



# The Marketing Cooperative

FY 2015

5/14/14



# Webinar Agenda

10:00 - 10:15	Application Process
10:15 - 10:30	Media Plan Overview
10:30 - 10:45	Print, Newsprint, and Outdoor Media
10:45 - 11:00	Online Media Options
11:00 - 11:45	In-Depth Look at New Media Options:

- Millennial Media
- Sojern
- Arizonaguide.com Retargeting
- Search Engine Marketing (SEM)
- Facebook



# The Marketing Cooperative

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

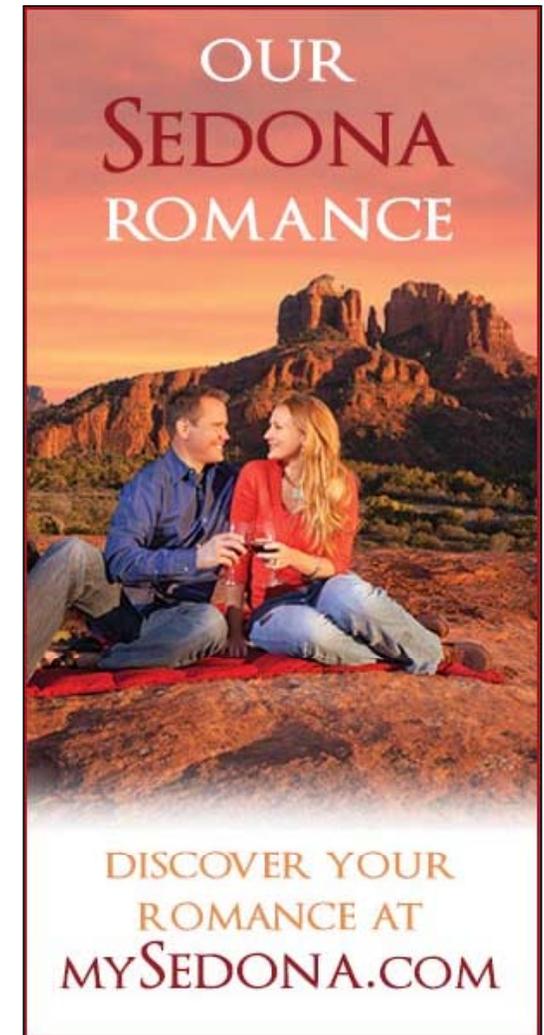
# The Marketing Cooperative

## FY14 Budget

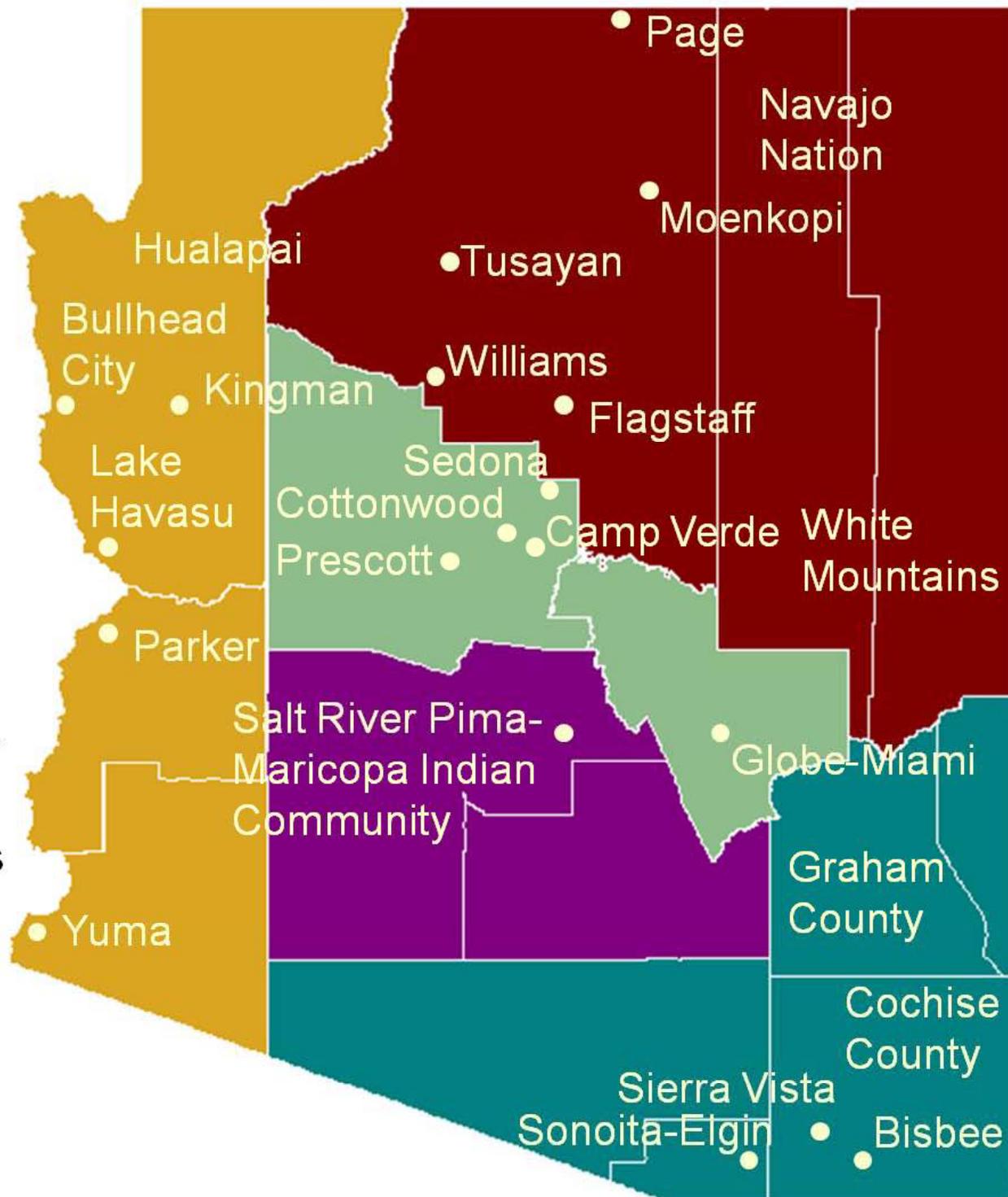
Partners' Contributions:	480,000
AOT Match and Anchor Ads:	<u>1,000,000</u>
Total Campaign Spend:	<b>\$1,480,000</b>

## FY14 Partners

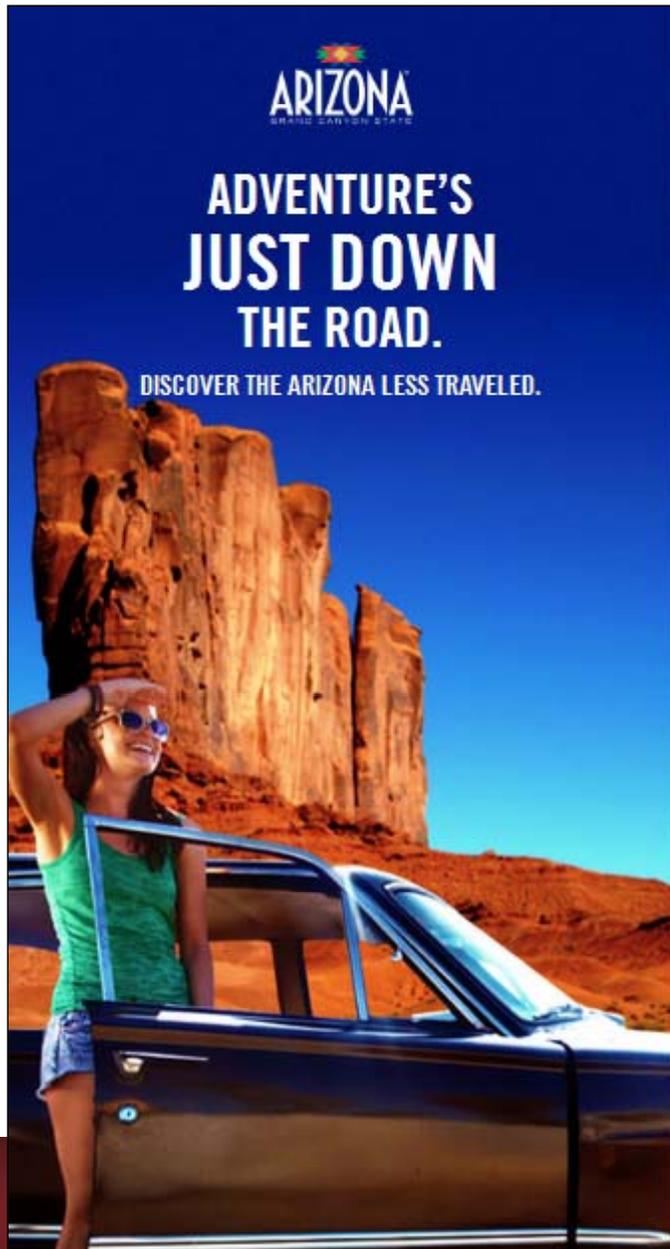
25 partners (18 rural communities, 4 tribes, 2 regional partnerships, 1 statewide tourism association)



Arizona  
Association of  
RV Parks and  
Campgrounds



# Co-op Campaign Landing Page: [ArizonaGuide.com/Adventure](http://ArizonaGuide.com/Adventure)

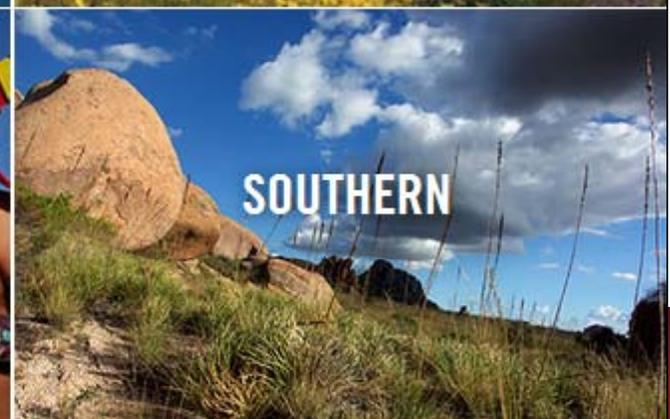
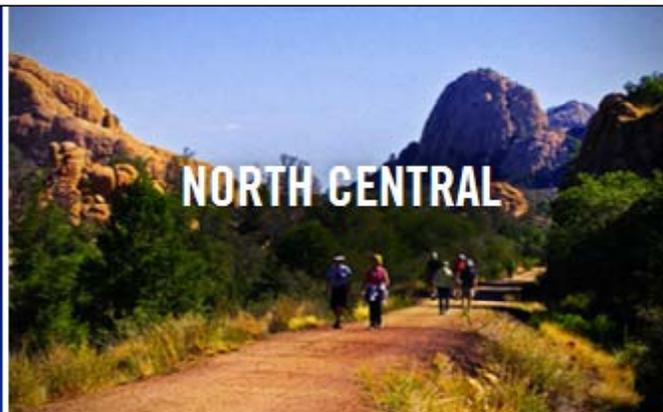


**ARIZONA**  
GRAND CANYON STATE

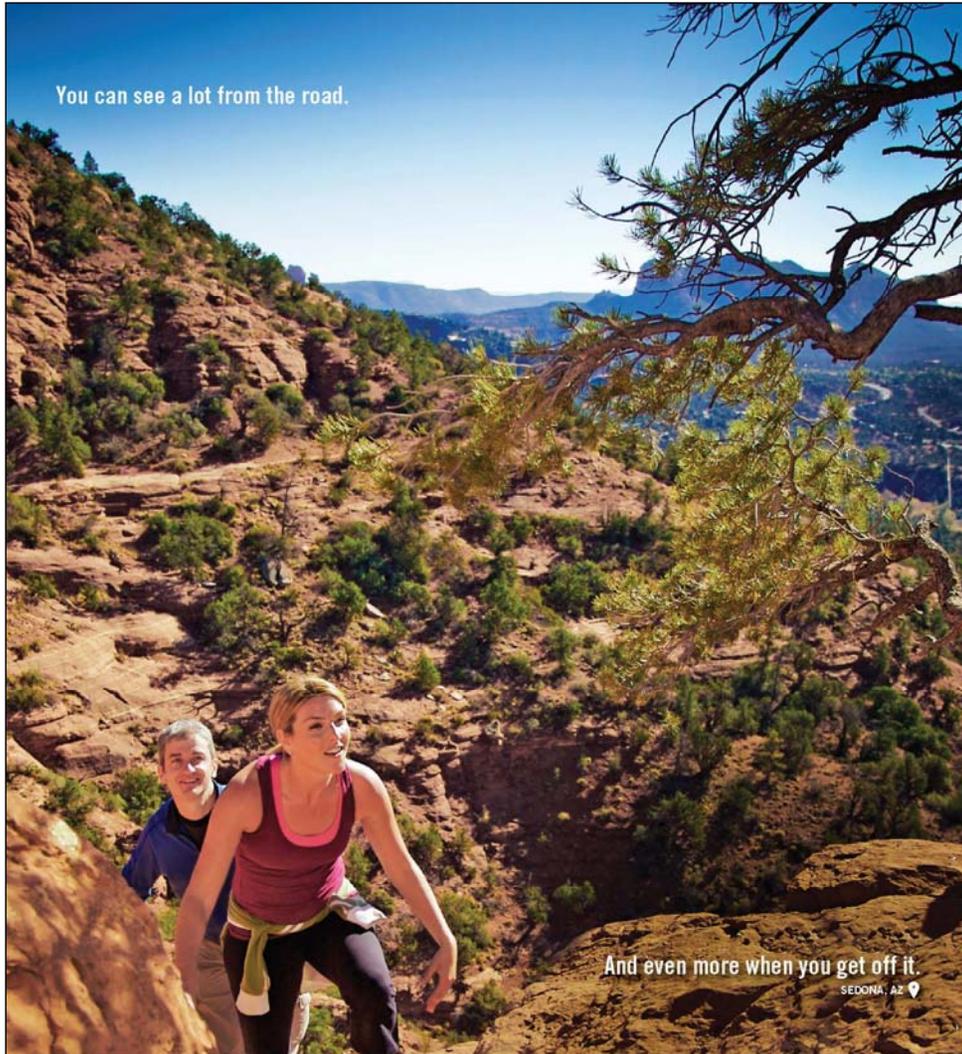
**ADVENTURE'S  
JUST DOWN  
THE ROAD.**

DISCOVER THE ARIZONA LESS TRAVELED.

A woman in a green tank top and sunglasses stands by the open door of a dark SUV, looking out at a large, reddish-brown rock formation under a clear blue sky.



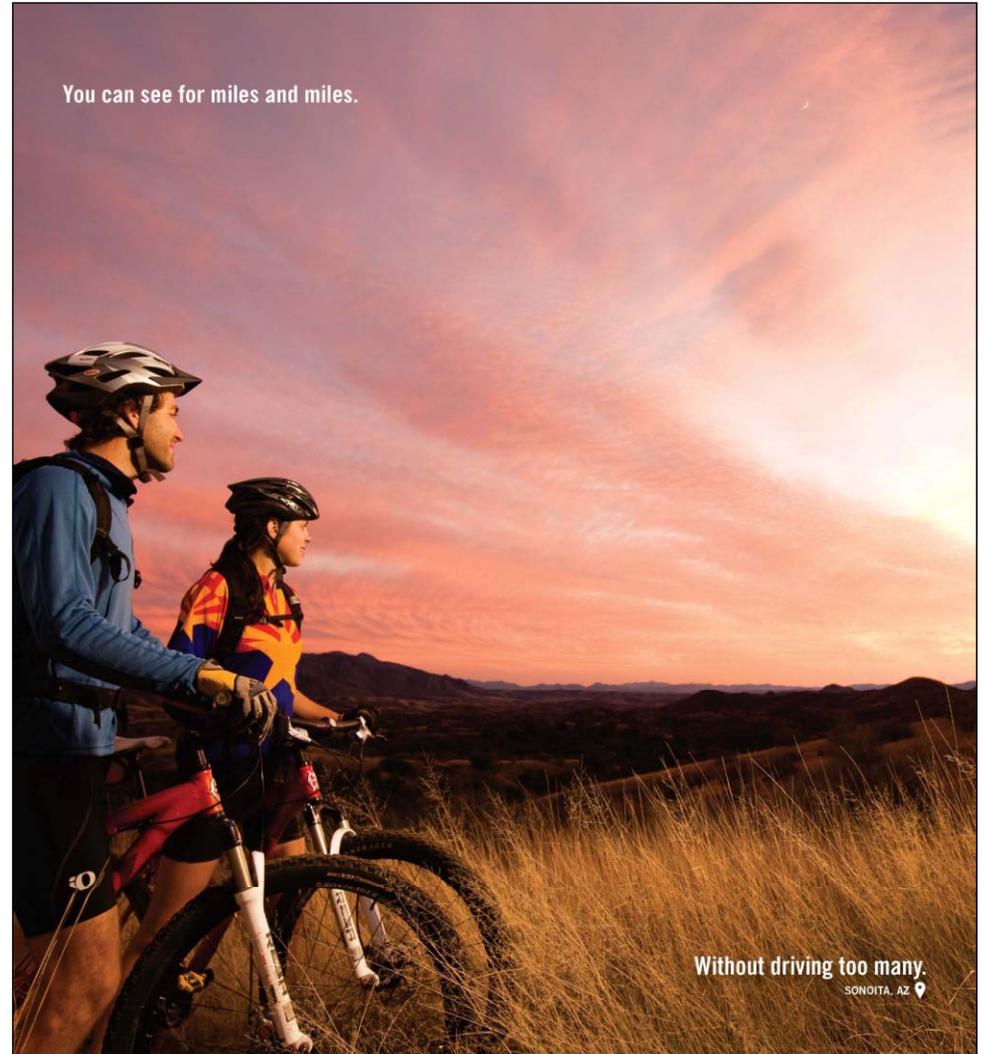
# Co-op Campaign Print Ads



You can see a lot from the road.

And even more when you get off it.  
SEDONA, AZ

Hit the open road. Discover the Arizona *less traveled.*  
Visit [arizonaguide.com/adventure](http://arizonaguide.com/adventure) or call 1.866.XXX.XXXX.



You can see for miles and miles.

Without driving too many.  
SONOITA, AZ

Hit the open road. Discover the Arizona *less traveled.*  
Visit [arizonaguide.com/adventure](http://arizonaguide.com/adventure) or call 1.866.XXX.XXXX.



# Co-op Campaign Print Ad and Banners



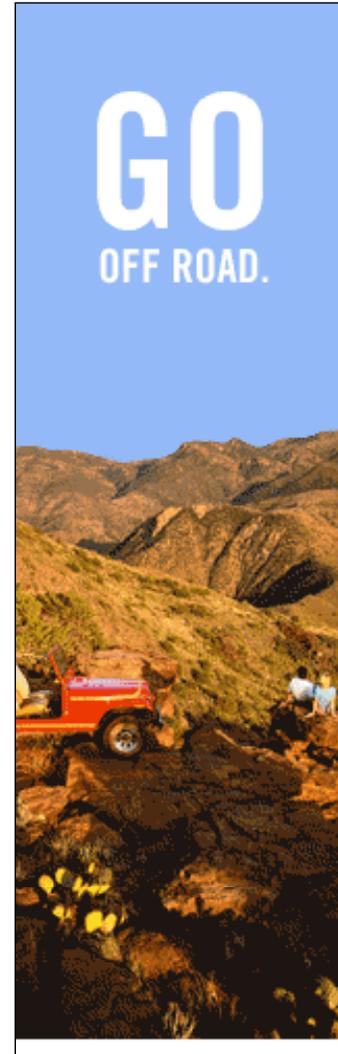
Hit the open road. Discover the Arizona *less traveled*.  
Visit [arizonaguide.com/adventure](http://arizonaguide.com/adventure) or call 1.866.XXX.XXXX.



DISCOVER  
THE ARIZONA  
*LESS TRAVELED.*



DISCOVER  
THE ARIZONA  
*LESS TRAVELED.*



DISCOVER  
THE ARIZONA  
*LESS TRAVELED.*

# Arizona Republic Insert

# DISCOVER THE ARIZONA LESS TRAVELED.

Visit [arizonaguide.com/adventure](http://arizonaguide.com/adventure)



## Get Up and Go—Arizona Road Trips

ARIZONA  
GUIDE

**REFINED**  
*Extravagant Relaxation*

**RUGGED**  
*Exciting Adventures*

**RIGHT DOWN THE ROAD**  
*Small Towns With Big Adventures*

### THE VIEW FROM THE ROAD.

Small towns. Big adventures.

Arizona has revealed some of the most exhilarating views should head to trails in the Coronado National Forest where long, challenging trails of varying lengths await. From the towering beauty to jaw-dropping scenery to heart-pounding excitement, Arizona's elevated views offer excitement around every turn. And best of all, there's just a short drive away.

Fill the open road. Discover the Arizona less traveled.

To experience the sunset at its most exhilarating, visitors should head to trails in the Coronado National Forest where long, challenging trails of varying lengths await. From the towering beauty to jaw-dropping scenery to heart-pounding excitement, Arizona's elevated views offer excitement around every turn. And best of all, there's just a short drive away.

In late September, colors begin to change high on the San Francisco Peaks around the 6,000- to 9,000-ft. level.

### ARIZONA'S REFINED SIDE.

LUXURY AND LEISURE.

Arizona's less-traveled destinations offer some of the most luxurious leisure activities in the Southwest.

### ENJOY AND MORE IN FLAGSTAFF

Often called the "Heart of the West," Flagstaff offers a variety of outdoor activities and scenic views.

### RUGGED ADVENTURE AWAITS.

Arizona's less traveled destinations offer the perfect excuse to go outside and play.

Imagined by spectacular Sonoran Desert scenery, Southern Arizona is a great place to explore on horseback or aboard down trails on a mountain bike. Or have a day taking the Salt River rafting in a hot air balloon or hiking the views. North Central Arizona's rugged red rocks, winding canyons and forested peaks are waiting for you on off-road trips.

Mountain of Pinal can be had in Northern Arizona. Thanks to nearby wilderness, their premier and complete lake and water sports facilities and boating amenities. For those looking to get out and go, there is a good spot boating on the lake and there are water sports and water skiing. Arizona's Pinal County is a premier water sports destination. Lake Mead is a premier water sports destination. Lake Mead is a premier water sports destination. Lake Mead is a premier water sports destination.

### PLAY LIKE YOU MEAN IT.

LAKE HAVASU CITY

Discover the fun of Lake Havasu City, Arizona. From water sports to scenic views, Lake Havasu City offers a variety of outdoor activities and scenic views.

### "WET" YOUR APPETITE FOR FUN IN LAKE HAVASU.

Call off for adventure in Lake Havasu, located along the Colorado River's beautiful shoreline and boasting 10 continuous miles of lake and river waterways. Dubbed the "Pinnacol Waterfront Capital of the World," Lake Havasu's crystal blue waters make water play easy with options including houseboating, fishing, jet skiing, parasailing, kayaking and paddleboarding.

For a change of scenery, pick up an ATV and explore the surrounding desert. Or head westward to the Bill Williams National Wildlife Refuge. Or take a trip back in time and visit the London Bridge—a landmark imported from halfway around the world. It's Arizona's second largest attraction after the Grand Canyon, and it's a great place to take a 45-minute walking tour to hear about its colorful history.

Boating choices are as numerous as Lake Havasu's star-filled skies. Set up camp as one of the many amenities. All RV resorts that dot the coastline. If not camping in your preference, Catalina Cruis is a popular destination, boasting 12 cruises, an easy access boat ramp and plenty of beachfront activities just steps away. Looking for something a little bit more luxurious? Reserve near the marina for an array of amenities.

When the sun goes down, the tempo picks up—you can get your fill of fun at local microbreweries and charming boutique cafes, as they screen the stars to try your luck at the Havasu Landing Casino Lakeside Resort. To plan your trip, visit [www.golakehavasu.com](http://www.golakehavasu.com).

### DISCOVER WILLIAMS.

Williams is a historic and charming Western town located in the west corner of Northern Arizona. Known as "The Mother Road," was one of the U.S.'s original highways running from Chicago to San Francisco. Williams, known for its historic architecture and scenic views, offers a variety of outdoor activities and scenic views.

Williams is also the "Gateway to the Grand Canyon," and also at the end of the century-old Grand Canyon Railway line, which makes daily two-hour trips to the park's South Rim. Take an unforgettable ride on one of the country's most scenic and well-maintained railroads. Williams is a historic and charming Western town located in the west corner of Northern Arizona. Known as "The Mother Road," was one of the U.S.'s original highways running from Chicago to San Francisco. Williams, known for its historic architecture and scenic views, offers a variety of outdoor activities and scenic views.

### ENJOY FALL COLOR AND MILK-RICH FUN IN FLAGSTAFF.

Continued from page 1

Beer lovers should be in Flagstaff on October 1 for the annual Flagstaff Oktoberfest. If you think this festive season isn't complete without being spoiled, add a walking tour of Flagstaff's haunted places to your fall itinerary. Experience the sights of the city's panoramic view and choose an encounter with local legends. Seasonal guided tours of haunted buildings depart from the Flagstaff Visitor Center throughout the month of October. Call 800-842-7203 for tour times and reservations.

For a family-friendly autumn experience where pumpkins take center stage, visit The Arboretum at Flagstaff and enjoy the Pumpkin Walk, October 26, 4 p.m. to 6 p.m. The event includes a pumpkin-carving contest and an after-dark walk lit only by the light of glowing jack-o'-lanterns.

For more fall events and tips for your autumn getaway, visit [www.arizonaguide.com](http://www.arizonaguide.com).

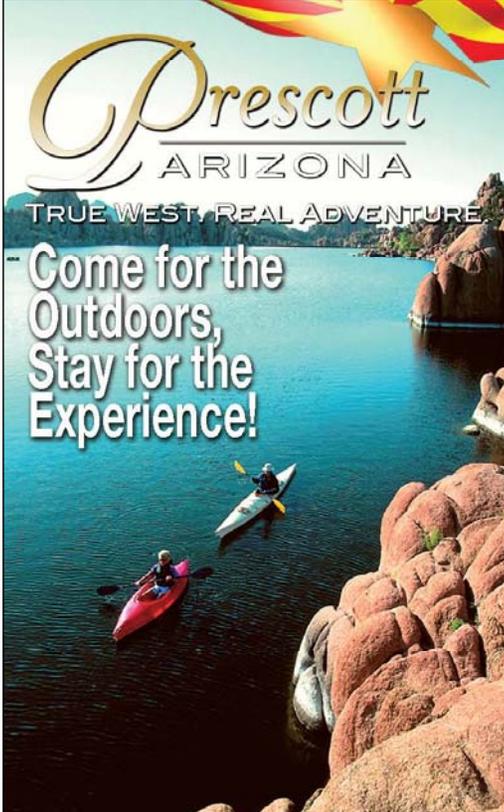


# The Marketing Cooperative Application and Instructions

- Eligibility: Rural DMOs, Tribes, Regions, Statewide Tourism Associations
- Negotiated media buys and reduced rates (50%)
- Available Media: Magazines, Newsprint, Outdoor, Online, AOT Publications, Trade and Media Missions, and Visitor Studies
- **Applications Due – June 6th**

# Subsidized Rates

AOT will subsidize rates at 50 percent for qualified co-op participants.



Prescott  
ARIZONA  
TRUE WEST, REAL ADVENTURE

Come for the  
Outdoors,  
Stay for the  
Experience!

For more information, including  
packages and special offers, go to  
**visit-prescott.com**

CITY OF PRESCOTT  
*Everybody's Hometown*

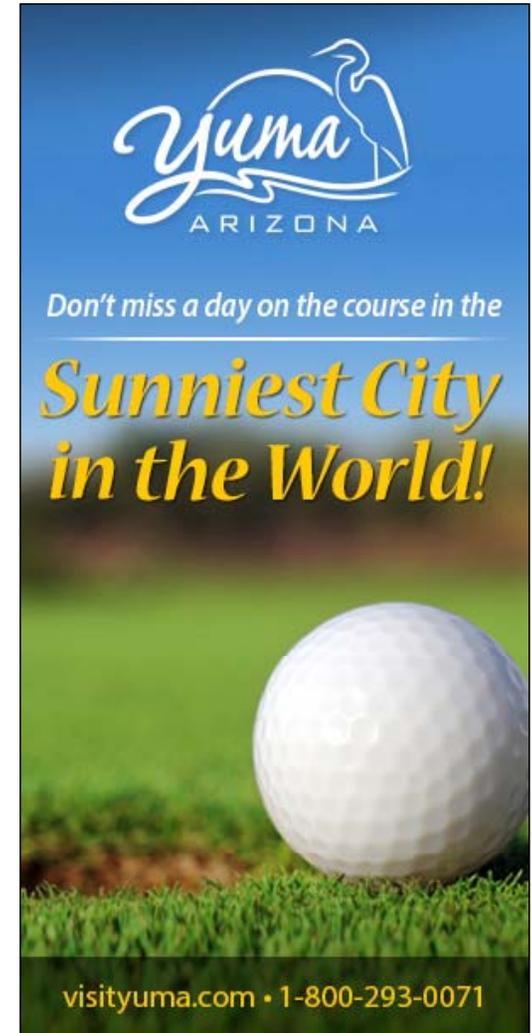
The advertisement features a scenic view of a lake with two kayakers, one in a red kayak and one in a white kayak, paddling on the water. The lake is surrounded by large, reddish-brown rock formations. The sky is blue with a bright sun and a colorful flag in the upper right corner.

# Subsidized Rate Eligibility

- Arizona based rural DMOs
- Tribal tourism entities
- Regional partnerships (3 or more DMOs, equal or greater rural DMOs)
- Arizona based statewide tourism associations

# 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

- Unsubsidized partners pay full net rate and work directly with the publication.
- Subsidized partners pay half net rate and work directly with the publication.

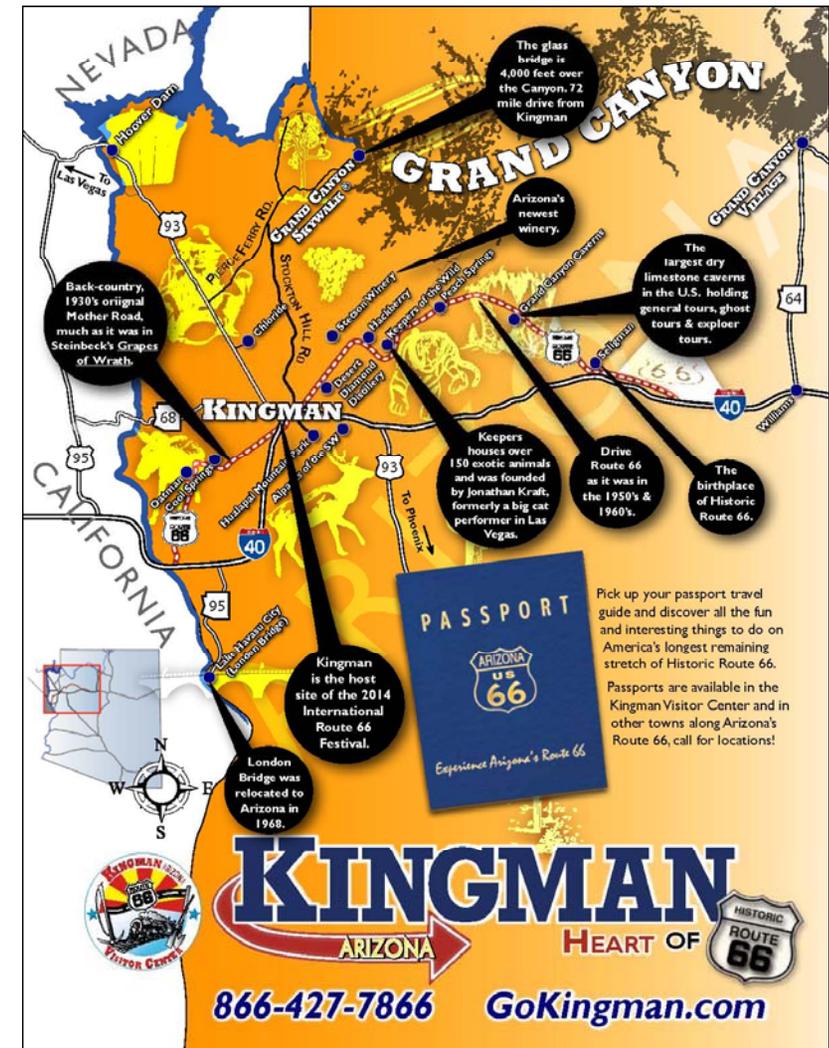


# Section B: Rate Sheet

- Use the provided FY15 form (Attachment A)
- Select every opportunity you want
- Prioritize each opportunity (1,2,3...)
- Selections will be based on:
  - Applicant's priorities
  - Available funding
  - Availability of each opportunity

# Selection Process

1. Partners will receive request placements in the order they prioritize
2. Limited opportunities will put into a lottery
3. Rates will be subsidized until funding is depleted



# Application Check List

The application must include:

1. Applicant Form
2. The Marketing Cooperative Rate Sheet
3. Affidavit in Support of the Application (1 per partner)
4. Fulfillment Piece

# 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 [www.azot.gov](http://www.azot.gov) > Community Resources > Cooperative Opportunities
- Applications are due June 6, 2014 by 5 p.m.
- Allocation announcement after the 2015 fiscal year begins (July 1, 2014).

# New for FY15

- Tourism Research - Intercept Studies
- Ad Template
- Co-Branded Ad Options
- New Media Opportunities



# FY15 Marketing Cooperative



FY15 Marketing Cooperative

5/14/14

# Key Target Markets - Demographics

## Primary Audience:

Baby Boomers

- Age: 48 - 66
- HHI: \$50,000+, emphasis on \$75,000 +
- With and Without Children in Household

## Secondary Audiences:

Generation X

- Age: 36 - 47
- HHI: \$50,000, emphasis on \$75,000+
- With and Without Children in Household

Generation Y (late set)

- Age: 27-35
- HHI: \$50,000, emphasis on \$75,000+
- With and Without Children in Household

# FY15 Target Markets

## **Primary Markets:**

- Phoenix
- Tucson
- Los Angeles

## **Secondary Markets:**

- Las Vegas
- San Diego
- Canada

# FY15 Audience Insights

## What are visitors doing when they get here?

- Shopping
- Visiting National/State Parks and Historic Sites
- Fine Dining
- Camping, Hiking and Backpacking

# FY15 Timeline

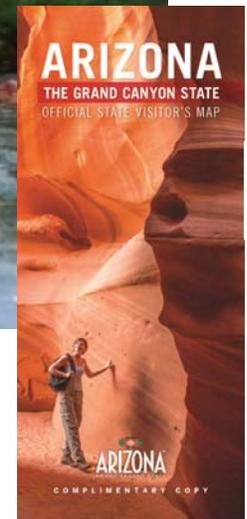
## **Campaign Timeline:**

September 1, 2014 – August 31, 2015

# FY15 Media Opportunities: Print

## Official State Visitors Guide/Map

- Annual – January '15
- Markets: Greater Phoenix
- Circulation: 450,000



# FY15 Media Opportunities: Print

## AAA Highroads

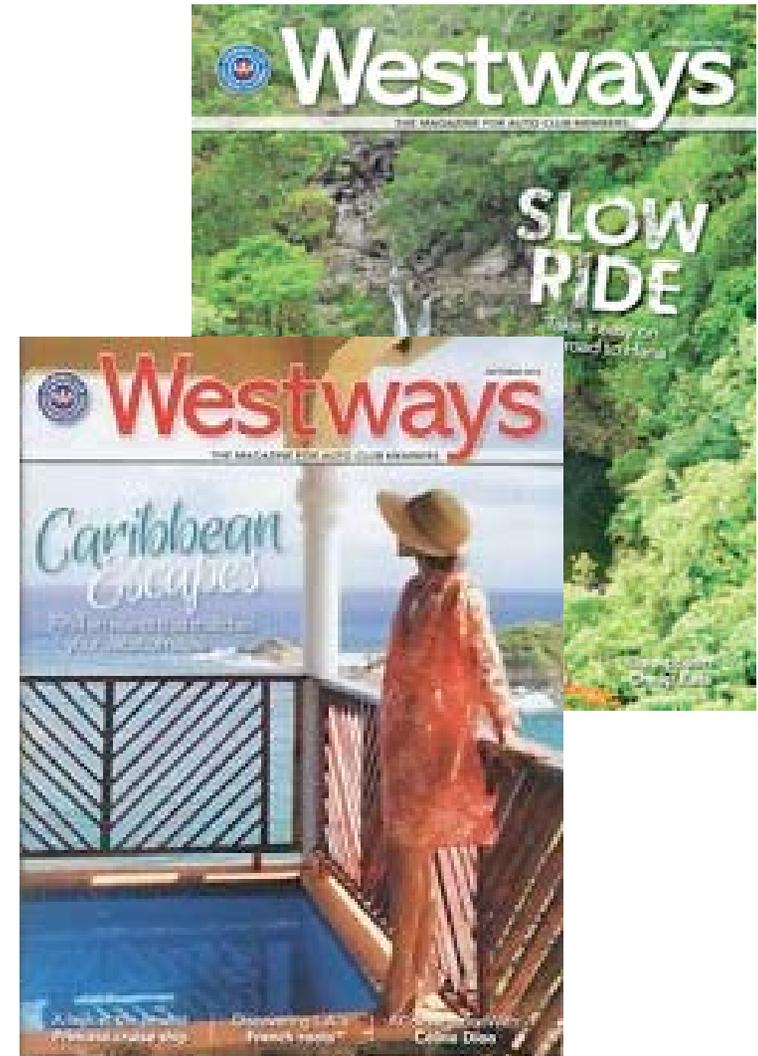
- Nov/Dec '14 – Winter Travel Issue
- July/Aug '15 – Summer Destinations Issue
- Market: Arizona
- Circulation: 495,000



# FY15 Media Opportunities: Print

## AAA Westways

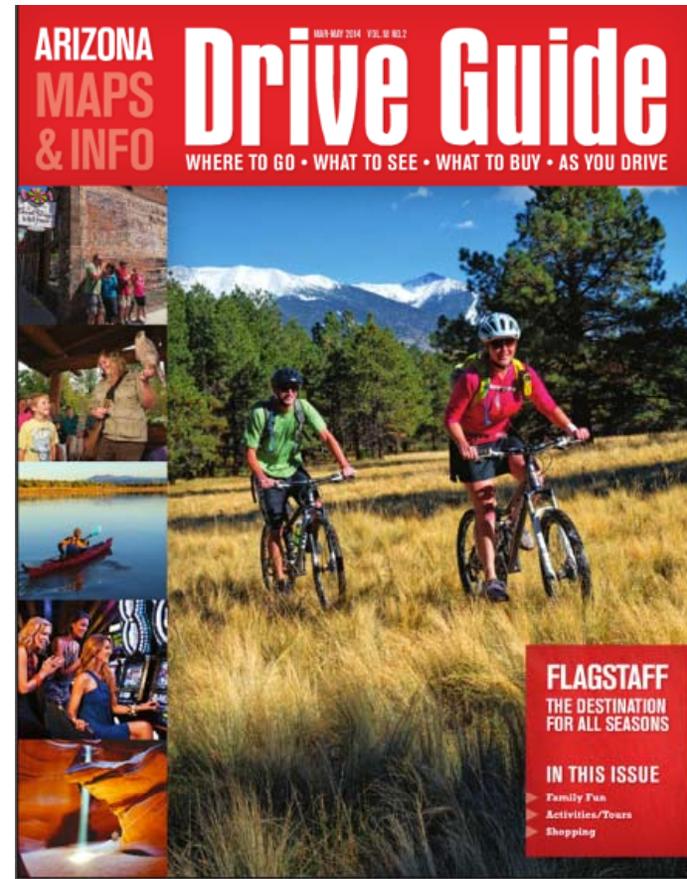
- Sept '14 – Fall Travel Issue
- March/April '15 – Arizona Travel Issue
- Market: Southern California
- Circulation: 500,000



# FY15 Media Opportunities: Print

## Arizona Drive Guide

- Sept - Nov '14
- Dec '14 - Feb '15
- Market: Arizona
- Circulation: 124,000



# FY15 Media Opportunities: Print

## Arizona Highways

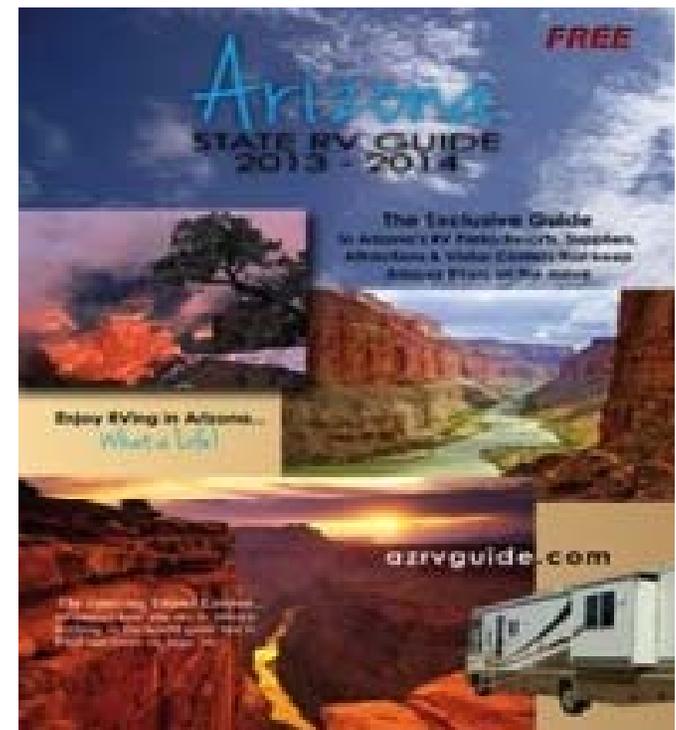
- Oct '14,
- March '15
- April '15
- May '15
- June '15
- Market: National
- Circulation: 166,000



# FY15 Media Opportunities: Print

## Arizona RV Guide

- Annual – Sept '14
- Market: Arizona
- Circulation: 80,000



# FY15 Media Opportunities: Print

## Bon Appétit (Western Region)

- Nov '14 – Thanksgiving Issue
- Market: Arizona, Los Angeles, and Orange County
- Circulation: 76,000



# FY15 Media Opportunities: Print

## Condé Nast Traveler (Western Region)

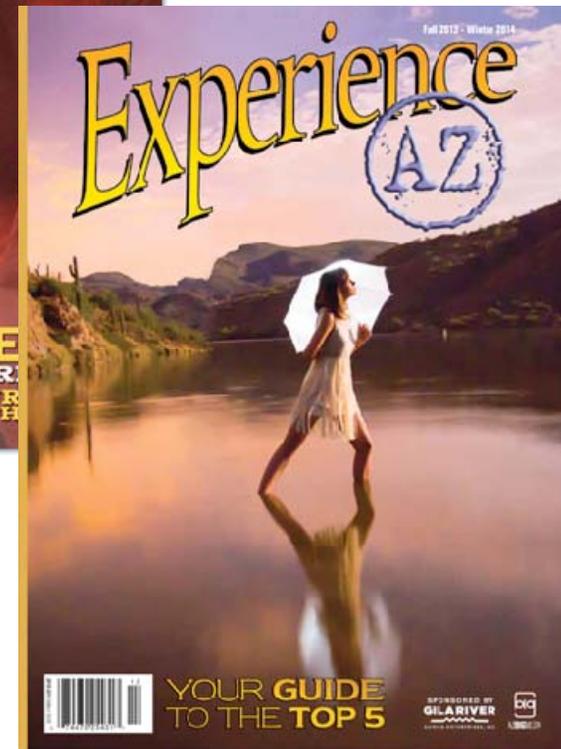
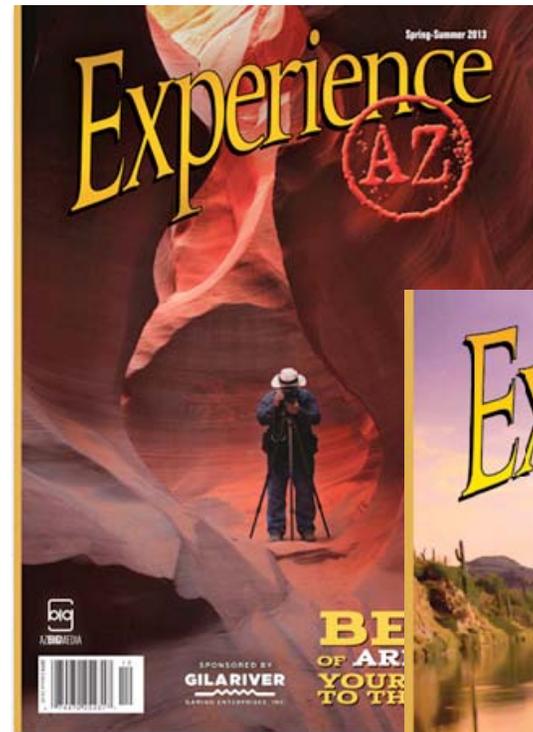
- Jan '15 – The Gold List
- Market: Arizona, Los Angeles, and Orange County
- Circulation: 40,000



# FY15 Media Opportunities: Print

## Experience AZ Magazine

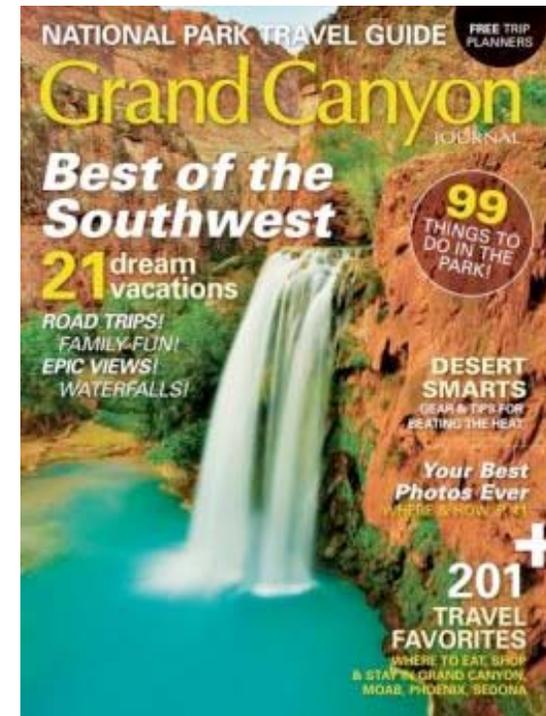
- October '14 – March '15 Issue
- Market: Arizona
- Circulation: 30,000 per issue



# FY15 Media Opportunities: Print

## Grand Canyon Journal

- Annual – Sept '14
- Market: Arizona, California, Nevada, Utah, and New Mexico
- Circulation: 100,000



# FY15 Media Opportunities: Print

## Indian Country eNewsletter

- May '15 – Native Indian Gaming Association Issue
- Market: National
- Circulation: 4,000 – 16,000



# FY15 Media Opportunities: Print

## National Geographic Traveler

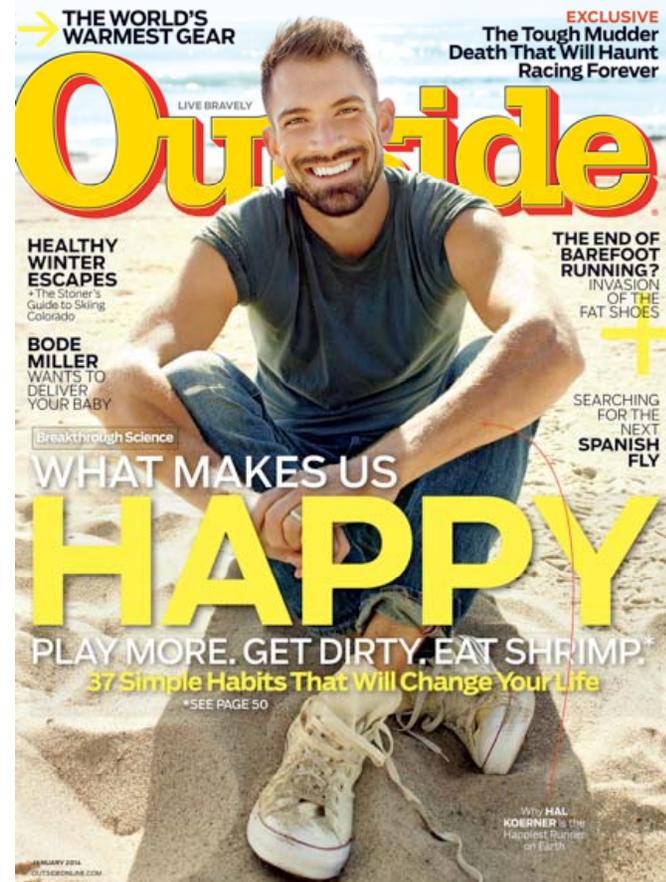
- April '15: Family Travel Issue
- Market: North American Edition
- Circulation: 615,000



# FY15 Media Opportunities: Print

## Outside Magazine (Western Region)

- June '15 – Weekend Escapes
- Market: Western Region
- Circulation: 225,000



# FY15 Media Opportunities: Print

## Phoenix Magazine

- Nov '14 – Get Out of Town Special Section
- Feb '15 – 52 Weekend Adventures Issue
- Markets: Arizona
- Circulation: 78,479



# FY15 Media Opportunities: Print

## Phoenix Magazine 2015 City Guide Book

- Annual – Dec '14
- Markets: Phoenix
- Circulation: 30,000



# FY15 Media Opportunities: Print

## Phoenix Official Travel Guide

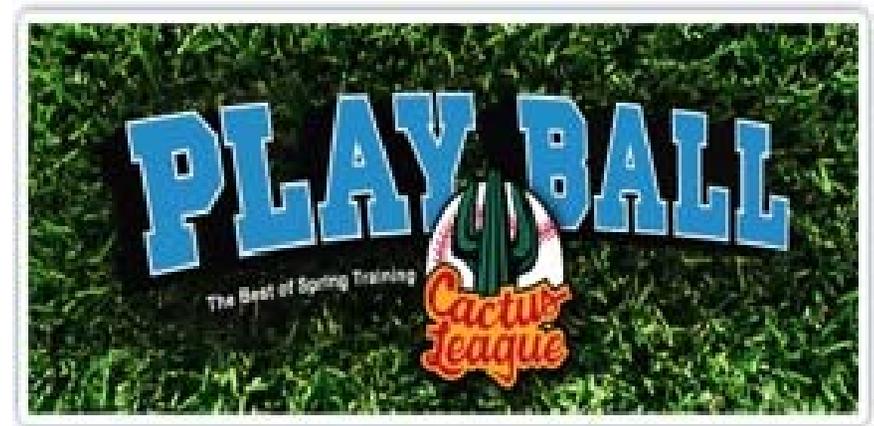
- Annual – Dec '14
- Markets: Phoenix
- Circulation: 250,000



# FY15 Media Opportunities: Print

## Play Ball

- Annual - Jan '15
- Market: Arizona
- Circulation: 100,000



# FY15 Media Opportunities: Print

## Self Magazine (Western Region)

- Oct '14 – Love the Active Life Issue
- Market: Arizona, Los Angeles, and Orange County
- Circulation: 52,000



# FY15 Media Opportunities: Print

## Sunset Magazine

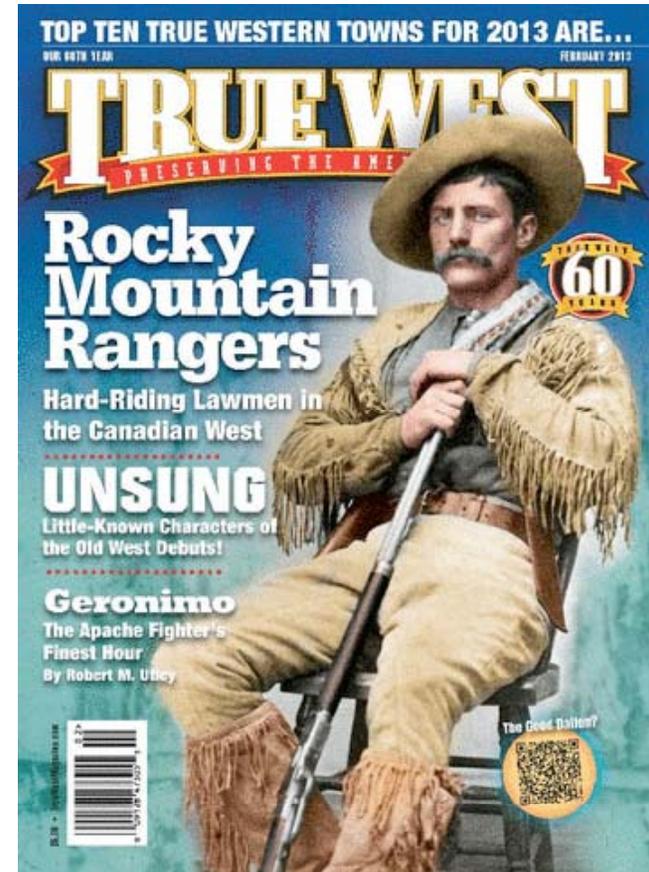
- Dec '14 – Snow Country Getaways Issue
- Feb '15 – Best of the West Issue
- May '15 – Summer Travel Issue
- Markets: Southern California
- Circulation: 315,000



# FY15 Media Opportunities: Print

## True West Magazine

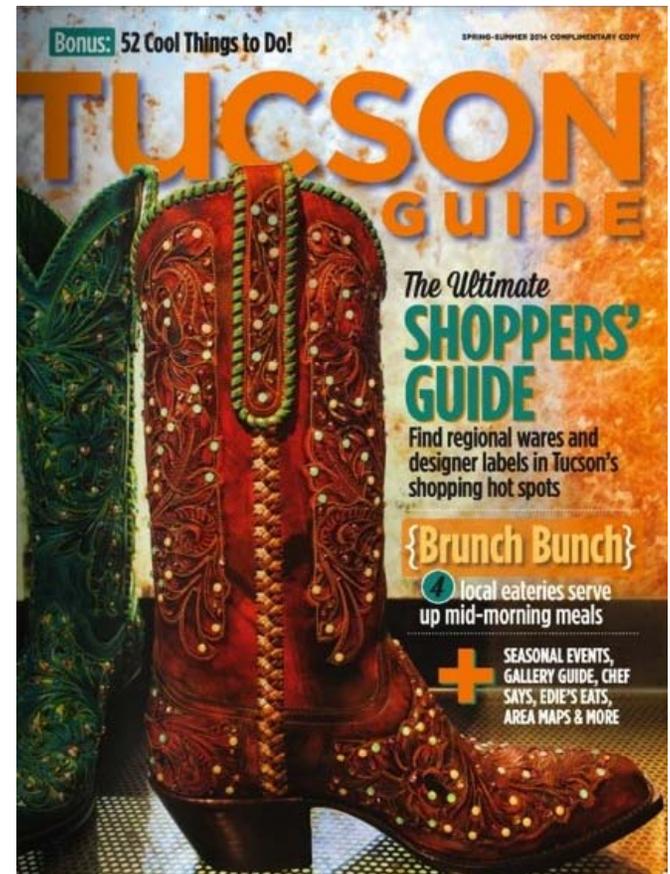
- April '15: Travel Issue
- Markets: National
- Circulation: 60,000



# FY15 Media Opportunities: Print

## Tucson Guide

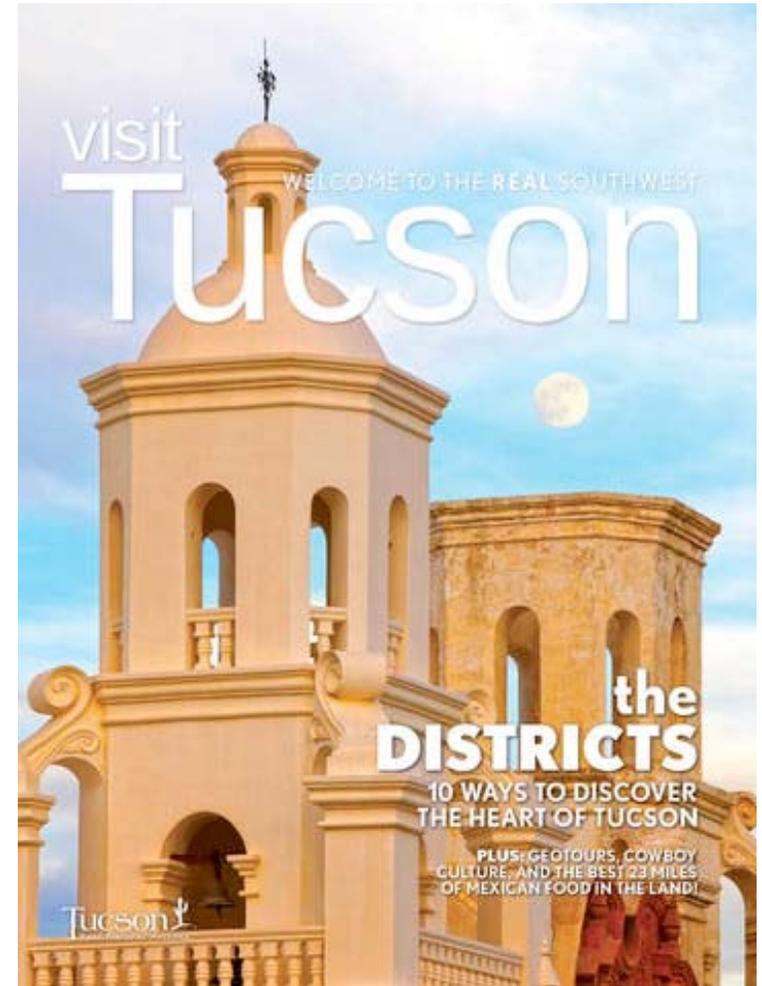
- Fall/Winter '14
- Spring/Summer '15
- Markets: Tucson
- Circulation: 50,000



# FY15 Media Opportunities: Print

## Tucson Official Travel Guide

- Annual – Feb '15
- Markets: Tucson
- Circulation: 300,000



# FY15 Media Opportunities: Print

## Valley Guide

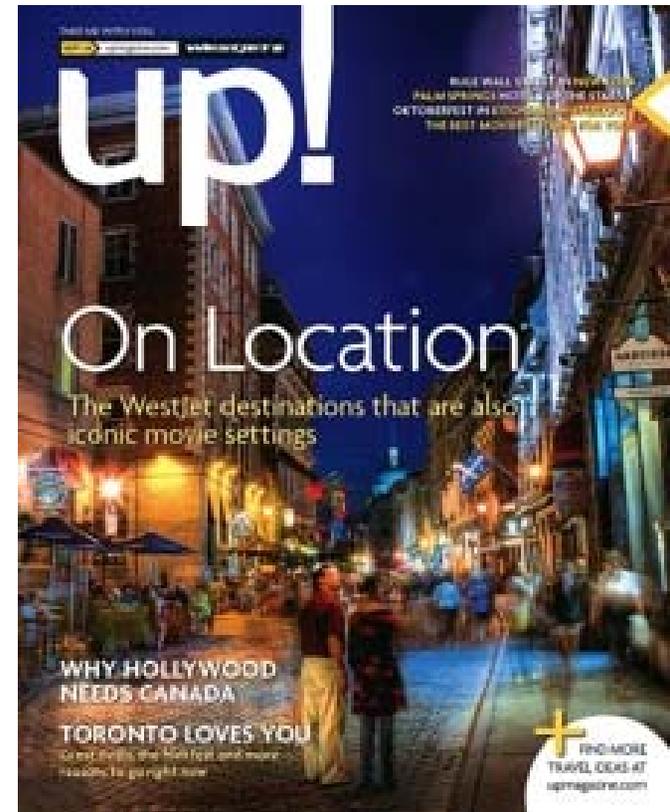
- Fall '14
- Winter '14 – '15
- Spring '15
- Summer '15
- Markets: Phoenix
- Circulation: 60,000



# FY15 Media Opportunities: Print

## Westjets up!

- Dec '14 Issue
- Markets: International
- Circulation: 40,000



# Newsprint

# FY15 Media Opportunities: Newsprint

## Arizona Republic

- Sept '14
- Feb '15
- Markets: Greater Phoenix
- Circulation: 474,375 (Sundays)
- Offering 8 Page Custom Insert

CARL EDWARDS WINS RACE AT PIR CARDS GET POUNDED BY DIVISION RIVAL SEATTLE



THE ARIZONA REPUBLIC

MONDAY, NOVEMBER 15, 2010

### Generous pension benefits

Elected officials' plan is uncommon among government employees

By Craig Harvis

2008, the amount of public funding needed to maintain the elected officials' retirement system has increased by 235 percent, from \$4.1 million to \$17.3 million a year, according to records obtained by The Arizona Republic.

Contributing factors include cost-of-living increases that outpaced inflation and the pension's investment losses.

The average annual pension for a former elected official is \$40,060. The highest is \$204,424.

The Republic, as part of an investigation into the state's public-pension system, found at least 43 elected officials

of the 200 who retired since 2000 earn more from their state pensions than when they served in office.

Three-fourths of those 43 officials are judges who, depending on the Arizona court, ran for election or was retained by voters. They are entitled to leave the bench after 20 years because they, and other elected officials, are able to retire on a pension that pays them 80 percent of their final annual salary in the first year alone, before any cost-of-living adjustments kick in.

See PENSIONS Page A10

REPUBLIC INVESTIGATION \$1.39 billion PUBLIC PENSIONS: A SOARING BURDEN

In this eight-day series, The Republic examines the cost of Arizona's public-pension systems, the factors behind the rising expense and what can be done to rein it in. Part 2: Judges' District officials' pensions.

Online: Search a database of pensions for retired elected officials and read more on this project at [watchdog.azcentral.com](http://watchdog.azcentral.com).

### SAVING A SPECIES



Gary Weil, a Phoenix Zoo executive vice president, examines an Arabian oryx, a head of the desert antelope at Jordan's Sharmat wildlife reserve. The Phoenix Zoo is credited with saving the species from extinction in a project begun in 1963.

#### Phoenix Zoo played a critical role in preventing extinction of the oryx

By Sharon McKinnon

The Arizona Republic

A team of Phoenix Zoo veterinarians made its first trans-Atlantic house call last month to evaluate a herd of Arabian oryx whose species owes its survival to the Arizona zoo.

The oryx, a type of antelope, were not only healthy in their native surroundings — a wildlife preserve in Jordan — they were ripped, more muscular than their coddled cousins at the Phoenix Zoo.

"They have to forage to find food, and there is territorial fighting among the males," said zoo veterinarian Julie Swenson, who examined about 40 oryx during a two-week field trip to the nature preserve. "The ones here (in Phoenix) are in good health, but we can't give them the same kind of exercise."

Finding the oryx in such half condition was a bonus for Swenson and two other zoo vets, who were crossing a bridge built more than 45 years ago when the Phoenix Zoo was at the



Arabic oryx can be seen at the Phoenix Zoo, where they are bred in captivity.

### Obama pushes plan to revive Mideast talks

By Ben Feller

ASSOCIATED PRESS

WASHINGTON — President Barack Obama on Sunday hailed the prospect of a new settlement freeze in the disputed West Bank as a promising step toward peace, urging Israelis and Palestinians to get back into serious negotiations quickly.

An upbeat president also pledged to return to the basic principles that drove his thinking when he first came to the White House, including sticking to a more bipartisan tone and better explaining his decisions to the American people. He spoke of moving from an "obscure focus" on policy and making changes to his approach after a lambasting midterm election.

See OBAMA Page A2

Obama on tax cuts: He says he's committed to extending tax cuts for the middle class. A5

### Heart-attack risk higher for women stressed at work

By Elizabeth Lapetta

BUSINESS NEWS

NEW YORK — Women with high-stress jobs face about 88 percent more risk of a heart attack than if they had low workplace stress, Harvard University researchers said.

The scientists defined the stressful positions as those with demanding tasks and little authority or creativity. Those jobs also were associated with a 40 percent greater chance of getting any kind of cardiovascular disease, according to a study presented Sunday in Chicago at the American Heart Association's Scientific Sessions.

Job strain, social isolation and some personality traits have been recognized as raising risks in both men and women, according to the Dallas-based heart association.

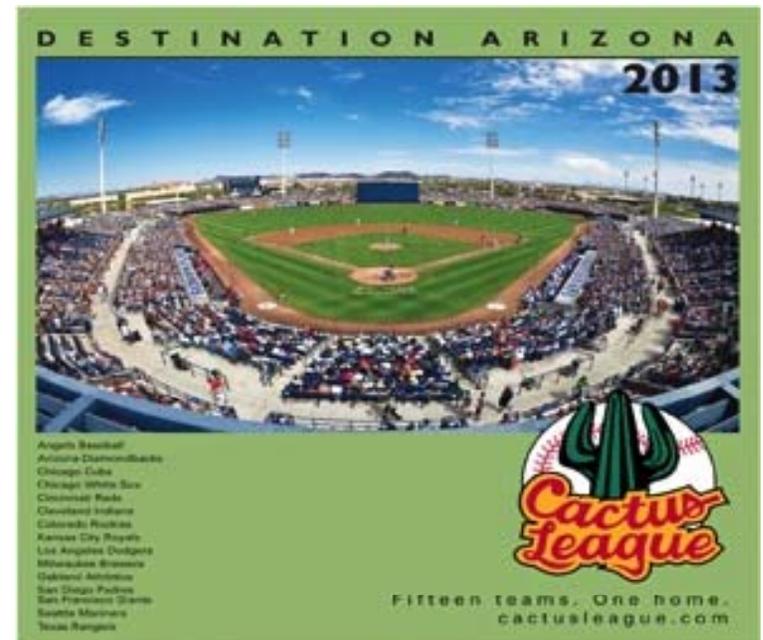
See STRESS Page A3



# FY15 Media Opportunities: Newsprint

## Cactus League Newspaper Insert

- Jan '15
- Markets:  
Chicago, Cincinnati, Cleveland,  
Dallas/Fort Worth, Denver,  
Kansas City, Los Angeles,  
Milwaukee, Oakland, San Diego,  
San Francisco, Seattle



# FY15 Media Opportunities: Newsprint

## Los Angeles Times “Exploring Arizona” Insert

- March '15
- Markets: Los Angeles
- Circulation: 300,000



# Out Of Home

# FY15 Media Opportunities: Outdoor

## Outdoor Digital Boards

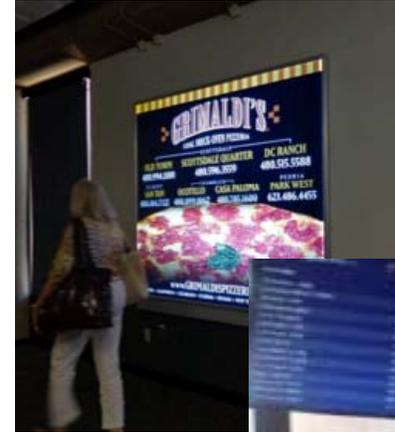
- Jan '15, Feb '15, Mar '15, Apr '15  
May '15
- Markets: Greater Phoenix
- Board targeting throughout  
the Phoenix metropolitan market



# FY15 Media Opportunities: Outdoor

## Phoenix Sky Harbor

- Nov '14, Dec '14, Jan '15, Feb '15, Mar '15, Apr '15
- Markets: Phoenix
- Boards targeting throughout all terminals of Arizona's largest international airport



**Online**

# FY15 Media Opportunities: Online



## **ABC7.com (Los Angeles)**

- Watch Live/on Demand, :15 or :30 sec video
- Monthly
- 50,000 impressions

# FY15 Media Opportunities: Online

## Arizonaguide.com Banners

- Banner Ad (160x600)
- National; International
- 2 million + unique visits per year



# FY15 Media Opportunities: Online

## Arizonaguide.com Retargeting



- Banner Ad Retargeting visitors to ArizonaGuide.com
- 2 million + unique visits per year

# FY15 Media Opportunities: Online

## THE ARIZONA REPUBLIC



### AZCentral.com

- AZ Living, Travel, and Things to Do Banners
- Run of Mobile
- Run of Site Display Banners
- Run of Site Pre-Roll Video

# FY15 Media Opportunities: Online

**Arizona Daily Star**  
**SN** [www.azstarnet.com](http://www.azstarnet.com)

**AZStarNet.com**

- Run of Site Banners

# FY15 Media Opportunities: Online

## Arizonaguide.com Facebook

- Fan Generation Campaign
- Lead Generation Campaign



Targeted Facebook ads encourage users to “like” a participating partner’s page, thereby increasing Fans.

Once users “like” the partner Facebook page, they are invited to sign up for a sweepstakes.

The entry form captures postal and email leads, which Madden Media manages, filters, and delivers on a weekly basis.

After entering the sweepstakes, users are served a confirmation page with a promotional call-out linking back to the partner’s website.

# FY15 Media Opportunities: Online

LAS VEGAS SUN

LAS VEGAS WEEKLY



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

- Run of Site Banners

# FY15 Media Opportunities: Tribal Online



## Indian Country Today Media Network

- Run of Site Banners

# FY15 Media Opportunities: Online



## LAMag.com

- Run of Site Banners
- Arizona Travel Sub-Channel Section
- Travel eNewsletter

# FY15 Media Opportunities: Online



## Millennial Media

- Mobile Banners that reach people that Shop, Visit National/State Parks, Enjoy Fine Dining, Camping, Hiking, and Backpacking

# FY15 Media Opportunities: Online

PANDORA®

## **Pandora.com**

- Web Audio, Tile, Companion Banner
- Mobile Audio, Tile, Companion Banner

# FY15 Media Opportunities: Online

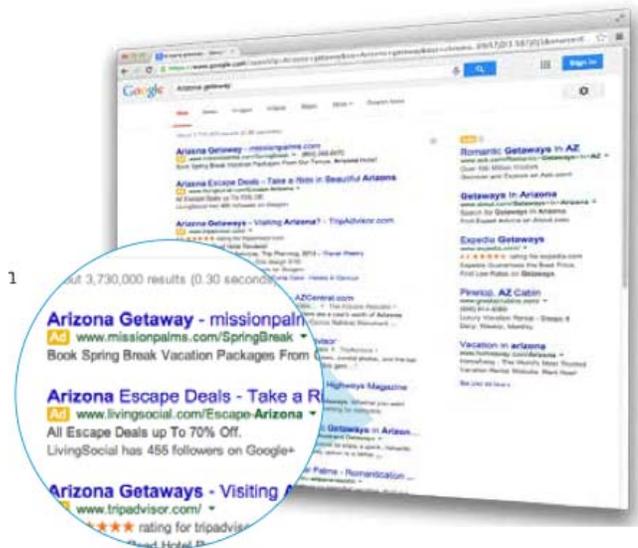
# PANDORA®



# FY15 Media Opportunities: Online



## Madden Media



# FY15 Media Opportunities: Online



## **Simpleview (VisitTucson.org)**

- Run of Site “spotlight” text links
- Homepage Banner

# FY15 Media Opportunities: Online



## Sojern

- Traveler Platform— Those shopping for Travel to AZ

# FY15 Media Opportunities: Online



## TravelZoo

- Branded Deal Headline Ad
- Branded Deal Banner Ad

# FY15 Media Opportunities: Online



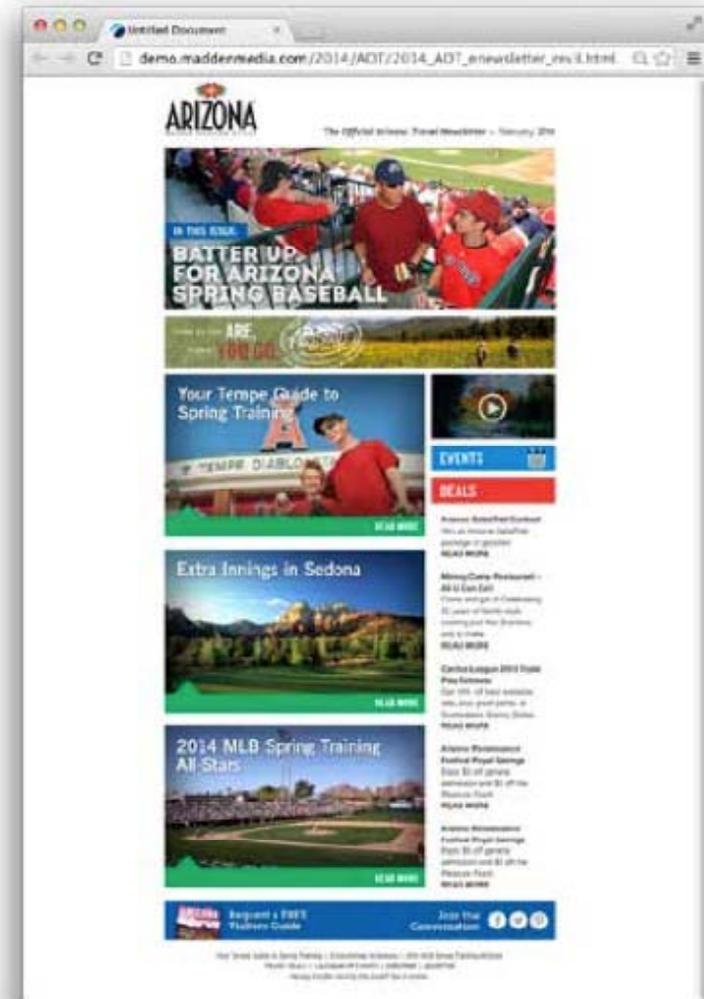
## **TripAdvisor.com**

- Banner Placement – Arizona content
- Banner Placement – Arizona content and competitive content (Texas, New Mexico, Utah, Colorado, and California)
- Banner Placement – Outdoor Segment Targeting

# FY15 Media Opportunities: Online

## AOT Consumer eNewsletter

- Monthly eNewsletter
- Specialty eNewsletters
- National; International
- 300,000 Deployment



# AOT Media Missions

## AOT Media Missions

- Vancouver Media Reception – Aug '14
- Arizona Showcase – Oct '14
- China Sales and Media Mission – Jan '15
- Mexico Sales and Media Mission – Mar '15
- Brazil Sales and Media Mission – Mar '15
- UK Media Mission – May '15



# Research – Visitor Intercept Studies

## Visitor Intercept Studies

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



# New Online Opportunities

**Thank you!**

**Jamie Daer**

Advertising Manager

[JDaer@azot.gov](mailto:JDaer@azot.gov)

602.364.0783

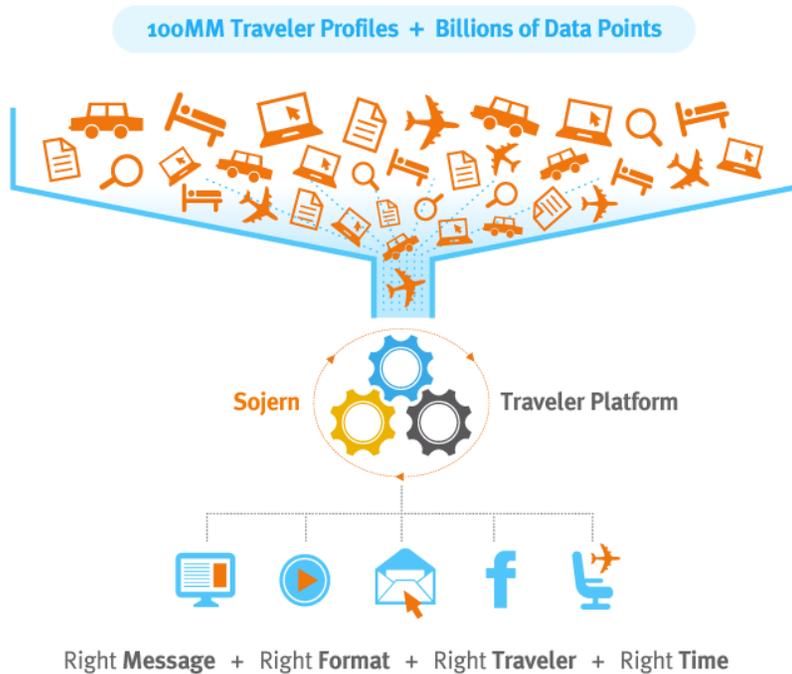
**Glenn Schlottman**

Community Relations Manager

[gschlottman@azot.gov](mailto:gschlottman@azot.gov)

602.364.3727

# New Online Opportunities



- ① Traveler shows intent to visit destination via online shopping behavior
- ② Sojern optimizes and drives traveler to destination website using data from travel date, length of trip and reason for trip
- ③ Sojern engages travelers at every step of the search to book process, optimizing message delivery around CTR, pixel fires and post-click performance

# New Online Opportunities



- Mobile opportunity
- Guaranteed traffic driver
- Historic performance for AOT

# New Online Opportunities Overview

## **Search Engine Marketing (SEM)**

# Search Engine Results Page (SERP)

The image shows a Google search results page for the query "family vacations". The search bar at the top contains the text "family vacations" and a search button. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "Recipes", "More", and "Search tools". The search results are displayed below the navigation tabs, showing the number of results and the time taken to return the results. The results are categorized into "Ads related to family vacations" and "Ads".

Google family vacations

Web Images Maps Shopping Recipes More Search tools

About 78,500,000 results (0.27 seconds)

Ads related to **family vacations**

[All Inclusive Family Trip - Planning A Fun Family Vacation?](#)  
www.libertytravel.com/Family  
Reserve At Liberty Travel™ & Save!  
86,968 people +1'd or follow Liberty Travel

All-Inclusive Vacations Reduced Rates in Las Vegas  
Exclusive Deals on Royal Caribbean Plan Your Florida Vacation with Us

[Fun Family Vacations - Theme Parks, Beaches, Water Parks](#)  
www.bluegreengetaways.com/  
Book Your Family Resort Package Now  
Explorer Vacations - Family Fun in Orlando, FL - Family Fun in Charleston, SC

[Deals on Family Cruises - FamilyCruise.com](#)  
www.familycruise.com/  
Save up to 75% on family cruises. Unbelievably low prices, book today

Ads

[Family All Inclusive Resorts](#)  
www.kayak.com/  
Book Great Values On Resorts.  
Find Cheap Rates On 100s Of Sites.  
528,716 people +1'd or follow KAYAK

[Best Family Resorts](#)  
www.familyvacationcritic.com/Hotels  
Find reviews of best family resorts & special deals just for families.

[All Inclusive Vacations](#)  
www.livingsocial.com/Escapes  
Up to 70% Off All Inclusive Travel.  
View Vacations Now & Save!  
1,842 people +1'd or follow LivingSocial

[All Inclusive Vacations](#)  
www.travelocity.com/Vacations  
1 (877) 509 8567  
Book Your Vacation Packages.  
Lowest Price Guarantee, Book Today!  
551,176 people +1'd or follow Travelocity

[Family All Inclusive Vacations](#)  
www.groupon.com/  
Food, Spas & More up to 90% Off.  
Limited Availability- Act Now!

[Expedia Family Vacations](#)

[Top 10 Family Vacation Spots : Travel Channel](#)  
www.travelchannel.com > Interests > Family  
Looking for some great family vacation ideas? Check out Travel Channel's picks for the top 10 most amazing resorts filled with off-the-chart family fun.

[11 Best Affordable Family Vacations | U.S. News Travel](#)  
travel.usnews.com/.../Best\_Affordable\_Family\_Vacations/  
We rank the 11 Best Affordable Family Vacations. See which places our readers like the best, and vote for your favorites.

[All Inclusive Family Vacations - Get Away With Those You Love Most!](#)  
www.clubmed.us/.../all-inclusive-vacations-our-special-selectio...  
Our all inclusive family resorts bring loved ones together with vacations that will never be forgotten. Family vacations with club med - Book yours today.

# Search Engine Results Page (SERP)

The image shows a Google search results page for the query "family vacations". The search bar at the top contains the text "family vacations" and a search button. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "Recipes", "More", and "Search tools". The search results are displayed below the navigation tabs, showing the number of results and the time taken to return the results. The results are organized into two columns: "Ads related to family vacations" and "Ads".

Google family vacations Addy C... 0 +

Web Images Maps Shopping Recipes More Search tools

About 78,500,000 results (0.27 seconds)

Ads related to **family vacations**

[All Inclusive Family Trip - Planning A Fun Family Vacation?](#)  
[www.libertytravel.com/Family](http://www.libertytravel.com/Family)  
Reserve At Liberty Travel™ & Save!  
86,968 people +1'd or follow Liberty Travel

All-Inclusive Vacations Reduced Rates in Las Vegas  
Exclusive Deals on Royal Caribbean Plan Your Florida Vacation with Us

[Fun Family Vacations - Theme Parks, Beaches, Water Parks](#)  
[www.bluegreengetaways.com/](http://www.bluegreengetaways.com/)  
Book Your Family Resort Package Now  
Explorer Vacations - Family Fun in Orlando, FL - Family Fun in Charleston, SC

[Deals on Family Cruises - FamilyCruise.com](#)  
[www.familycruise.com/](http://www.familycruise.com/)  
Save up to 75% on family cruises. Unbelievably low prices, book today

[Top 10 Family Vacation Spots : Travel Channel](#)  
[www.travelchannel.com](http://www.travelchannel.com) > Interests > Family  
Looking for some great family vacation ideas? Check out Travel Channel's picks for the top 10 most amazing resorts filled with off-the-chart family fun.

[11 Best Affordable Family Vacations | U.S. News Travel](#)  
[travel.usnews.com/.../Best\\_Affordable\\_Family\\_Vacations/](http://travel.usnews.com/.../Best_Affordable_Family_Vacations/)  
We rank the 11 Best Affordable Family Vacations. See which places our readers like the best, and vote for your favorites.

[All Inclusive Family Vacations - Get Away With Those You Love Most!](#)  
[www.clubmed.us/.../all-inclusive-vacations-our-special-selectio...](http://www.clubmed.us/.../all-inclusive-vacations-our-special-selectio...)  
Our all inclusive family resorts bring loved ones together with vacations that will never be forgotten. Family vacations with club med - Book yours today.

Ads

[Family All Inclusive Resorts](#)  
[www.kayak.com/](http://www.kayak.com/)  
Book Great Values On Resorts.  
Find Cheap Rates On 100s Of Sites.  
528,716 people +1'd or follow KAYAK

[Best Family Resorts](#)  
[www.familyvacationcritic.com/Hotels](http://www.familyvacationcritic.com/Hotels)  
Find reviews of best family resorts & special deals just for families.

[All Inclusive Vacations](#)  
[www.livingsocial.com/Escapes](http://www.livingsocial.com/Escapes)  
Up to 70% Off All Inclusive Travel.  
View Vacations Now & Save!  
1,842 people +1'd or follow LivingSocial

[All Inclusive Vacations](#)  
[www.travelocity.com/Vacations](http://www.travelocity.com/Vacations)  
1 (877) 509 8567  
Book Your Vacation Packages.  
Lowest Price Guarantee, Book Today!  
551,176 people +1'd or follow Travelocity

[Family All Inclusive Vacations](#)  
[www.groupon.com/](http://www.groupon.com/)  
Food, Spas & More up to 90% Off.  
Limited Availability- Act Now!

[Expedia Family Vacations](#)

# The Importance of Search

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

**PROVEN  
ROI**

# Why it Should Matter to You

- Your website is your biggest ongoing investment
- You lose market share to competing **destinations who appear ahead of you** in search results
  - ✓ SEM is a unique opportunity Sell your destination at the moment of decision
  - ✓ Pay only for direct responses from prospects who have qualified themselves
  - ✓ Control how your ad appears in search results
  - ✓ Measurable ROI
- SEO is not a guarantee and ever-changing



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

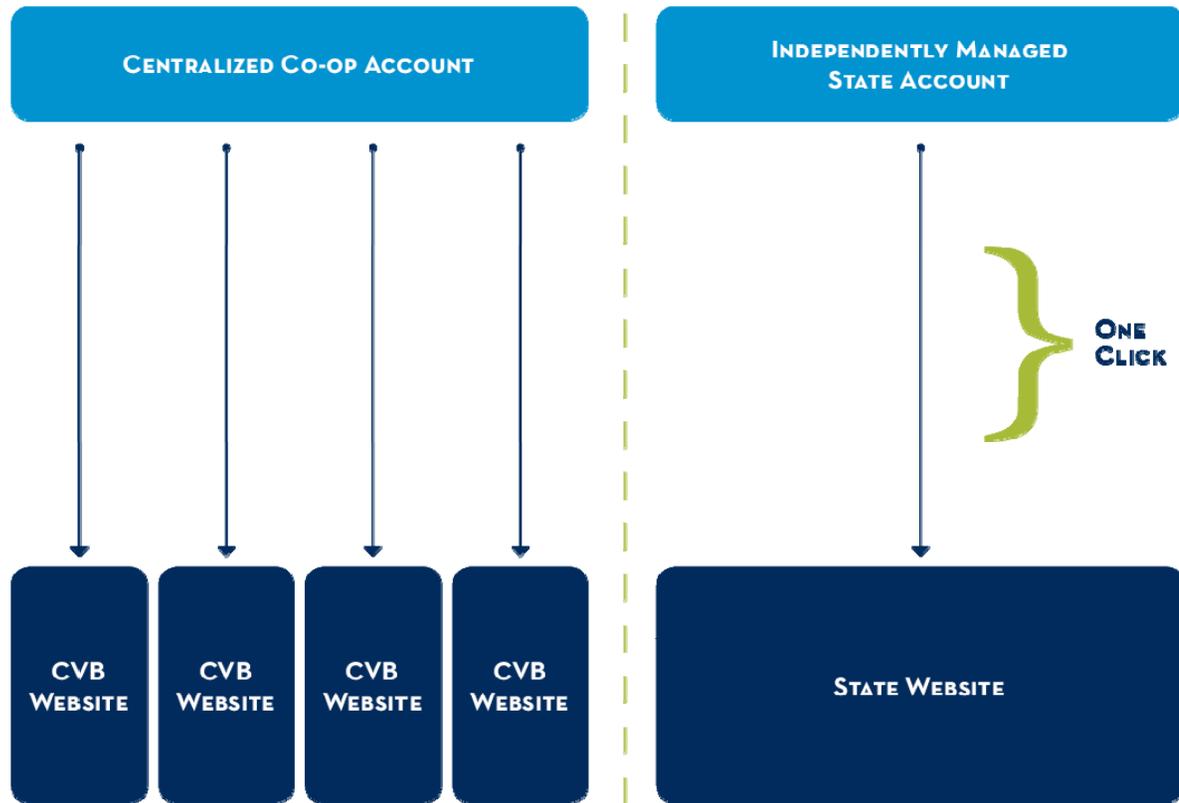
- Direct traffic to each website
- Unique keywords and ad copy to highlight each distinct destination
- Individual campaign reports

# 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



Google Account

## Google Account

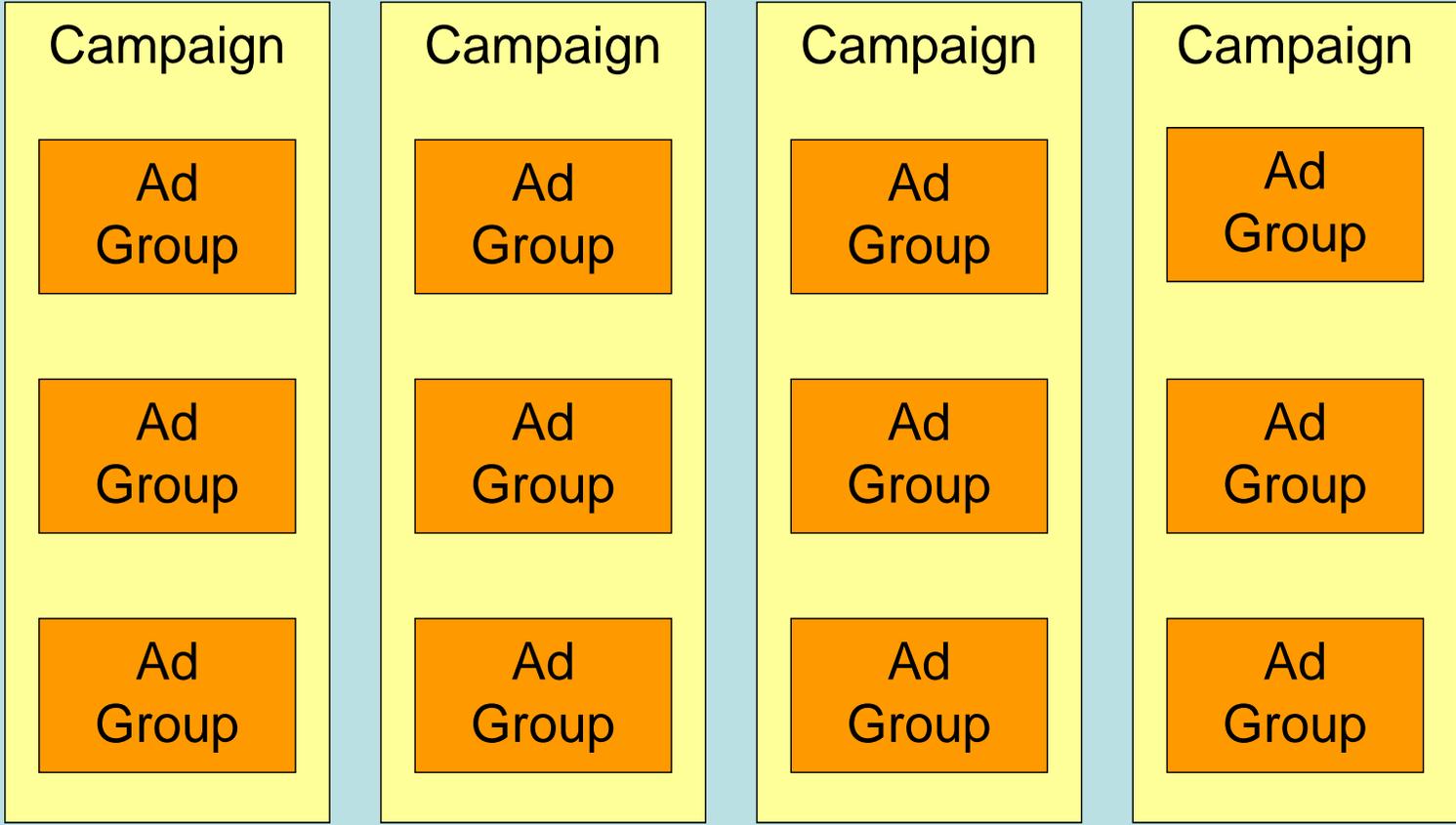
Campaign

Campaign

Campaign

Campaign

# Google Account



## Centralized Co-op Account – Google AdWords

### CVB #1 Partner Campaign

Things to Do

Shop

Dining

### CVB #2 Partner Campaign

Arts

Family Fun

Camping

### CVB #3 Partner Campaign

Events

Activities

Places to Visit

### CVB #4 Partner Campaign

Places to Stay

Golf

Family Fun

# Madden Media Offers:

- Initial analysis and consultation
- Continuous optimization of your ad copy and landing pages
- ✓ Performed by Google AdWords certified individuals
- Transparent, understandable results metrics
- Ongoing consultative insights
- Experience delivering SEM results to destinations

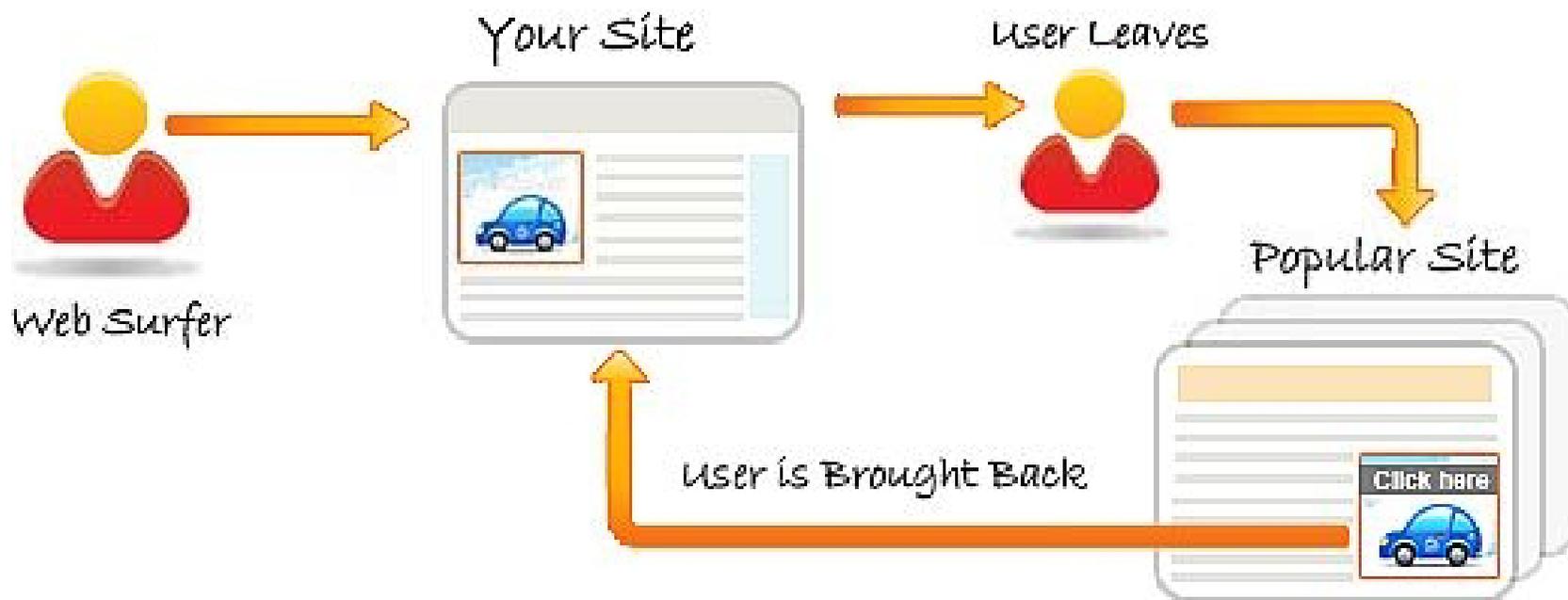
Madden Media has sent over 19 million clicks to our SEM clients' sites and saved them a total of more than \$4.5 million.

# SEM Campaign Overview

Total Net Package Cost	\$1,800	\$3,600	\$5,400
AOT Net Contribution	\$900	\$1,800	\$2,700
Partner Net Contribution	<b>\$900</b>	<b>\$1,800</b>	<b>\$2,700</b>
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*



http://www.soccer.com/TWCatProductPage.process?Merchant\_Id=1&Ne=646&N=4294960675+594+4294959027&Product\_Id=8640184

PUMA evoSPEED 5 Leather I... x Five Foods That Should Never ...

File Edit View Favorites Tools Help

Google soccer.com Search Share More >> Sign In

Reds... AZTa... Dese... Google Mort... USAA... citi Cred... FIA ... Dese... http... Pint... FHMS FHHS BOD ... Face...

SOCCER.COM TEAM WOMEN YOUTH GOALIES MI FUTBOL 0 Items | \$0.00

**PUMA**

**PUMA evoSPEED 5 Leather IT Indoor Soccer Shoes**  
White/Limoges/Ribbon Red Item #47520

REVIEW NOW  
[Write a review](#)

*Experience the Evolution of Speed*

~~\$76.00 List Price~~  
You Save \$40  
**\$36.99**

Goal Club Members  
**\$33.29**

111 Goal Club Points

ON SALE! CUSTOM SHOES



SEE HOW IT FITS

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Join | SIGN IN

# beauty BY THE decade

## Five Foods That Should Never Be In Your Grocery Cart

Sleer your cart clear of unhealthy choices that can take years off your family members' lives.  
By Dr. Mehmet Oz

Like 807 | Tweet 18 | +1 4 | Pin it 25 | Comments | Print

5 of 6



### Canned Foods High in Sodium

Eighty percent of our sodium intake comes from processed and canned foods. In fact, many canned foods are so chock-full of salt, they contain half or more of your daily recommended intake. A diet high in sodium is dangerous since it can lead to high blood pressure.

Instead of buying canned soups, try making your

Advertisement



SOCCER.COM

evopUMA evoSPEED 5 Powa	41.2		
Junior - ... IT - ...	4.12		
SalAbsolado LZ IN			
UPPER: Durable and of the c			
field soft PU synthetic for a			
when you cor play. UPPER			
\$29.99	\$32.99	\$34.99	\$46.99
SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW

http://www.soccer.com/TWCatProductPage.process?Merchant\_Id=1&Ne=646&N=4294960675+594+4294959027&Product\_Id=8640184

PUMA evoSPEED 5 Leather I... x Five Foods That Should Never ...

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Reds... AZTa... Dese... Google Mort... USAA... Cred... FIA ... Dese... http... Pint... FHMS FHHS BOD ... Face...

SOCCER.COM TEAM WOMEN YOUTH GOALIES MI FUTBOL 0 Items | \$0.00

**PUMA**

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REVIEW NOW  
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~~\$78.00 List Price~~  
You Save \$40  
**\$36.99**

Goal Club Members  
**\$33.29**

111 Goal Club Points

ON SALE! CUSTOM SHOES



SEE HOW IT FITS



# 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

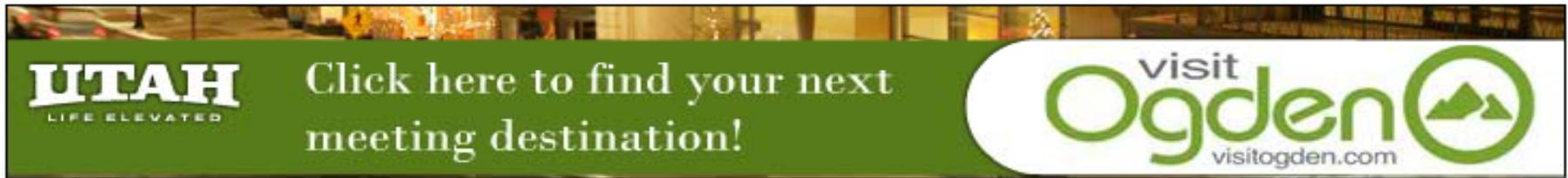


visit  
**Ogden**  
skdogden.com

**UTAH**  
LIFE ELEVATED

Powder Mag's #1 US Ski Town

CLICK HERE TO  
SAVE ON YOUR  
OGDEN SKI  
VACATION



**UTAH**  
LIFE ELEVATED

Click here to find your next  
meeting destination!

visit  
**Ogden**  
visitogden.com



CLICK HERE

Request a **FREE**  
South Carolina  
Official Vacation Guide!

South Carolina  
LET'S EAT!

# 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

Sources: ComScore, Chango, AdReady, Adgorithms

# 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	<b>\$2,500</b>	<b>\$3,750</b>	<b>\$5,000</b>
Total Estimated Impressions	1.1 million+	1.7 million+	2.4 million+
Total Guaranteed Clicks	1,813	2,820	3,894
Campaign Guaranteed eCPC	\$2.76	\$2.66	\$2.57
Partner Guaranteed eCPC	\$1.38	\$1.33	\$1.28

# Facebook Fan and Lead Generation

Consumers spend *2 billion+*  
*hours on social media sites every*  
*month*

# How It Works

1. Targeted custom-designed Facebook ads encourage users to “like” your page
2. Once users “like” your Facebook page, they are invited to sign up for a sweepstakes
3. An entry form capture postal and email leads which Madden Media manages, filters, and delivers weekly
4. After entering the sweepstakes, users are served a confirmation page with promotional call-out linking back to partner sites

Facebook interface showing a news feed with a blurred post and a sidebar of sponsored ads.

**SPONSORED** [Create Ad](#)

**More Perks, More Savings!**  
bestwestern.com

 Free WiFi, Breakfast, and more! Get up to 20% OFF at bestwestern.com

**American Express Travel**  
travel.americanexpress.com

 Discover a rewarding way to book travel. See how you can take each trip further.

**Domino's® Pizza**  
order.dominos.com

 Domino's Has Pan Pizza! Medium 2-Topping Only \$7.99 - Order Online at Dominos.com

**10% off flea topical**  
1800petmeds.com

 Use code FLEA10 at 1800PetMeds.com and get 10% off flea & tick topicals.

**Sell on Facebook easily**  
Shopping

**Get a facebook store**

Get simple Free Facebook Store. Instantly, no setup, no contracts, low fees. Try it now!

[Use Now](#)

**Year of Surprises**  
yearofsurprises.com

 Click now to nominate your loved one for a surprise party they will never forget.



**SPONSORED** [Create Ad](#)

**More Perks, More Savings!**  
bestwestern.com

 Free WiFi, Breakfast, and more! Get up to 20% OFF at bestwestern.com

**American Express Travel**  
travel.americanexpress.com

 Discover a rewarding way to book travel. See how you can take each trip further.

**Domino's® Pizza**  
order.dominos.com

 Domino's Has Pan Pizza! Medium 2-Topping Only \$7.99 - Order Online at Dominos.com

**10% off flea topical**  
1800petmeds.com

 Use code FLEA10 at 1800PetMeds.com and get 10% off flea & tick topicals.

**Sell on Facebook easily**  
Shopping

**Get a facebook store**

Get simple Free Facebook Store. Instantly, no setup, no contracts, low fees. Try it now!

[Use Now](#)

**Year of Surprises**  
yearofsurprises.com

 Click now to nominate your loved one for a surprise party they will never forget.

Search for people, places and things

Courtney Home



**Carmel by the Sea**  
8,631 likes · 1,013 talking about this

Public Place  
Carmel, California  
(800) 550-4333

About · Suggest an Edit

Post Photo / Video

Write something on Carmel by the Sea

Carmel by the Sea shared a link  
11 hours ago



**Like Us to Enter to Win a Carmel-by-the-Sea Getaway!**



**Package**  
- Three co  
- \$100 gift  
- \$100 gift  
- Two \$90

Carmel by the Sea · Win a Carmel Getaway!

Enter here for your chance to win a Carmel-by-the-Sea Getaway!

World-renowned Carmel-by-the-Sea has inspired artists, sparked romances, and attracted celebrities for decades. Rated a top-10 destination in the U.S. year after year, Carmel-by-the-Sea is an amazing, European-style village nestled above a picturesque white-sand beach where everything is within walking distance from your charming hotel or inn.

**Package includes:**

- Three complimentary nights at the **Carriage House Inn**
- \$100 gift certificate at **Little Napoli Restaurant**
- \$100 gift certificate at **Venardo B&B**
- Two 395 Carmel Wine Walk passes

Fill out the entry form below to enter for your chance to win. Fields marked with (\*) are required. Please make sure to review the [contest rules](#). If you do not wish to enter online, [click here](#) to download our PDF registration form. You will need Adobe Reader® to view and print this PDF file.

\*First Name:

\*Last Name:

\*Address:

\*City:

This promotion is in no way sponsored, endorsed or administered by Facebook. You are providing California and Venardobnb.com and



**Thanks for Entering!**

For more information, head over to [CarmelCalifornia.com](http://CarmelCalifornia.com)




Share this with your friends for an additional entry in the sweepstakes!

Facebook Share button

# Facebook Campaign Overview

Total Net Package Cost	\$5,000	\$7,500	\$10,000
AOT Net Contribution	\$2,500	\$3,750	\$5,000
Partner Net Contribution	<b>\$2,500</b>	<b>\$3,750</b>	<b>\$5,000</b>
Total Estimated Ad Impressions	3-4 million	6-7 million	8-9 million
Estimated Leads	1,000-2,000	1,500-2,500	2,000-3,000
Estimated Fans	2,000-3,000	3,500-4,500	5,000-6,000
Timing	2 months	4 months	6 months

# For More Information

**Whitney Coleman**

**520) 488-7655 (mobile)**

**(520) 232-2611 (office)**

**WColeman@maddenmedia.com**

