 weeks prior to email blast. Space is limited. Each email is sent around mid-month (Subject to change by AOT). NOTE: Arizona Office of Tourism will have final approval on banner ads before posting; banner ads click to client specific page on arizonaguide.com



AD SAMPLE

NEW BANNER AD



FEATURE SPONSOR

TRAVEL DEALS

05/28/14

CONTACT



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FOR MATERIALS SPECIFICATIONS,
 PLEASE CONTACT YOUR ACCOUNT
 PROJECT COORDINATOR OR CALL:
 800-444-8768