



Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007
(602) 364-3709

The Marketing Cooperative Fiscal Year 2016

Due Date: Applications must be received at the AOT office no later than

5:00 p.m. Friday, June 19th, 2015

Application and Instructions

OFFICE LOCATION

Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007

Agency Contact
Glenn Schlottman
Community Relations Manager

Telephone Number: (602) 364-3727
Fax Number: (602) 364-3701
E-Mail: gschlottman@tourism.az.gov

ARIZONA OFFICE OF TOURISM
The Marketing Cooperative
FY 2016

Purpose

The Marketing Cooperative is administered by the Arizona Office of Tourism (AOT) for the purpose of expanding travel and tourism related activities in communities throughout Arizona. It provides a means for eligible partners,(rural destination marketing organizations (DMOs), tribal entities, statewide tourism associations, and regional tourism partnerships), to participate in the following marketing opportunities:

- Packaged digital media buys out-of-home and online
- Shared opportunities in Arizona sections developed by AOT
- Individual ad placements in selected media
- AOT marketing opportunities including:
 - Arizona Official State Visitor's Guide (OSVG)
 - AOT E-Newsletters
 - VisitArizona.com
 - Sales and media missions
 - Visitor Intercept Studies

AOT works with media representatives to negotiate rates, and eligible partners receive rates subsidized at fifty (50) percent of the negotiated rate.

The Marketing Cooperative includes an AOT campaign, which in addition to partner ads features AOT placements in the selected media. The campaign drives traffic to visitarizona.com/adventure where the co-op partners are featured. AOT also features co-op partners throughout the campaign in advertorials.

AOT led sales and media missions provide co-op partners with public relations opportunities in domestic and international markets. Partners will receive a reduced rate of fifty (50) percent of the registration cost, but will be solely responsible for all travel costs.

Visitor intercept studies are available to rural DMOs, tribes and regions looking to gain a better understanding of their visitor. These yearlong studies will focus on surveying visitors in market and will provide insight into visitor demographics, interests, and spending.

The opportunities included in the Marketing Cooperative allow partners to leverage their resources in partnership with AOT. As a result, partners can work with AOT's in-state, national and international marketing efforts to sustain Arizona's tourism industry.

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1 Program Description

The Marketing Cooperative offers a variety of strategic media selections and AOT partnership opportunities. Partners can participate at many different levels. The media plan combines print, outdoor and online placements, along with packaged co-op media placements. All of the media options align with the campaign's target markets, and have been selected to encourage travel to communities throughout Arizona.

Below is a brief description of the different offerings included in the Marketing Cooperative.

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).

Shared Opportunities - AOT will work with select publishers to develop co-op sections and inserts. Partners can buy into the sections, which will have AOT branding, and include partners' ads and advertorial.

Individual Ad Buys - Partners can choose to place ads in pre-selected print and out-of-home media. Most of these placements will be stand-alone placements, however a few print publications may group the ads into a publisher designed Arizona section. Total Individual Ad Buys will not exceed \$15,000 half net rate.

Sales and Media Mission - Partners have the opportunity to join AOT's Trade and Media team at events in international markets.

Visitor Intercept Studies - Partners can select to work with one of Arizona's top universities on a year round study to learn more about their visitors' demographics and impacts.

2 Program Eligibility

Rural destination marketing organizations (DMOs), tribes, statewide tourism associations and regional cooperatives meeting the criteria in this section are eligible. Please read the eligibility criteria thoroughly.

- 2.1 Applicants must meet the criteria of at least one of the following four categories in order to be eligible for subsidized rates:
 - 2.1.1 An Arizona based rural Destination Marketing Organization (DMO). A DMO is defined as an incorporated not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year round basis. Only one DMO can participate per city, town or region. Rural DMOs are defined as any DMO located outside Pima and Maricopa Counties or a DMO located in Ajo, Gila Bend, Why or Wickenburg.
 - 2.1.2 A tribal government or a tribal tourism entity that wishes to market existing tourism attractions and tourism facilities.
 - 2.1.3 An Arizona based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income.
 - 2.1.4 An Arizona based regional partnership which consists of a minimum of three (3) DMOs that promote a minimum of three (3) communities as a single regional tourist destination; the number of rural or tribal DMO partners must be equal to or greater than the number of urban DMOs. For example, if a regional partnership consists of three (3) DMOs, two (2) must be rural or tribal. Regions are not limited to those marketing regions previously

identified by AOT for promotional purposes. Each regional partner must be the designated DMO for its respective community. Regional partnerships must have a tourism website or microsite that promotes each regional partner in an equitable manner.

And

- 2.2 Applicants must be exempt from federal income tax under section 501(c)3 or 501(c)6 of the Internal Revenue Code. Applicants shall not use the 501(c)3 or 501(c)6 status of another organization. Tribes and municipalities are exempt from the 501(c)3 or 501(c)6 status requirement as they are government.

And

- 2.3 Applicants must have a tourism website to use as the call to action and a fulfillment piece.

DMOs that do not qualify for this program are still eligible to participate with AOT on co-op marketing opportunities. Please contact Glenn Schlottman at gschlottman@tourism.az.gov or 602-364-3727 for more information.

3 Subsidized Rates

AOT will subsidize rates at fifty (50) percent for qualified co-op partners.

- 3.1 Individual Ad Buys shall not exceed \$15,000 half net rate.
- 3.2 There is no restriction on subsidies for Shared Opportunities, Packaged Digital Media, Trade and Media Missions, or Visitor Intercept Studies. However, each opportunity has limited participation.

Subsidized rates for the Marketing Cooperative are contingent upon AOT's FY 2016 budget.

4 Media Plan

AOT has developed a comprehensive media plan backed by AOT research and partner insight. The media placements are geo-targeted to the markets listed below. Refer to Attachment A Section B, and Attachment C for a list of selected media pricing and profiles.

The Marketing Cooperative is a rural Arizona focused co-op program that utilizes a media plan designed to attract visitors from major metropolitan areas in Arizona and surrounding states. The fiscal year 2016 program will run from September 1, 2015 – August 31, 2016, and features a media plan focused on attracting the following target markets:

Target Markets

- Primary: Los Angeles, Phoenix
- Secondary: Las Vegas, San Diego, Tucson, Canada

Primary Audience: Baby Boomers

- Age: 48-66
- HHI: \$50,000+, emphasis on \$75,000+
- With, and without children in the house

Secondary Audience: Generation X

- Age: 36-47
- HHI: \$50,000+, emphasis on \$75,000+
- With, and without children in the house

Secondary Audience: Generation Y (late set)

- Age: 27-35
- HHI: \$50,000+, emphasis on \$75,000+
- With, and without children in the house

AOT will place ads in Shared Opportunities along with partners and participate in packaged digital media options. AOT will also conduct a campaign, primarily in the summer, to support the co-op partners and drive visitation throughout Arizona. AOT ad placements will direct visitors to visitarizona.com/adventure. The landing page will feature partners and give visitors the opportunity to click through to the partners' sites.

5 Application Instructions

Each entity may submit a maximum of two applications. If an entity submits two applications, one must be a regional partnership.

The application must include all information outlined in Sections A, B and C below.

- 5.1 Section A: Applicant Administrative Information - the following information must be included in the Marketing Cooperative application.
 - 5.1.1 Entity Name: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
 - 5.1.2 Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
 - 5.1.3 Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
 - 5.1.4 County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
 - 5.1.5 Project Coordinator's Name and Title: The person responsible for administering the project and the day-to-day contact for AOT. This individual is also responsible for submitting all necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the Marketing Cooperative, as well as the application submitted. Provide the Project Coordinator's telephone number, fax number, and e-mail address.
 - 5.1.6 Provide the tourism website that will be promoted in advertisements. Regional partnerships must have a website that promotes the region and each partner in an equitable manner.
 - 5.1.7 The fulfillment piece is the tourism brochure or visitor guide that will be mailed to people that inquire about the destination. Regional partnerships must have a fulfillment piece that promotes the region and each partner in an equitable manner.
 - 5.1.8 Refer to Section 2.1.4 for information on Regional Partnerships. List all Regional Partners in the designated box.
 - 5.1.9 Signatures: The signatures on the application certify that the information on the form is correct to the best of the signatories' knowledge, and authorizes the participation in the Marketing Cooperative for FY 2016. Applications must bear the signatures of the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to funding requested co-op opportunities). Both signatures are required to

process the application. In some cases the Project Coordinator and the Administrative Official will be the same person.

5.2 Section B: The Marketing Cooperative Opportunity Selection Sheet

The Marketing Cooperative allows partners to leverage their resources in partnership with AOT; and for qualified partners to receive subsidized rates of fifty (50) percent for all pre-selected marketing opportunities listed on the Marketing Cooperative Opportunity Selection Sheet (Attachment A Section B).

The following outlines the process for making the Marketing Cooperative selections:

5.2.1 Download the Excel version of the Opportunity Selection Sheet at <https://tourism.az.gov/marketing-programs/partnership-opportunities> and save the file to your computer. Check the box of every co-op opportunity requested. Partners shall select only one level of participation per opportunity. For example, if *Sunset* magazine May 2016 is selected, only one ad size shall be identified.

5.2.2 Fill out the "Opportunity Selection Box" of the opportunities you wish to participate.

Opportunity Selection	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
Box:	AZDailyStar					\$0.00

Do so by filling in the forms using the existing drop-down menus or filling in the blank.

(drop-down menu)

Complete all of the forms in the row. If completed properly, the total partner cost will appear on the right side of the selection box, and a grand total will appear at the bottom of the document.

5.2.3 Save the file after filling in all your selections, and email it along with the Application form and Affidavit(s) to gschlottman@tourism.az.gov.

5.2.4 Selections will be awarded by AOT based on the availability of funds and availability of each opportunity. **All applicants may not receive every marketing opportunity requested.**

- Destination Videos production is limited to eight (8) partners. Only partners with sufficient existing video footage will be considered. Final selection will be by lottery if necessary. Prior to signing the contract, the community or AOT has the opportunity to cancel the project.
- Select ad opportunities are limited due to space. If space limitations are exceeded, partners will be selected by lottery.
- Sales and media missions have limited space. Applicants must demonstrate their commitment to participate by identifying the attendee, reserving the dates, and budgeting for travel and related costs.
- Visitor intercept study participation is limited. The study requires a year-long commitment. Prior to starting the study, the community will meet with AOT and the study vendor to finalize the terms of the study and sign the contract. Prior to signing the contract, the community, AOT, or the study vendor has the opportunity to cancel the study. (See Attachment C)

Note: Publication costs identified on the Marketing Cooperative Opportunity Selection Sheet are listed as net rates for all media placements. Partners will be billed directly by the publisher at half the net insertion cost.

Due to the specific nature of the Marketing Cooperative, once opportunities are approved no changes or cancellations are allowed unless a publication or marketing opportunity is cancelled.

5.3 Section C: Supporting Documentation

- 5.3.1 Signed FY 2016 Affidavit in Support of Application must be included (Attachment B). Applications submitted as a regional partnership must include a separate signed affidavit from each regional partner.
- 5.3.2 Fulfillment piece that will be used for the destination in FY 2016. A fulfillment piece must be provided upon request.

Fillable application forms are available on-line at <https://tourism.az.gov/marketing-programs/partnership-opportunities>. **The application forms must be completed and signed, and received by AOT via email at gschlottman@tourism.az.gov, no later than Friday, June 19th, 2015 at 5:00 p.m.** Please contact Glenn Schlottman if you have any questions or concerns about the application process.

Late applications will not be accepted. Incomplete applications will be ineligible.

6 Ad Placement Requirements

- 6.1 All ads must be received by AOT prior to the material deadline identified in the Marketing Cooperative Opportunity Profiles. E-mail the ad to Jamie Daer, Advertising Manager at jdaer@tourism.az.gov. AOT approval for all ad creative is mandatory and may take up to five (5) business days from the date of receipt.
- 6.2 If an ad is placed without prior written AOT approval, AOT will not be responsible to pay any portion of the ad cost. The full advertisement cost will be the responsibility of the Marketing Cooperative partner.

7 Project Effectiveness

During FY 2016, AOT shall require each participant of the Marketing Cooperative to assess the project's effectiveness by completing a mid-year progress report in January 2016, and a final report in September 2016. This information will be used to compile pertinent data regarding the effectiveness of each media buy and the program as a whole. The reports will be collected through an online survey. The following information is required:

- Corresponding metrics including but not limited to: unique visits to the website, requests for information, and visitation (lodging, visitor center, attractions, and/or events).
- The final report will also include questions assessing the satisfaction and effectiveness of the program.

Attachments



The Marketing Cooperative FY 2016 Application

- A complete and signed application must be emailed to, and received by, AOT no later than 5:00 p.m. Friday, June 19th, 2015.
- Incomplete and/or faxed applications will not be accepted.

Section A: Applicant Administrative Information

1. Entity Name: _____
Doing Business As (if different from above) _____
2. Physical Address: Street: _____ City: _____ State: AZ Zip Code: _____
3. Mailing Address (if different): PO Box: _____ City: _____ State: AZ Zip Code: _____
4. County (list all represented if regional applicant): _____
5. Project Coordinator's Name and Title: _____
Telephone Number: _____ Fax Number: _____ E-mail: _____
6. Destination Website: _____
7. The applicant has a current fulfillment piece for the destination. Yes
8. Is this application being submitted for a regional partnership? Yes No

If Yes, list all partners contributing to the regional Marketing Cooperative effort starting with the lead applying entity.
Note: A regional partnership must be comprised of at least three (3) DMOs and **each entity must sign and attach an affidavit in support of application, (Attachment B).**

List Regional Partners:

9. Two signatures are required in order to process this application.

Signature _____ Date: _____
(Project Coordinator)

Printed Name: _____ Title: _____ Organization: _____

Signature _____ Date: _____
(Administrative Official)

Printed Name: _____ Title: _____ Organization: _____

Section B: Opportunity Selection Sheet

PACKAGED DIGITAL MEDIA																									
Behavioral Targeting (Arizona Travelers)																									
	Vendor	Sojern - Behavioral Targeting (Arizona Travelers)																							
	Description	Utilizes automated buying technology as well as airlines and hotels first-party data to precisely target confirmed Arizona travelers with display banners.																							
	Placement Detail	Display Banners with demographic and behavioral targeting. Primary Demo - 44-64 HHI +\$75K and Secondary Demo - 35-44 HHI +75K Behavioral - those currently shopping for and booking travel to Arizona																							
	Unit Size	160x600, 300x250, 300x600, 728x90																							
	Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)																							
	Sold/Billed By Rep Contact	SOJERN Christina Jacobson 917-208-7310 christina.jacobson@sojern.com																							
		<table border="1"> <thead> <tr> <th>PRICING LEVELS</th> <th>CPM</th> <th>Impressions</th> <th>Rate/Month</th> <th>Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Level 1</td> <td>\$5.00</td> <td>400,000</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 2</td> <td>\$5.00</td> <td>800,000</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> <tr> <td>Level 3</td> <td>\$5.00</td> <td>2,000,000</td> <td>\$10,000.00</td> <td>\$5,000.00</td> </tr> </tbody> </table>	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month	Level 1	\$5.00	400,000	\$2,000.00	\$1,000.00	Level 2	\$5.00	800,000	\$4,000.00	\$2,000.00	Level 3	\$5.00	2,000,000	\$10,000.00	\$5,000.00			
PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month																					
Level 1	\$5.00	400,000	\$2,000.00	\$1,000.00																					
Level 2	\$5.00	800,000	\$4,000.00	\$2,000.00																					
Level 3	\$5.00	2,000,000	\$10,000.00	\$5,000.00																					
Opportunity Selection Box:	Placement	Level	# of Months	Which Months	Half Net Rate	Total Partner Cost																			
	Behavioral Targeting	(drop-down menu)	(drop-down menu)		(drop-down menu)	\$0.00																			
Content Marketing																									
	Vendor	Madden Media - Content Marketing																							
	Description	Madden Media's Amplified Storytelling Co-op program allows partners of any size the opportunity to get their story in front of interested readers. This turn-key program works with each of the participating partners, provides one or more stories per partner, and then distributes it/them in front of key audiences. Topics vary according to the destination's area of interest or destination driver. Partners then own the stories and can use them in future marketing efforts, such as social media amplification.																							
	Placement Detail	Madden's 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 website.																							
	Markets	N/A																							
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611																							
			<table border="1"> <thead> <tr> <th>PRICING LEVELS</th> <th>CPC</th> <th>Clicks</th> <th>Rate</th> <th>Half Net Rate</th> </tr> </thead> <tbody> <tr> <td>One story (est. 2 months of distribution)</td> <td>\$1.21</td> <td>4,132</td> <td>\$5,000.00</td> <td>\$2,500.00</td> </tr> <tr> <td>Two stories (est. 3 months of distribution)</td> <td>\$1.18</td> <td>8,475</td> <td>\$10,000.00</td> <td>\$5,000.00</td> </tr> <tr> <td>Three stories (est. 4 months of distribution)</td> <td>\$1.08</td> <td>13,889</td> <td>\$15,000.00</td> <td>\$7,500.00</td> </tr> </tbody> </table>	PRICING LEVELS	CPC	Clicks	Rate	Half Net Rate	One story (est. 2 months of distribution)	\$1.21	4,132	\$5,000.00	\$2,500.00	Two stories (est. 3 months of distribution)	\$1.18	8,475	\$10,000.00	\$5,000.00	Three stories (est. 4 months of distribution)	\$1.08	13,889	\$15,000.00	\$7,500.00		
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Three stories (est. 4 months of distribution)	\$1.08	13,889	\$15,000.00	\$7,500.00																					
Opportunity Selection Box:	Placement	Level	Start Date	Half Net Rate	Total Partner Cost																				
	Content Marketing	(drop-down menu)	(drop-down menu)	(drop-down menu)		\$0.00																			

Destination Videos								
	Vendor	Arizona Office of Tourism						
	Description	AOT will work with partners to produce high definition destination videos. A 60 sec sizzle reel and 30 sec condensed version will be produced from existing b-roll. Both will include a designed intro to the destination and a closing card with the destination's logo and URL. They will also incorporate AOT brand elements and a music track. AOT will assist in leveraging distribution channels, such as YouTube. The video will be featured on visitarizona.com, and used as supporting content for AOT's marketing campaigns. The partner will have shared user rights with AOT. Video production is limited to existing b-roll. If adequate b-roll does not exist, and cannot be provided, than a destination video will not be produced.						
	Unit Size	:60 and :30 videos						
	Partner Rate	<table border="1"> <tr> <td style="text-align: right;">\$1,500.00</td> </tr> <tr> <td style="text-align: center;"><i>Limited to 8 partners for FY 2016</i></td> </tr> </table>					\$1,500.00	<i>Limited to 8 partners for FY 2016</i>
	\$1,500.00							
<i>Limited to 8 partners for FY 2016</i>								
Sold/Billed By Rep Contact	AOT Jamie Daer jdaer@tourism.az.gov 602-364-0783							
Opportunity Selection Box:	Placement				Partner Rate (drop-down menu)	Total Partner Cost		
	Destination Video					\$0.00		
Display Ads								
	Vendor	VisitArizona.com Banners						
	Description	AOT will be offering banner placements on VisitArizona.com where partners can reach engaged consumers.						
	Placement Detail	Display banners on VisitArizona.com						
	Unit Size	160x600, 728x90, 300x250						
	Markets	National/International						
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month		
		Static Banners	\$5.35	100,000/quarter 480,000/annual	\$535.00	\$268.00		
		Rich Media Banners	\$6.65	100,000/quarter 480,000/annual	\$665.00	\$333.00		
Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611							
						<i>3 month minimum buy</i>		
Opportunity Selection Box:	Placement	Level	# of Months (drop-down menu)	Which Months	Half Net Rate	Total Partner Cost		
	VisitArizona.com Banners	Static Banners			\$268.00	\$0.00		
	VisitArizona.com Banners	Rich Media Banners			\$333.00	\$0.00		

	Vendor	AZCentral																				
	Placement Detail	Things to Do, Travel, or AZ Living section banners																				
	Unit Size	300x250, 300x600																				
	Markets	Metropolitan Phoenix																				
		<table border="1"> <thead> <tr> <th>PRICING LEVELS</th> <th>CPM</th> <th>Impressions</th> <th>Rate/Month</th> <th>Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Level 1</td> <td>\$13.00</td> <td>153,846</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 2</td> <td>\$13.00</td> <td>230,769</td> <td>\$3,000.00</td> <td>\$1,500.00</td> </tr> <tr> <td>Level 3</td> <td>\$13.00</td> <td>307,692</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> </tbody> </table>	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month	Level 1	\$13.00	153,846	\$2,000.00	\$1,000.00	Level 2	\$13.00	230,769	\$3,000.00	\$1,500.00	Level 3	\$13.00	307,692	\$4,000.00	\$2,000.00
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	Level 3	\$13.00	307,692	\$4,000.00	\$2,000.00																	
	Placement Detail	Pre-roll Video Run of Site - A unit that lives on AZCentral site and plays a video																				
Markets	Metropolitan Phoenix																					
	<table border="1"> <thead> <tr> <th>PRICING LEVELS</th> <th>CPM</th> <th>Impressions</th> <th>Rate/Month</th> <th>Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Level 1</td> <td>\$30.00</td> <td>66,667</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 2</td> <td>\$30.00</td> <td>100,000</td> <td>\$3,000.00</td> <td>\$1,500.00</td> </tr> <tr> <td>Level 3</td> <td>\$30.00</td> <td>133,333</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> </tbody> </table>	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month	Level 1	\$30.00	66,667	\$2,000.00	\$1,000.00	Level 2	\$30.00	100,000	\$3,000.00	\$1,500.00	Level 3	\$30.00	133,333	\$4,000.00	\$2,000.00	
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Level 3	\$30.00	133,333	\$4,000.00	\$2,000.00																		
Sold/Billed By	AZCentral																					
Rep Contact	Elizabeth Munafo 480-341-9251 emunafo@republicmedia.com																					

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	AZCentral - Banners					\$0.00
	AZCentral - Pre-roll Video					\$0.00

	Vendor	AZDailyStar																				
	Placement Detail	News, Entertainment, Sports, Lifestyles or Opinion section banners																				
	Unit Size	300x250, 728x90, 320x50																				
	Markets	Metropolitan Tucson																				
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	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month																	
	Level 1	\$7.00	285,714	\$2,000.00	\$1,000.00																	
	Level 2	\$7.00	428,571	\$3,000.00	\$1,500.00																	
	Level 3	\$7.00	571,429	\$4,000.00	\$2,000.00																	
	Sold/Billed By	AZ Daily Star																				
Rep Contact	Tom Lindsey 602-444-8434 tlindsey@tucson.com																					

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	AZDailyStar					\$0.00

	Vendor	LasVegasSun																				
	Placement Detail	Run of Site banners - placed throughout site																				
	Unit Size	300x250, 728x90, 160x600, 1000x40, 180x150																				
	Markets	Phoenix, Los Angeles, Tucson, San Diego, Las Vegas																				
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	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month																	
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	Level 2	\$12.50	240,000	\$3,000.00	\$1,500.00																	
	Level 3	\$12.50	320,000	\$4,000.00	\$2,000.00																	
	Sold/Billed By	Las Vegas Sun																				
Rep Contact	Kenneth Harmon 702-990-7821 kenneth.harmon@gmgvegas.com																					

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	LasVegasSun					\$0.00



Vendor	Pandora - Streaming Radio																				
Description	Advertise on Pandora's streaming radio service that plays a musical selection of a certain genre based on the user's artist selection. Pandora offers geographical and demographic targeting in order to reach engaged users who have a propensity to travel.																				
Placement Detail	Mobile and/or web audio with display banner companions																				
Unit Size	:15 and/or :30 audio spot, 500x500 tile, and 300x250 companion banner																				
Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego																				
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PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month																	
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Level 2	\$16.00	250,000	\$4,000.00	\$2,000.00																	
Level 3	\$16.00	625,000	\$10,000.00	\$5,000.00																	
Sold/Billed By	Pandora																				
Rep Contact	Ashlee Manuel 480-628-1032 amanuel@pandora.com																				

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	Streaming Radio					\$0.00



Vendor	TripAdvisor																				
Description	TripAdvisor is the world's largest travel site with a heavy focus on travel planning/research.																				
Placement Detail	Arizona content target display banners																				
Unit Size	160x600, 300x250, 300x600, 728x90																				
Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)																				
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Level 3	\$17.00	411,765	\$7,000.00	\$3,500.00																	
Placement Detail	<u>TX, NM, UT, CO, CA content target</u>																				
Unit Size	160x600, 300x250, 300x600, 728x90																				
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Level 3	\$19.00	368,421	\$7,000.00	\$3,500.00																	
Placement Detail	<u>Outdoor segment target banners</u>																				
Unit Size	160x600, 300x250, 300x600, 728x90																				
Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)																				
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Level 3	\$13.00	538,462	\$7,000.00	\$3,500.00																	
Sold/Billed By	TripAdvisor																				
Rep Contact	Phil Giudice 310-503-0848 pjudice@tripadvisor.com																				

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	TripAdvisor - AZ Content					\$0.00
	TripAdvisor - TX, NM, UT, CO, CA					\$0.00
	TripAdvisor - Outdoor Segment					\$0.00

eNewsletters

	Vendor	AOT eNewsletter			
	Description	AOT's monthly eNewsletters are sent to 295,000 consumers who have opted to receive frequent Arizona travel information. Specialty eNewsletters are sent to niche audiences who have identified a specific interest. Reach these loyal prospects and keep yourself top-of-mind with frequency of message.			
	Placement Detail	<u>Monthly eNewsletters</u> offer one banner ad and three featured sponsorships	PRICING LEVELS	Rate	Half Net Rate
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Banner	\$1,575.00	\$788.00
	Markets	300,000 opt-in subscribers	Feature Sponsorship	\$2,625.00	\$1,313.00
	Placement Detail	<u>December Specialty eNewsletter</u> - Relax and Recharge	PRICING LEVELS	Rate	Half Net Rate
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Banner	\$500.00	\$250.00
	Markets	Niche market	Feature Sponsorship	\$1,160.00	\$580.00
	Placement Detail	<u>April Specialty eNewsletter</u> - Culinary Arizona	PRICING LEVELS	Rate	Half Net Rate
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Banner	\$1,575.00	\$788.00
	Markets	300,000 opt-in subscribers	Feature Sponsorship	\$2,625.00	\$1,313.00
	Placement Detail	<u>June Specialty eNewsletter</u> - Summer Deals	PRICING LEVELS	Rate	Half Net Rate
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Banner	\$900.00	\$450.00
	Markets	Niche market	Feature Sponsorship	\$450.00	\$225.00
	Placement Detail	<u>September 2016 Specialty eNewsletter</u> - National Parks 100th Anniversary	PRICING LEVELS	Rate	Half Net Rate
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Banner	\$1,575.00	\$788.00	
Markets	300,000 opt-in subscribers	Feature Sponsorship	\$2,625.00	\$1,313.00	
Sold/Billed By	Madden Media				
Rep Contact	Whitney Coleman wcoleman@maddenmedia.com 520-232-2611				

Opportunity Selection Box:	<u>Placement</u>	<u>Level</u>	<u>Month</u>	<u>Half Net Rate</u>	<u>Total Partner Cost</u>
		(drop-down menu)	(drop-down menu)	(drop-down menu)	
	Monthly eNewsletter				\$0.00
	Monthly eNewsletter				\$0.00
	Monthly eNewsletter				\$0.00
	Monthly eNewsletter				\$0.00
	Monthly eNewsletter				\$0.00
	Monthly eNewsletter				\$0.00
	Dec Specialty		December 2015 (Relax and Recharge)		\$0.00
	April Specialty		April 2016 (Culinary Arizona)		\$0.00
	June Specialty		June 2016 (Summer Deals)		\$0.00
	Sept Specialty		September 2016 (National Parks 100th)		\$0.00

Lead Generation																										
	Vendor	e-Miles																								
	Description	e-Miles is a by-invitation-only channel that allows leading loyalty program members to earn points/miles for reading and reacting to marketing messages that are relevant to them.																								
	Placement Detail	e-Miles runs CPL (Cost per Lead) pricing meaning you only pay when a loyalty-program member has completed a lead such as a form or signed up for a newsletter.																								
	Unit Size	690x360 or video; 250x250 or video; 50x50 or 75x50																								
	Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)																								
	Sold/Billed By Rep Contact	<table border="1"> <thead> <tr> <th>PRICING LEVELS</th> <th>CPL</th> <th>Leads</th> <th>Rate/Month</th> <th>Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Level 1</td> <td>\$3.00</td> <td>666</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 2</td> <td>\$2.75</td> <td>1,091</td> <td>\$3,000.00</td> <td>\$1,500.00</td> </tr> <tr> <td>Level 3</td> <td>\$2.50</td> <td>2,000</td> <td>\$5,000.00</td> <td>\$2,500.00</td> </tr> </tbody> </table>					PRICING LEVELS	CPL	Leads	Rate/Month	Half Net Rate/Month	Level 1	\$3.00	666	\$2,000.00	\$1,000.00	Level 2	\$2.75	1,091	\$3,000.00	\$1,500.00	Level 3	\$2.50	2,000	\$5,000.00	\$2,500.00
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e-Miles																										
Ian Fraser																										
212-896-4671 ifraser@e-miles.com																										
Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost																				
	e-Miles					\$0.00																				
Mobile																										
	Vendor	Millennial Media - Mobile																								
	Description	Millennial Media behaviorally and demographically targets consumers on their mobile devices via cost per click banners.																								
	Placement Detail	<u>Mobile Display Banners</u> targeting Baby Boomers, Gen X, Gen Y, and Millennials on a cost per click pricing																								
	Unit Size	320x50, 728x90, 300x250, 460x80																								
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego																								
	Sold/Billed By Rep Contact	<table border="1"> <thead> <tr> <th>Pricing Levels</th> <th>CPC</th> <th>Clicks</th> <th>Rate/Month</th> <th>Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Level 1</td> <td>\$0.18</td> <td>5,556</td> <td>\$1,000.00</td> <td>\$500.00</td> </tr> <tr> <td>Level 2</td> <td>\$0.18</td> <td>11,111</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 3</td> <td>\$0.18</td> <td>22,222</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> </tbody> </table>					Pricing Levels	CPC	Clicks	Rate/Month	Half Net Rate/Month	Level 1	\$0.18	5,556	\$1,000.00	\$500.00	Level 2	\$0.18	11,111	\$2,000.00	\$1,000.00	Level 3	\$0.18	22,222	\$4,000.00	\$2,000.00
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Holly Sutton																										
617-893-2121 hsutton@millennialmedia.com																										
Sold/Billed By Rep Contact	<table border="1"> <thead> <tr> <th>PRICING LEVELS</th> <th>CPCV</th> <th>Completed Views</th> <th>Rate/Month</th> <th>Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Level 1</td> <td>\$0.14</td> <td>7,143</td> <td>\$1,000.00</td> <td>\$500.00</td> </tr> <tr> <td>Level 2</td> <td>\$0.14</td> <td>14,286</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 3</td> <td>\$0.14</td> <td>28,571</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> </tbody> </table>					PRICING LEVELS	CPCV	Completed Views	Rate/Month	Half Net Rate/Month	Level 1	\$0.14	7,143	\$1,000.00	\$500.00	Level 2	\$0.14	14,286	\$2,000.00	\$1,000.00	Level 3	\$0.14	28,571	\$4,000.00	\$2,000.00	
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Holly Sutton																										
617-893-2121 hsutton@millennialmedia.com																										
Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost																				
	Millennial Media - Mobile Banners					\$0.00																				
	Millennial Media - Mobile Video					\$0.00																				

Retargeting

	Vendor	VisitArizona.com Retargeting				
	Description	AOT will be offering retargeting inventory for partners to target both run of site visitors as well as those visitors who view specific pages. For example, partners can target viewers of the Northern Arizona page, and serve those viewers banner ads for their destinations.				
	Placement Detail	Display banners that retarget VisitArizona.com site visitors				
	Unit Size	160x600, 728x90, 300x250				
	Markets	N/A				
		PRICING LEVELS	CPC	Clicks	Rate	Half Net Rate
		Level 1 (est. 2 months)	\$2.20	2,269	\$5,000.00	\$2,500.00
		Level 2 (est. 4 months)	\$2.10	3,575	\$7,500.00	\$3,750.00
		Level 3 (est. 6 months)	\$2.00	4,995	\$10,000.00	\$5,000.00
Sold/Billed By	Madden Media					
Rep Contact	Whitney Coleman wcoleman@maddenmedia.com 520-232-2611					

Opportunity Selection Box:	Placement	Level (drop-down menu)	Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost
	VisitArizona.com - Retargeting				\$0.00

Search Marketing

	Vendor	Madden Media - Paid Search Campaign				
	Description	Each partner will work with Madden Media to help the management team better understand each of the goals of the individual partner. Once the strategy is understood, Madden will put together an Adwords campaign that will focus keywords and ad copy to reach potential travelers.				
	Placement Detail	Custom search campaign				
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego				
			PRICING LEVELS	CPC	Clicks	Rate/Month
		Level 1	\$0.69	870	\$600.00	\$300.00
		Level 2	\$0.69	1,739	\$1,200.00	\$600.00
		Level 3	\$0.69	2,609	\$1,800.00	\$900.00
Sold/Billed By	Madden Media					
Rep Contact	Whitney Coleman wcoleman@maddenmedia.com 520-232-2611					

Minimum participation is 3 consecutive months

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	Paid Search					\$0.00

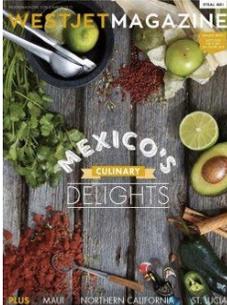
SHARED OPPORTUNITIES

(Placements are included in multi-page Arizona sections, where AOT purchases the first page, and the remaining pages are filled with partner ads and advertorial)

Print - Inflight

	Publication	Southwest Spirit			
	Description	The magazine is the newly rebranded inflight magazine of Southwest Airlines, the largest domestic carrier in the U.S. Articles cover a variety of lifestyle topics, including people, places and travel.			
	Circulation	450,428	Unit Size	Rate	Half Net Rate
	Issuance	Monthly	Full Page 4 Color Bleed	\$28,000.00	\$14,000.00
	Median Age	44	1/2 Page 4 Color	\$15,000.00	\$7,500.00
	Median HHI	\$106,634	1/4 Page 4 Color	\$9,000.00	\$4,500.00
	Markets Reached	National	<i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.</i>		
	Sold/Billed By	Pace Communications	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Ellynn Adoue	March 2016	1/15/2016	1/15/2016
	Rep Phone Number	940-483-9223			
Rep Email	ellynn.adoue@paceco.com				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Southwest Spirit	March 2016			\$0.00

	Publication	WestJet			
	Description	Formerly WestJet's Up! Magazine, WestJet Magazine is the newly designed inflight publication for WestJet Airlines. The airline offers daily flight service to Phoenix from Calgary, 9 flights per week from Edmonton, and 3 flights per week from Toronto. West Jet Magazine connects with adventurers, business travelers, sightseers, and experience seekers with a monthly print and digital issue. An Arizona section may be created based upon number of participants. Rates may fluctuate based upon current conversion rates.			
	Circulation	41,000	Unit Size	Rate	Half Net Rate
	Issuance	Monthly	Full Page 4 Color Bleed	\$6,305.00	\$3,152.50
	Median Age	46	1/2 Page 4 Color	\$3,599.00	\$1,799.50
	Median HHI	\$92,000	1/3 Page 4 Color	\$2,410.00	\$1,205.00
	Markets Reached	Canada	<i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled. WestJet will match each FP combination with FP advertorial</i>		
	Sold/Billed By	Red Point Media	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Lindy Neustaedter	September 2015	7/13/2015	7/13/2015
		403-837-7719			
	lindyn@redpointmedia.ca				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	WestJet	September 2015			\$0.00

Print - National

	Publication	Endless Vacation			
	Description	Endless Vacation is 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. RCI Members have a high propensity to travel and stay in both timeshares and hotels.			
	Circulation	422,954 Western Region	Unit Size	Rate	Half Net Rate
	Issuance	Quarterly	Full Page 4 Color Bleed	\$13,150.00	\$6,575.00
	Median Age	51	1/2 Page 4 Color	\$7,235.00	\$3,617.50
	Median HHI	\$102,347	1/3 Page 4 Color	\$4,820.00	\$2,410.00
	Markets Reached	Western Region (Phoenix, Tucson, Los Angeles, Las Vegas and San Diego)			
	Sold/Billed By	Fox Publishers' Representatives	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Alicia Robledo	Spring '16 Issue (1/30/16)	12/23/2015	12/30/2015
	Rep Phone Number	949-439-0437	Summer '16 Issue (4/27/16)	2/17/2016	2/25/2016
Rep Email	arobledo@foxrep.com				

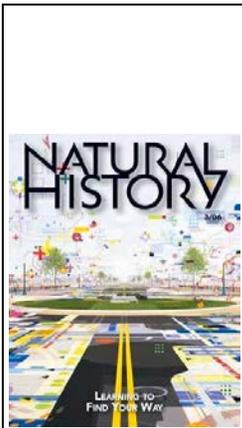
The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Endless Vacation	Spring 2016			\$0.00
	Endless Vacation	Summer 2016			\$0.00

	Publication	National Geographic Traveler			
	Description	National Geographic Traveler appeals to readers with the means and mindset to explore. Content provides authentic experiences that inspire readers to turn adventure vacations, family trips, and weekend getaways into transformative journeys.			
	Circulation	225,000 Western Region	Unit Size	Rate	Half Net Rate
	Issuance	8x per year	Full Page 4 Color Bleed	\$28,600.00	\$14,300.00
	Median Age	43.5	1/2 Page 4 Color	\$14,300.00	\$7,150.00
	Median HHI	\$70,474	1/3 Page 4 Color	\$9,720.00	\$4,860.00
	Markets Reached	Western Edition Covers: AK,AZ,AR,CA,HI,ID,IA,KS,LA,MN,MO,MT,NE,NV,NM,ND,OK,OR,SD,TX,UT,WA,WY			
	Sold/Billed By	National Geographic	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Tanya Scribner 940-387-7711 tanya@scribmedia.com	February/March '16	11/1/2015	11/25/2015

The section requires a minimum of 2 partners. If the minimum is not met, the section will be canceled.

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	National Geographic Traveler	February/March '16			\$0.00



Publication	Natural History			
Description	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.			
Circulation	50,000	Unit Size		Rate
Issuance	10x per year	Full Page 4 Color Bleed	\$2,125.00	Half Net Rate
Median Age	57.7	1/2 Page 4 Color	\$1,147.50	Added Value
Median HHI	\$109,000	1/3 Page 4 Color	\$765.00	\$382.50
Markets Reached	National	<i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.</i>		
Sold/Billed By	Natural History	Issue Date		Space Deadline
Rep Contact	Richard Katz	April '16 (Distinctive Destinations Issue)	2/1/2016	Materials Deadline
	310-710-7414			2/10/2016
	oncoursemedia@aol.com			

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Natural History	April 2016			\$0.00



Publication	Outside Magazine			
Description	The mission of Outside Magazine is to inspire participation in the world outside through coverage of the sports, people, places and adventures that define the active lifestyle. Travel is a major aspect of the Outside reader's life. This audience enjoys seeing new places, experiencing new cultures and cuisine and most importantly enjoying all the outdoor activities and pursuits a destination has to offer.			
Circulation	225,000 (Western Region)	Unit Size		Rate
Issuance	12x per year	Full Page 4 Color Bleed	\$14,997.00	Half Net Rate
Median Age	40	1/2 Page 4 Color	\$7,499.00	Added Value
Median HHI	\$90,518	1/4 Page 4 Color	\$3,749.00	3 months website listing
Markets Reached	Western Circulation: MT, AZ, CO, ID, NM, NV, UT, WY, AK, CA, HI, OR, WA, Western Canada	<i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.</i>		
Sold/Billed By	Outside Magazine	Issue Date		Space Deadline
Rep Contact	Cici Shick	May '16 (National Parks Issue)	2/18/2016	Materials Deadline
	303-440-2722			2/20/2016
	cshick@outsidemag.com			

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Outside Magazine	May 2016			\$0.00

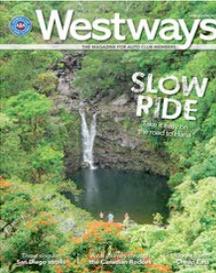
Print - Local/Regional

	Publication	2016 Arizona State Official Visitor's Guide			
	Description	AOT's main fulfillment piece to consumers featuring information, articles, maps and photography about the different regions of the state. Distributed via direct mail on request and through Arizona visitors centers and CVBs. Electronic version is available for download at VisitArizona.com.			
	Circulation	450,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Full Page 4 Color Bleed	\$15,602.00	\$7,801.00
	Median Age	46.9	2/3 Page 4 Color	\$11,535.00	\$5,767.50
	Median HHI	\$70,520	1/2 Page 4 Color	\$8,590.00	\$4,295.00
	Markets Reached	National/International	1/3 Page 4 Color	\$5,892.00	\$2,946.00
			1/6 Page 4 Color	\$3,940.00	\$1,970.00
			Listing	\$415.00	\$207.50
			Additional Listing	\$150.00	\$75.00
Sold/Billed By	Madden Media				
Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	Issue Date	Space Deadline	Materials Deadline	
		12/21/2015	9/11/2015	9/18/2015	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	2016 Arizona State Official Visitor's Guide	2016			\$0.00
	2016 Arizona State Official Visitor's Guide	2016	Additional Listing		\$0.00

	Publication	Arizona Map			
	Description	Official state visitors map			
	Circulation	510,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Panel	\$12,355.00	\$6,177.50
	Median Age	46.9	1/2 Panel	\$7,004.00	\$3,502.00
	Median HHI	\$70,520	Listing	\$615.00	\$307.50
	Markets Reached	National/International			
	Sold/Billed By	Madden Media			
	Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	Issue Date	Space Deadline	Materials Deadline
			12/21/2015	9/11/2015	9/18/2015

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Map	2016			\$0.00

	Publication	AAA Westways			
	Description	Westways is Southern California's AAA membership publication, featuring travel, auto and lifestyle editorial. The magazine is supported by other AAA channels, including AAA's own travel agency, and 81 AAA Storefront locations.			
	Circulation	500,000	Unit Size	Rate	Half Net Rate
	Issuance	5x/year (AOT features in September & March/April)	Full Page 4 Color Bleed	\$8,500.00	\$4,250.00
	Median Age	48	1/2 Page 4 Color	\$4,500.00	\$2,250.00
	Median HHI	\$100,000			
	Markets Reached	Southern California	Issue Date	Space Deadline	Materials Deadline
	Sold/Billed By	AAA Westways	September 2015	6/25/2015	7/2/2015
	Rep Contact	Kevin McCaw 623-551-6350 kevin@aaawestern.com	March/April 2016	12/28/2015	1/4/2016

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	AAA Westways	September 2015			\$0.00
	AAA Westways	March/April 2016			\$0.00

	Publication	San Diego Magazine																			
	Description	San Diego Magazine is the southern California region's lifestyle publication reaching affluent and active San Diegans.																			
	Circulation	248,420																			
	Issuance	12x per year																			
	Median Age	46																			
	Median HHI	\$223,000																			
	Markets Reached	San Diego Metropolitan	<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td>\$5,125.00</td> <td>\$2,562.50</td> <td>Full Page ad + 100 words copy + photo; bonus 100,000 impressions online</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$3,485.00</td> <td>\$1,742.50</td> <td>Half Page ad + 60 words copy + photo; bonus 100,000 impressions online</td> </tr> <tr> <td>1/4 Page 4 Color</td> <td>\$1,925.00</td> <td>\$962.50</td> <td>1/4 Page ad + 40 words copy; bonus 100,000 impressions online</td> </tr> </tbody> </table> <p><i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.</i></p>				Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$5,125.00	\$2,562.50	Full Page ad + 100 words copy + photo; bonus 100,000 impressions online	1/2 Page 4 Color	\$3,485.00	\$1,742.50	Half Page ad + 60 words copy + photo; bonus 100,000 impressions online	1/4 Page 4 Color	\$1,925.00	\$962.50
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Sold/Billed By	San Diego Magazine																				
Rep Contact	Julie Davis 619-744-0533 julie@sandiegomagazine.com																				
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March '16	3/1/2016	3/15/2016																			

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	San Diego Magazine	March 2016			\$0.00

	Publication	Sunset Magazine																			
	Description	Sunset Magazine covers the West's best flavors, destinations, home-design trends and innovations. Sunset engages and inspires an audience of active and affluent consumers.																			
	Circulation	315,000 (Southern California Edition)																			
	Issuance	12x per year																			
	Median Age	54																			
	Median HHI	\$97,994																			
	Markets Reached	Southern California	<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td>\$22,260.00</td> <td>\$11,130.00</td> <td>Full Page ad + 100 words copy + photo; bonus 100,000 impressions online</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$11,130.00</td> <td>\$5,565.00</td> <td>Half Page ad + 60 words copy + photo; bonus 100,000 impressions online</td> </tr> <tr> <td>1/3 Page 4 Color</td> <td>\$7,420.00</td> <td>\$3,710.00</td> <td>1/4 Page ad + 40 words copy; bonus 100,000 impressions online</td> </tr> </tbody> </table> <p><i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.</i></p>				Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$22,260.00	\$11,130.00	Full Page ad + 100 words copy + photo; bonus 100,000 impressions online	1/2 Page 4 Color	\$11,130.00	\$5,565.00	Half Page ad + 60 words copy + photo; bonus 100,000 impressions online	1/3 Page 4 Color	\$7,420.00	\$3,710.00
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1/3 Page 4 Color	\$7,420.00	\$3,710.00	1/4 Page ad + 40 words copy; bonus 100,000 impressions online																		
Sold/Billed By	Sunset Magazine																				
Rep Contact	Tara Salcido 310-268-7585 tara.salcido@timeinc.com																				
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Issue Date	Space Deadline	Materials Deadline																			
April '16	2/1/2016	2/15/2016																			

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Sunset Magazine	April 2016			\$0.00

Print - Newsprint

	Publication	Arizona Daily Star				
	Description	Arizona Daily Star is the leading newspaper of Tucson. Opportunity has been created for a 4P custom insert on 9.889"x10" 35-40# stock, where AOT anchors the cover page and participating partners receive matching advertorial for ad size purchased.				
	Circulation	125,865 - 132,562 (depends on seasonality of winter visitors)				
	Issuance	Sundays	Unit Size	Rate	Half Net Rate	Added Value
	Median Age	47.7	Full Page 4 Color	\$5,000.00	\$2,500.00	Full Page advertorial, plus 50,000 impressions on Tucson.com
	Median HHI	\$48,017	1/2 Page 4 Color	\$3,500.00	\$1,750.00	1/2 Page advertorial, plus 25,000 impressions on Tucson.com
	Markets Reached	Tucson	1/4 Page 4 Color	\$2,000.00	\$1,000.00	1/4 Page advertorial, plus 15,000 impressions on Tucson.com
	Sold/Billed By Rep Contact	Arizona Daily Star Tom Lindsey 602-444-4834 tlindsey@tucson.com	<i>The section requires a minimum of 2 pages collective advertising. If the minimum is not met, the section will be canceled.</i>			

Issue Date	Space Deadline	Materials Deadline
June 2016	30 days prior	21 days prior

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Daily Star	June 2016			\$0.00

	Publication	Arizona Republic				
	Description	Arizona Republic reaches 1.2 million adults each week. The readers are loyal, relying on the paper for breaking headlines, in-depth information, travel insight, sports, business, and other lifestyle topics. Readers are highly engaged with the paper, spending an average of 1 hour and 16 minutes with the Sunday edition. Rates for this custom 10"x10" insert are based on an 8-page tab insert on 40# stock.				
	Circulation	414,148				
	Issuance	Sundays	Unit Size	Rate	Half Net Rate	Added Value
	Median Age	53	Full Page 4 Color	\$5,150.00	\$2,575.00	Bonus Impressions on AZCentral.com
	Median HHI	\$60,855	1/2 Page 4 Color	\$2,575.00	\$1,287.50	Bonus Impressions on AZCentral.com
	Markets Reached	Phoenix	1/4 Page 4 Color	\$1,288.00	\$644.00	Bonus Impressions on AZCentral.com
	Sold/Billed By Rep Contact Rep Phone Number Rep Email	Republic Media Cami Kaiser 602-444-6899 ckaiser@republicmedia.com	<i>The section requires a minimum of 4.5 pages collective advertising. If the minimum is not met, the section will be canceled.</i>			

Issue Date	Space Deadline	Materials Deadline
October 2015	45 days prior	30 days prior
Feb/Mar 2016	45 days prior	30 days prior
June 2016	45 days prior	30 days prior

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Republic	October 2015			\$0.00
	Arizona Republic	Feb/Mar 2016			\$0.00
	Arizona Republic	June 2016			\$0.00

	Publication	Las Vegas Review Journal																					
	Description	Las Vegas Review Journal is the daily newspaper covering Las Vegas and Southern Nevada. Print options listed are for run of paper Arizona pages within the Sunday Travel Section. AOT will purchase a 1/2P4C ad and utilize other 1/2P for advertorial. Partner will be featured on facing page with ads and advertorial.																					
	Circulation	185,000																					
	Issuance	Sundays																					
	Median Age	51																					
	Median HHI	\$60,800																					
	Markets Reached	Southern Nevada - Las Vegas																					
	Sold/Billed By	Las Vegas Review Journal																					
	Rep Contact	Anita Kyle 702-672-1803 akyle@reviewjournal.com																					
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Issue Date	Space Deadline	Materials Deadline																					
April 2016	3 weeks prior	2.5 weeks prior																					

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Las Vegas Review Journal	April 2016			\$0.00

	Publication	Los Angeles Times																					
	Description	Los Angeles Times reaches 2.4 million adults each Sunday, as its circulation is the fourth largest in the U.S. Readers seek the latest headlines in news, business, sports, entertainment, and more. This is an offering for a 10.5" x 12.5" custom 8 page insert distributed to 400,000 homes. Minimum cost to produce \$43,060.00.																					
	Circulation	965,598																					
	Issuance	Sundays																					
	Median Age	47																					
	Median HHI	\$70,050																					
	Markets Reached	Southern California																					
	Sold/Billed By	Los Angeles Times																					
	Rep Contact	Claire Armbruster 818-239-9099 claire.armbruster@latimes.com																					
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Issue Date	Space Deadline	Materials Deadline																					
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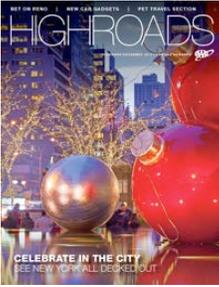
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Los Angeles Times	March 2016			\$0.00

	Publication	Madden - Arizona Canadian Newspaper Insert																									
	Description	This customized insert program targets the Canadian market through specific newspapers (Ottawa Citizen, Toronto Star, Calgary Herald, Vancouver Sun, Vancouver Province, Montreal Gazette) and Air Canada's En Route magazine.																									
	Circulation	685,000																									
	Issuance	Annually																									
	Markets Reached	Canada																									
	Sold/Billed By	Madden Media																									
	Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com																									
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Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Madden - Arizona Canadian Newspaper Insert	Fall/Winter 2015			\$0.00

INDIVIDUAL AD BUYS

Print - Magazine

	Publication	AAA Arizona Highroads															
	Description	Arizona's AAA membership publication, published in print and augmented with a digital edition. Features include travel, auto and lifestyle editorial. The magazine is supported by other AAA channels, including AAA's own travel agency, and 10 AAA Storefront locations in Arizona. Approximately 85% of the readers are Arizona homeowners.															
	Circulation	501,000															
	Issuance	Bi-monthly															
	Median Age	53															
	Median HHI	\$91,100															
	Markets Reached	Arizona															
	Sold/Billed By	AAA Highroads															
	Rep Contact	Kevin McCaw 623-551-6350 kevin@aaawestern.com															
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td>\$8,007.00</td> <td>\$4,003.50</td> <td>Free 300x600 online ad</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$4,667.00</td> <td>\$2,333.50</td> <td>Free 300x300 online ad</td> </tr> <tr> <td>1/3 Page 4 Color</td> <td>\$3,043.00</td> <td>\$1,521.50</td> <td>Free 300x200 online ad</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$8,007.00	\$4,003.50	Free 300x600 online ad	1/2 Page 4 Color	\$4,667.00	\$2,333.50	Free 300x300 online ad	1/3 Page 4 Color	\$3,043.00	\$1,521.50
Unit Size	Rate	Half Net Rate	Added Value														
Full Page 4 Color Bleed	\$8,007.00	\$4,003.50	Free 300x600 online ad														
1/2 Page 4 Color	\$4,667.00	\$2,333.50	Free 300x300 online ad														
1/3 Page 4 Color	\$3,043.00	\$1,521.50	Free 300x200 online ad														

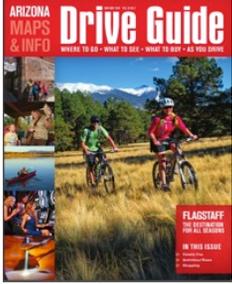
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	AAA Arizona Highroads				\$0.00
	AAA Arizona Highroads				\$0.00
	AAA Arizona Highroads				\$0.00
	AAA Arizona Highroads				\$0.00

	Publication	Arizona Highways											
	Description	Arizona Highways is an iconic magazine showcasing the state of Arizona, as seen through the eyes of expert travel journalists and photographers.											
	Circulation	166,000											
	Issuance	Monthly											
	Median Age	55											
	Median HHI	\$75,000											
	Markets Reached	National/International <i>Limited to 2 partners per month</i>											
	Sold/Billed By	On Media											
	Rep Contact	Teresa Strunk 602-445-7166 tstrunk@onmediaaz.com											
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Inside Back Cover</td> <td>\$10,000.00</td> <td>\$5,000.00</td> <td>Digital advertising package with minimum \$13,000 in print</td> </tr> <tr> <td>Full Page 4 Color Page 15</td> <td>\$7,900.00</td> <td>\$3,950.00</td> <td></td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Inside Back Cover	\$10,000.00	\$5,000.00	Digital advertising package with minimum \$13,000 in print	Full Page 4 Color Page 15	\$7,900.00	\$3,950.00
Unit Size	Rate	Half Net Rate	Added Value										
Full Page 4 Color Inside Back Cover	\$10,000.00	\$5,000.00	Digital advertising package with minimum \$13,000 in print										
Full Page 4 Color Page 15	\$7,900.00	\$3,950.00											

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Highways				\$0.00
	Arizona Highways				\$0.00
	Arizona Highways				\$0.00
	Arizona Highways				\$0.00

	Publication	Arizona State RV Guide															
	Description	Guide to RV parks and resorts in Arizona. Resource guide for RV services and suppliers, as well as information on unique attractions and recreation throughout Arizona.															
	Circulation	120,000															
	Issuance	Annually															
	Median Age	62															
	Median HHI	\$75,000															
	Markets Reached	AZ, Northern States, Canada															
	Sold/Billed By	Arizona State RV Guide															
	Rep Contact	Ron Sleight 480-513-8147 cmg2@outlook.com															
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td>\$1,400.00</td> <td>\$700.00</td> <td>Banner ad with featured direct link listing</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$900.00</td> <td>\$450.00</td> <td>Button ad with featured direct link listing</td> </tr> <tr> <td>1/4 Page 4 Color</td> <td>\$600.00</td> <td>\$300.00</td> <td>Featured direct link listing</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$1,400.00	\$700.00	Banner ad with featured direct link listing	1/2 Page 4 Color	\$900.00	\$450.00	Button ad with featured direct link listing	1/4 Page 4 Color	\$600.00	\$300.00
Unit Size	Rate	Half Net Rate	Added Value														
Full Page 4 Color Bleed	\$1,400.00	\$700.00	Banner ad with featured direct link listing														
1/2 Page 4 Color	\$900.00	\$450.00	Button ad with featured direct link listing														
1/4 Page 4 Color	\$600.00	\$300.00	Featured direct link listing														

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona State RV Guide	2015 - 2016			\$0.00

	Publication	Arizona Drive Guide				
	Description	Arizona Drive Guide helps to inform Arizona visitors on Where to Go, What to See, What to Do and How to Get There, while experiencing the best that Arizona has to offer.				
	Circulation	124,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	4x/year	Full Page 4 Color Bleed	\$1,600.00	\$800.00	Banner ad on website
	Median Age	45.5	1/2 Page 4 Color	\$1,000.00	\$500.00	Banner ad on website
	Median HHI	\$73,000	1/3 Page 4 Color	\$700.00	\$350.00	Online listing
	Markets Reached	National, international, AZ, NV, IL, CA, TX, NY, WA,	Issue Date	Space Deadline	Materials Deadline	Online content
	Sold/Billed By	Arizona Drive Guide	September-November 2015	8/4/2015	8/4/2015	Online events listings
	Rep Contact	Cyndi Turer	December 2015-February 2016	11/5/2015	11/5/2015	Inclusion in 1 monthly eNewsletter
		480-860-0328 cyndi@driveguideus.com	March-May 2016	2/4/2015	2/4/2015	Social media posts
		June-August 2016	5/5/2015	5/5/2015		

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Drive Guide	September-November 2015			\$0.00
	Arizona Drive Guide	December 2015-February 2016			\$0.00
	Arizona Drive Guide	March-May 2016			\$0.00
	Arizona Drive Guide	June-August 2016			\$0.00

	Publication	Desert Botanical Garden Visitor Guide/Map				
	Description	Reach local, national and international visitors to Desert Botanical Garden with this Visitor Guide/Map distributed at the box office to ticketed visitors.				
	Circulation	275,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Annually	Full Page 4 Color Bleed (Cover)	\$8,400.00	\$4,200.00	One free ad in June, July or August of PBS Eight Magazine with purchase of Cover
	Median Age	45	Full Page 4 Color Bleed	\$5,950.00	\$2,975.00	
	Median HHI	\$85,000	1/2 Page 4 Color	\$3,900.00	\$1,950.00	
	Markets Reached	Metropolitan Phoenix (50% local visitors; 50% out of town)	Issue Date	Space Deadline	Materials Deadline	
	Sold/Billed By	On Media	December 2015	11/1/2015	11/1/2015	
	Rep Contact	Teresa Strunk				
		602-445-7166 tstrunk@onmediaaz.com				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Desert Botanical Garden Visitor Guide/Map	December 2015			\$0.00

	Publication	El Imparcial				
	Description	El Imparcial is the daily newspaper of Northwest Mexico (Sonora). Six times during the year, a full-color glossy tabloid magazine specifically covering Arizona is inserted into the newspaper. Magazine articles cover Arizona destinations, restaurants, hotels, sporting events, wellness, shopping, culture and history. A Calendar of Events is also featured.				
	Circulation	45,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	6x/year	Full Page 4 Color	\$3,940.00	\$1,970.00	Spanish ad production included
	Median Age	37	1/2 Page 4 Color	\$1,900.00	\$950.00	Advertorial/photos
	Median HHI	\$50,000	1/4 Page 4 Color	\$1,010.00	\$505.00	Printed ad appears online
	Markets Reached	Sonora, Mexico	Issue Date	Space Deadline	Materials Deadline	
	Sold/Billed By	El Imparcial	September 27, 2015 (AOT/Arizona Shop & Play)		9/10/2015	9/10/2015
	Rep Contact	Leyla Cattán	November 15, 2015 (Arizona Thanksgiving)		10/29/2015	10/29/2015
		520-297-5442 lcattan@elimparcial.com	December 4, 2015 (Arizona Holidays)		11/18/2015	11/18/2015
		March 2016 (Arizona Spring Easter)		2/10/2016	2/10/2016	
		June 9, 2016 (Arizona Fun in the Sun)		5/24/2016	5/24/2016	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	El Imparcial	September 27, 2015			\$0.00
	El Imparcial	November 15, 2015			\$0.00
	El Imparcial	December 4, 2015			\$0.00
	El Imparcial	March 2016			\$0.00
	El Imparcial	June 9, 2016			\$0.00

	Publication	Experience AZ											
	Description	Experience AZ Magazine is a guide for both Arizona residents and tourists to see, feel, taste and experience the best that Arizona offers. Arizona's Top 5 are presented in each category: tourist destinations, nightlife, dining, sports, music, theater, festivals and outdoor adventure.											
	Circulation	30,000											
	Issuance	2x/year											
	Median Age	43.5											
	Median HHI	\$65,000											
	Markets Reached	Arizona											
	Sold/Billed By	AZ Big Media											
	Rep Contact	Ryan Moore 602-424-8843 ryan.moore@azbigmedia.com											
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td>\$2,100.00</td> <td>\$1,050.00</td> <td>Social media posts - Facebook and Twitter</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$1,365.00</td> <td>\$682.50</td> <td>"Deal of the Week" ad in e-newsletter Website ad with 200,000 impressions</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$2,100.00	\$1,050.00	Social media posts - Facebook and Twitter	1/2 Page 4 Color	\$1,365.00	\$682.50
Unit Size	Rate	Half Net Rate	Added Value										
Full Page 4 Color Bleed	\$2,100.00	\$1,050.00	Social media posts - Facebook and Twitter										
1/2 Page 4 Color	\$1,365.00	\$682.50	"Deal of the Week" ad in e-newsletter Website ad with 200,000 impressions										

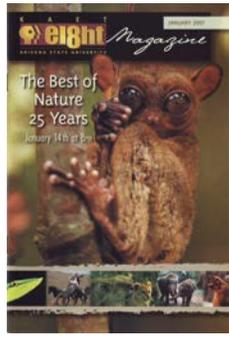
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Experience AZ	Fall/Winter 2015			\$0.00
	Experience AZ	Spring/Summer 2016			\$0.00

	Publication	Grand Canyon Journal													
	Description	Provides inspiration and total trip-planning resources for travelers planning a vacation to the Grand Canyon region. Content includes itineraries, destinations, attractions, activities, history/culture, natural wonders, photography, and wildlife.													
	Circulation	100,000													
	Issuance	Annually													
	Median Age	52													
	Median HHI	\$100,000													
	Markets Reached	Southern California, Las Vegas, Arizona, New Mexico													
	Sold/Billed By	Active Interest Media													
	Rep Contact	David Krause 720-437-0508 dkrause@aimmedia.com													
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td>\$5,995.00</td> <td>\$2,997.50</td> <td rowspan="3">Reader service listing, advertorial with photos/contact info (also appears online. Quarterly Facebook/Twitter posts.</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$3,995.00</td> <td>\$1,997.50</td> </tr> <tr> <td>1/4 Page 4 Color</td> <td>\$2,495.00</td> <td>\$1,247.50</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$5,995.00	\$2,997.50	Reader service listing, advertorial with photos/contact info (also appears online. Quarterly Facebook/Twitter posts.	1/2 Page 4 Color	\$3,995.00	\$1,997.50	1/4 Page 4 Color	\$2,495.00
Unit Size	Rate	Half Net Rate	Added Value												
Full Page 4 Color Bleed	\$5,995.00	\$2,997.50	Reader service listing, advertorial with photos/contact info (also appears online. Quarterly Facebook/Twitter posts.												
1/2 Page 4 Color	\$3,995.00	\$1,997.50													
1/4 Page 4 Color	\$2,495.00	\$1,247.50													

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Grand Canyon Journal	November 2015 - August 2016			\$0.00

	Publication	Heard Museum Visitor Guide/Map													
	Description	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.													
	Circulation	160,000													
	Issuance	Annually													
	Median Age	55													
	Median HHI	\$75,000													
	Markets Reached	Metropolitan Phoenix (50% local visitors; 50% out of town)													
	Sold/Billed By	On Media													
	Rep Contact	Teresa Strunk 602-445-7166 tstrunk@onmediaaz.com													
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed (Cover)</td> <td>\$5,500.00</td> <td>\$2,750.00</td> <td rowspan="3">One free ad in June, July or August of PBS Eight Magazine with purchase of Cover</td> </tr> <tr> <td>Full Page 4 Color Bleed</td> <td>\$3,900.00</td> <td>\$1,950.00</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$2,550.00</td> <td>\$1,275.00</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed (Cover)	\$5,500.00	\$2,750.00	One free ad in June, July or August of PBS Eight Magazine with purchase of Cover	Full Page 4 Color Bleed	\$3,900.00	\$1,950.00	1/2 Page 4 Color	\$2,550.00
Unit Size	Rate	Half Net Rate	Added Value												
Full Page 4 Color Bleed (Cover)	\$5,500.00	\$2,750.00	One free ad in June, July or August of PBS Eight Magazine with purchase of Cover												
Full Page 4 Color Bleed	\$3,900.00	\$1,950.00													
1/2 Page 4 Color	\$2,550.00	\$1,275.00													

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Heard Museum Visitor Guide/Map	2016 (January)			\$0.00



Publication	PBS Eight (KAET) Magazine			
Description	Eight Magazine is monthly guide to all the great programming on Eight Arizona, a PBS member television station. This publication is mailed monthly to the devoted viewers of KAET, who financially support the station, and contains easy-to-read schedules for each of their digital channels in Phoenix.			
Circulation	47,000	Unit Size	Rate	Half Net Rate
Issuance	Monthly	Full Page 4 Color Bleed (Cover)	\$2,000.00	\$1,000.00
Median Age	55	Full Page 4 Color Bleed	\$1,700.00	\$850.00
Median HHI	\$75,000	1/3 Page 4 Color	\$1,300.00	\$650.00
Markets Reached	Greater Maricopa County			
Sold/Billed By	On Media	Issue Date	Space Deadline	Materials Deadline
Rep Contact	Teresa Strunk 602-445-7166 tstrunk@onmediaaz.com	Monthly	1 month prior	1 month prior

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	PBS Eight (KAET) Magazine				\$0.00
	PBS Eight (KAET) Magazine				\$0.00
	PBS Eight (KAET) Magazine				\$0.00
	PBS Eight (KAET) Magazine				\$0.00



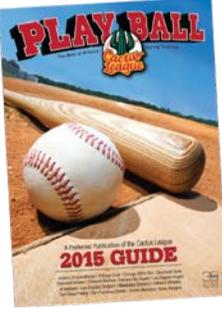
Publication	Phoenix Magazine			
Description	Monthly magazine that showcases various activities throughout the Valley, especially entertainment. Features editorial on local news, dining, narratives, profiles, keeping readers in touch with the Valley's latest trends, events, personalities and places. Special monthly issues cover biking, weekend adventures, summer getaways, etc.			
Circulation	78,383	Unit Size	Rate	Half Net Rate
Issuance	Monthly	Full Page 4 Color Bleed	\$5,100.00	\$2,550.00
Median Age	55	1/2 Page 4 Color	\$3,315.00	\$1,657.50
Median HHI	\$179,737	1/4 Page 4 Color	\$1,530.00	\$765.00
Markets Reached	Phoenix			
Sold/Billed By	Phoenix Magazine	Issue Date	Space Deadline	Materials Deadline
Rep Contact	Joel Klasky 480-664-3960 jklasky@phoenixmag.com	Monthly	6 weeks prior	6 weeks prior
		Special Ad Section in November (Get Out of Town Guide)	9/15/2015	9/15/2015
		February (Discover Arizona)	12/15/2015	12/15/2015
		Annual Arizona Travel Guide (June 2016)	5/10/2016	5/10/2016

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Phoenix Magazine				\$0.00
	Phoenix Magazine				\$0.00
	Phoenix Magazine				\$0.00
	Phoenix Magazine				\$0.00



Publication	Phoenix Official Travel Guide			
Description	Visit Phoenix's official fulfillment piece for customers. Electronic version is available for download at VisitPhoenix.com. Additional distribution at area visitors' centers and Sky Harbor International Airport.			
Circulation	250,000	Unit Size	Rate	Half Net Rate
Issuance	Annually	Full Page 4 Color Bleed	\$8,507.00	\$4,253.50
Median Age	47.2	1/2 Page 4 Color	\$5,523.00	\$2,761.50
Median HHI	\$74,660	1/3 Page 4 Color	\$4,183.00	\$2,091.50
Markets Reached	National/International			
Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline
Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	December 11, 2015	9/11/2015	9/18/2015

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Phoenix Official Travel Guide	2016			\$0.00

	Publication	Play Ball			
	Description	Features the Cactus League Spring Training schedule, along with pages devoted to facts and figures about Arizona's 10 Cactus League stadiums. Distributed to fans at fan fest activities in teams' home cities, as well as local CVBs, hotels, retail outlets, and Sky Harbor International Airport.			
	Circulation	100,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Full Page 4 Color Bleed	\$5,600.00	\$2,800.00
	Median Age	43.5	1/2 Page 4 Color	\$3,000.00	\$1,500.00
	Median HHI	\$65,000	1/4 Page 4 Color	\$1,800.00	\$900.00
	Markets Reached	Arizona, Fan Cities - Chicago, Cincinnati, Cleveland, Colorado, Kansas City, California, Milwaukee, Seattle and Texas			
Sold/Billed By	AZ Big Media	Issue Date	Space Deadline	Materials Deadline	
Rep Contact	Ryan Moore 602-424-8843 ryan.moore@azbigmedia.com	January 2016	12/10/2015	12/10/2015	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Play Ball	January 2016			\$0.00

	Publication	True West Magazine			
	Description	True West has been reaching Western enthusiasts for 60 years. Readers are a passionate group who love the history, lore and lifestyle that the West represents. Culture, history, and western heritage travel are featured.			
	Circulation	62,000	Unit Size	Rate	Half Net Rate
	Issuance	Monthly	Full Page 4 Color Bleed	\$2,883.00	\$1,441.50
	Median Age	58	1/2 Page 4 Color	\$1,658.00	\$829.00
	Median HHI	\$74,000	1/3 Page 4 Color	\$1,054.00	\$527.00
	Markets Reached	National			
Sold/Billed By	True West Magazine	Issue Date	Space Deadline	Materials Deadline	
Rep Contact	Greg Carroll 480-575-1881 greg@twmag.com	Monthly	7 weeks prior	7 weeks prior	
		Annual Travel Issue (April 2016)	2/12/2016	2/12/2016	

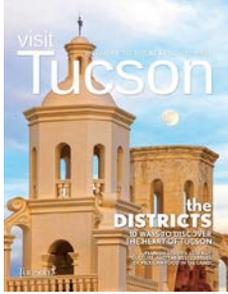
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	True West Magazine				\$0.00
	True West Magazine				\$0.00
	True West Magazine				\$0.00
	True West Magazine				\$0.00

	Publication	Tucson Guide			
	Description	Tucson's award winning tourism publication, found in the guest rooms of Tucson's resorts and hotels. Tucson Guide satisfies the needs of affluent visitors and Tucson residents alike, while providing seasonally updated information about the culture, lifestyle, hospitality, and the excitement of things to see and do in Southern Arizona.			
	Circulation	50,000	Unit Size	Rate	Half Net Rate
	Issuance	2x/year	Full Page 4 Color Bleed	\$2,640.00	\$1,320.00
	Median Age	46.9	1/2 Page 4 Color	\$1,445.00	\$722.50
	Median HHI	\$70,520	1/3 Page 4 Color	\$725.00	\$362.50
	Markets Reached	Metropolitan Tucson, Southern Arizona			
Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline	
Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	Fall/Winter 2015 (August 31)		6/26/2015	
		Spring/Summer 2016 (March 7)		1/4/2016	
				7/1/2015	
				1/6/2016	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Tucson Guide	Fall/Winter 2015			\$0.00
	Tucson Guide	Spring/Summer 2016			\$0.00

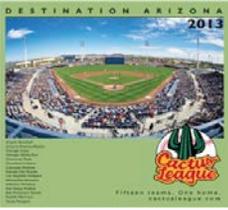
	Publication	Valley Guide															
	Description	Valley Guide is available in the guest rooms of many metropolitan Phoenix area resorts and hotels. The magazine provides seasonally updated information to keep the Phoenix area visitor aware of the best places to play, shop and dine while visiting the Valley.															
	Circulation	60,000															
	Issuance	Quarterly															
	Median Age	46.9															
	Median HHI	\$70,520															
	Markets Reached	Metropolitan Phoenix															
	Sold/Billed By	Madden Media															
	Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com															
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Unit Size	Rate	Half Net Rate	Added Value														
Full Page 4 Color Bleed	\$3,435.00	\$1,717.50															
1/2 Page 4 Color	\$1,880.00	\$940.00															
1/4 Page 4 Color	\$940.00	\$470.00															
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Summer 2016 (June 20)	4/16/2016	4/21/2016															

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Valley Guide	Fall 2015 (September)			\$0.00
	Valley Guide	Winter 2015/2016			\$0.00
	Valley Guide	Spring 2016			\$0.00
	Valley Guide	Summer 2016			\$0.00

	Publication	Visit Tucson Official Travel Guide															
	Description	Visit Tucson's official fulfillment publication, distributed free via direct mail upon request and through VisitTucson.org. Electronic version is available for download at VisitTucson.org. Additional distribution at area visitors' centers and at Tucson International Airport.															
	Circulation	300,000															
	Issuance	Annually															
	Median Age	46.5															
	Median HHI	\$71,353															
	Markets Reached	National/International															
	Sold/Billed By	Madden Media															
	Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com															
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Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Visit Tucson Official Travel Guide	2016			\$0.00

Print - Newsprint

	Publication	Cactus League Newspaper Insert																
	Description	Published and inserted into major newspapers' Sunday edition, this high quality, four-color tabloid targets high income zip codes in the hometowns of the 15 Arizona Spring Training teams.																
	Circulation	1,000,000																
	Issuance	Annually																
	Markets Reached	Northern & Southern California, Chicago, Ohio, Denver, Kansas City, Milwaukee, Seattle and Dallas																
	Sold/Billed By	Hennen Publishing																
	Rep Contact	Kathleen Hennen 480-664-0541 kathleen@hennenpmg.com																
		<table border="1"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color + 300 words of copy + photo</td> <td>\$16,480.00</td> <td>\$8,240.00</td> <td></td> </tr> <tr> <td>1/2 Page 4 Color + 150 words of copy + photo</td> <td>\$10,450.00</td> <td>\$5,225.00</td> <td></td> </tr> <tr> <td>1/4 Page 4 Color + 75words of copy + photo</td> <td>\$5,280.00</td> <td>\$2,640.00</td> <td></td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color + 300 words of copy + photo	\$16,480.00	\$8,240.00		1/2 Page 4 Color + 150 words of copy + photo	\$10,450.00	\$5,225.00		1/4 Page 4 Color + 75words of copy + photo	\$5,280.00	\$2,640.00	
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January 17, 2016	11/13/2015	11/20/2015																

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Cactus League Newspaper Insert	January 17, 2016			\$0.00

Out of Home

	Vendor	Alliance Airport Advertising		
	Description	Reach travelers throughout Sky Harbor International Airport, one of the top-ten busiest airports in the U.S. Terminal 4 handles 85% of Phoenix traffic and has 88 gates on 7 concourses; Terminal 3 has 16 gates on 2 concourses; Terminal 2 has 17 gates on 1 concourse. Approximately 115,000 passengers travel through Sky Harbor on a daily basis.		
	Placement Description	<u>Baggage Claim</u> - Digital 10 seconds - all baggage carousels, all terminals, still image or video (Limited to 2 partners per month)		
		Rate	Half Net Rate	
		\$10,000 per month, plus 1x \$300 digital upload fee per creative	\$5,000 per month, plus 1x \$150 digital upload fee per creative	
	Placement Description	<u>Backlit 6'x6' Extra Large Wall Signs</u> - available in all terminals (Limited to 3 partners per month)		
		Rate	Half Net Rate	
		\$4,000 per unit, per month; printing hard costs not included	\$2,000 per unit, per month; printing hard costs not included	
	Placement Description	<u>Backlit 5'x5' Large Wall Signs</u> - available in all terminals (Limited to 4 partners per month)		
		Rate	Half Net Rate	
	\$3,000 per unit, per month; printing hard costs not included	\$1,500 per unit, per month; printing hard costs not included		
Placement Description	<u>Standard Wall Signs</u> - available on Passenger Level of Terminal 4 only (Limited to 4 partners per month)			
	Rate	Half Net Rate		
	\$2,500 per unit, per month; printing hard costs not included	\$1,250 per unit, per month; printing hard costs not included		
Markets Reached	Sky Harbor International Airport			
Sold/Billed By	Alliance Airport Advertising			
Rep Contact	Sheila Vaughn	Issue Date	Space Deadline	Materials Deadline
	480-347-9015	Monthly	4 weeks prior	4 weeks prior
	sheila@allianceairportadvertising.com			

Opportunity Selection Box:	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	Alliance Airport Advertising	Baggage Claim			\$5,000.00	\$0.00
	Alliance Airport Advertising	Backlit 6x6			\$2,000.00	\$0.00
	Alliance Airport Advertising	Backlit 5x5			\$1,500.00	\$0.00
	Alliance Airport Advertising	Standard Wall Signs			\$1,250.00	\$0.00

Digital Outdoor Billboards						
	Vendor	Clear Channel Outdoor				
	Markets Reached	Metropolitan Phoenix	Unit Size	Rate	Half Net Rate	Added Value
	Sold/Billed By	Clear Channel Outdoor Allison Treadwell 602-381-4763 allisontreadwell@clearchannel.com	14'x48' Digital Boards (8 seconds)	\$1,000 per 4 week contract	\$500 per 4 week contract	
	Rep Contact		Issue Date	Space Deadline	Materials Deadline	
			Monthly	3 months prior	1 week prior	
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Clear Channel Outdoor				\$500.00	\$0.00
	Vendor	Lamar Outdoor				
	Markets Reached	Metropolitan Phoenix	Unit Size	Rate	Half Net Rate	Added Value
	Sold/Billed By	Lamar Outdoor Brad Nasser 602-266-2187 bnasser@lamar.com	14'x48' Digital Boards (8 seconds)	\$1,000 per 4 week contract	\$500 per 4 week contract	
	Rep Contact		Issue Date	Space Deadline	Materials Deadline	
			Monthly	Space available basis	1 week prior	
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Lamar Outdoor				\$500.00	\$0.00
	Vendor	Outfront Media				
	Markets Reached	Metropolitan Phoenix	Unit Size	Rate	Half Net Rate	Added Value
	Sold/Billed By	Outfront Media Todd Lowder 602-477-3044 todd.lowder@outfrontmedia.com	14'x48' Digital Boards (8 seconds)	\$1,000 per 4 week contract	\$500 per 4 week contract	
	Rep Contact		Issue Date	Space Deadline	Materials Deadline	
			Monthly	3 months prior	1 week prior - digital	
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Outfront Media				\$500.00	\$0.00

SALES AND MEDIA MISSIONS						
	Mission	Toronto Media Marketplace				
	Description	AOT will organize a media marketplace event in Toronto as this is the primary market for the Canadian media. It is anticipated that approximately 40 targeted media will attend the event, which will be a combination marketplace exhibit and reception. All partners will receive a full media contact list at the conclusion of the event.				
	Audience	Canadian and national travel, trade, lifestyle and culinary media – print, broadcast and online.				
	Participants	Participation is open to Arizona CVBs, Chambers and DMOs and is limited to 12 partners. Participation will be awarded by a lottery system, if necessary.				
	Location	Toronto, ON	Rate	Partner Rate		
	Date	TBD, Q1 2016	\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses		
	Sold/Billed By	AOT				
Rep Contact	Tony Alba talba@tourism.az.gov 602-364-3715					
Opportunity Selection Box:	Vendor	Mission	Select 'Yes' to add (drop-down menu)	Partner Rate	Total Partner Cost	
	AOT	Toronto Media Marketplace		\$500.00	\$0.00	



Mission	New York Media Marketplace		
Description	AOT conducts a media event in New York every other year. AOT will return to New York in early 2016 and will organize an event or series of events to effectively maintain a presence for the state and attending partners with targeted media. All partners will receive a full media contact list at the conclusion of the mission.		
Audience	New York and national travel, trade, lifestyle and culinary media – print, broadcast and online.		
Participants	Participation is open to Arizona CVBs, Chambers and DMOs and is limited to 20 partners. Participation will be awarded by a lottery system, if necessary.		
Location	New York City, NY	Rate	Partner Rate
Date	TBD, Q1 2016	\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses
Sold/Billed By Rep Contact	AOT Tony Alba talba@tourism.az.gov 602-364-3715		

Opportunity Selection Box:	Vendor	Mission	Select 'Yes' to add (drop-down menu)	Partner Rate	Total Partner Cost
	AOT	New York Media Marketplace		\$500.00	\$0.00



Mission	Mexico Sales and Media Mission		
Description	This mission will target tour operators, travel agents and media during appointments, destination trainings and luncheon seminars in both cities.		
Audience	Travel trade professionals and media representatives in Mexico City and Guadalajara		
Participants	Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers		
Location	Mexico City and Guadalajara, Mexico	Rate	Partner Rate
Date	TBD, February, March or April 2016	\$1,500 per delegate, plus travel and shipping expenses	\$750 per delegate, plus travel and shipping expenses
Sold/Billed By Rep Contact	AOT Mary Rittmann mrittman@azot.gov 602-364-3730 Kim Todd ktodd@azot.gov 602-364-3305		

Opportunity Selection Box:	Vendor	Mission	Select 'Yes' to add (drop-down menu)	Partner Rate	Total Partner Cost
	AOT	Mexico Sales and Media Mission		\$750.00	\$0.00



Mission	Arizona Showcase		
Description	This annual event promotes fall and holiday shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and the surrounding communities. The event consists of a tradeshow with supplier exhibits, a fashion show highlighting important society members as the models and dinner. In addition to the 800+ consumers in attendance, thirty travel agents will be invited to attend as our VIP guests. Proceeds benefit a local charity which also attracts media interest.		
Audience	Sonoran consumers, travel agents and media		
Participants	Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers		
Location	Hermosillo, Sonora, Mexico	Rate	Partner Rate
Date	October 1, 2015	\$2,500 for DMOs, plus travel and shipping expenses	\$1,250 for DMOs, plus travel and shipping expenses
Sold/Billed By Rep Contact	AOT Mary Rittmann mrittman@azot.gov 602-364-3730		

Opportunity Selection Box:	Vendor	Mission	Select 'Yes' to add (drop-down menu)	Partner Rate	Total Partner Cost
	AOT	Mexico Sales and Media Mission		\$1,250.00	\$0.00

RESEARCH - VISITOR INTERCEPT STUDIES



University	Arizona State University		
	Twelve month study surveying existing visitors at area accommodations and attractions. The ASU team will:		
	<ul style="list-style-type: none"> • Provide a written update every other month • Hold a meeting at the project mid-point with AOT and the community • Develop and provide all study instrumentation whether print or electronic • Train and supervise staff for on-site data collection • Develop sampling strategies • Manage all on-site and follow-up data collection efforts • Code data, construct data set and analyze data • Produce final report, including marketing implications • Offer assistance in further analysis and presentation as needed 		
	Description		
	Sold/Billed By	Arizona State University	
Rep Contact	Kathleen Andereck kandereck@asu.edu 602-496-1056		
	Study Scope	Rate	Partner Rate
	Single Community w/ Community collecting data	\$23,920.00	\$11,960.00
	Single Community w/ University collecting data	\$39,215.00	\$19,607.50
Sold/Billed By	Multiple Communities/Region w/ Community collecting data	\$23,920 + \$5,000 for each additional community	\$11,960 + \$2,500 for each additional community
	Multiple Communities/Region w/ University collecting data	\$39,215 + \$12,000 for each additional community	\$19,607.50 + \$6,000 for each additional community

Opportunity Selection Box:	Vendor	Study Scope	Additional Communities	Base Partner Rate	Rate / Additional Community	Total Partner Cost
	Arizona State University					\$0.00



University	Northern Arizona University		
	Twelve month study surveying existing visitors at area accommodations and attractions. The NAU Team will:		
	<ul style="list-style-type: none"> • Provide monthly tallies to the survey sites and community tourism leaders on numbers of surveys collected per site and progress toward goals • Provide quarterly tables of all survey data (so community can monitor survey results without having to wait until the end of the project) • Provide deliverables (as described above) 		
	Description		
	Sold/Billed By	Northern Arizona University	
Rep Contact	Cheryl Cothran Cheryl.Cothran@nau.edu 928-523-2132		
	Study Scope	Rate	Partner Rate
	Single Community w/ Community collecting data	\$19,250.00	\$9,625.00
	Single Community w/ University collecting data	\$28,050.00	\$14,025.00
Sold/Billed By	Multiple Communities/Region w/ Community collecting data	\$32,000.00	\$16,000.00
	Multiple Communities/Region w/ University collecting data	\$47,740.00	\$23,870.00

Opportunity Selection Box:	Vendor	Study Scope	Additional Communities	Base Partner Rate	Rate / Additional Community	Total Partner Cost
	Northern Arizona University					\$0.00



University Description Sold/Billed By Rep Contact	University of Arizona Twelve month study surveying existing visitors at area accommodations and attractions. The AREC team will: <ul style="list-style-type: none"> Organize initial consultation to define goals of project Design research approach and draft survey Train survey staff for survey implementation Manage the administration of surveys according to the sampling plan Communicate project updates through a written update every other month Carry out analysis and write final report Present analysis to community and AOT 			
	University of Arizona Ashley Kerna akerna@email.arizona.edu 520-621-6265	Study Scope	Rate	Partner Rate
		Single Community w/ Community collecting data	\$23,545.00	\$11,772.50
		Single Community w/ University collecting data	\$34,040.00	\$17,020.00
	Multiple Communities/Region w/ Community collecting data	\$23,545 + \$5,000 est for each additional community	\$11,772.50 + \$2,500 est for each additional community	
	Multiple Communities/Region w/ University collecting data	\$34,040 + \$10,000 est for each additional community	\$17,020 + \$5,000 est for each additional community	

Opportunity Selection Box:	Vendor	Study Scope	Additional Communities	Base Partner Rate	Rate / Additional Community	Total Partner Cost
	University of Arizona					\$0.00

Packaged Digital Media Subtotal	\$0.00
Shared Opportunities Subtotal	\$0.00
Individual Ad Buys Subtotal	\$0.00
Sales and Media Missions Subtotal	\$0.00
Research - Visitor Intercept Studies Subtotal	\$0.00

Individual Ad Buys cannot exceed \$15,000

Partner Cost Grand Total	\$0.00
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The Marketing Cooperative FY 2016 Affidavit in Support of Application

I am submitting this completed affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: _____

Physical Address: _____

Amount contributing to the Marketing Cooperative: \$ _____

Source of funding: _____

REGIONAL PARTNERSHIPS MUST SUBMIT A SEPARATE, SIGNED AFFIDAVIT FOR EACH REGIONAL PARTNER

I further certify that the above referenced organization is one of the types of organizations listed below: (Please check the appropriate box)

- An organization recognized as the official destination marketing organization by a city or town.
- A Tribal entity promoting tourism.
- An Arizona based statewide tourism association.

I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

(Signature of Administrative Official)

(Printed Name)

Title: _____

Arizona State University Scope of Work

I. Introduction and Purpose of Visitor Intercept Study

The Arizona Office of Tourism as part of the Cooperative Marketing Program is offering Visitor Intercept Studies as a research option with the intention of improving marketing intelligence. A visitor is defined by AOT as someone who has traveled 50 or more miles to a community. This document is a proposal for a visitor intercept study. It includes a statement of prospective responsibilities, roles and costs associated with a research project to be conducted by the Arizona State University School of Community Resources and Development. The purpose of the project is to generate information about tourists in the region. This research project will involve on-site contact with visitors at a variety of venues with a one year time frame for data collection completion. The investigators are professors and students at Arizona State University – all with specialization in survey-based market research in tourism management.

II. Scope of Work

1. Survey Site Selection

Researchers will work with community representatives to select appropriate sites for data collection. They will also coordinate with staff to familiarize themselves with the issues to be addressed with respect to understanding and describing visitors to the community. This information will be used to develop survey instruments to gather the needed information.

2. Questionnaire Design

The questionnaires will reflect survey design standards that maximize reliability and validity of measures. Domains to be included for analysis can include:

- Demographics (gender, race, age, income, residence, etc.)
- Patterns of behavior (prior visitation, future visitation, party size, length of stay, attractions used)
- Consumer motives
- Visitation decision-making (information sources utilized, planning horizon)
- Economic impact (spending patterns)
- Satisfaction with/evaluation of the visit
- Other items of interest to the community

The specific content of the questionnaire (variables and measures) will be determined through discussion with appropriate community representatives. The visitor survey instruments will consist of a short on-site intercept, with a follow-up web-based survey. Email addresses will be collected for follow-up mailings. Visitors will be informed of the purpose of the study, and – following acceptable survey research protocol – will be invited to participate on a voluntary basis.

3. Preparation and distribution of survey materials

All materials will be designed in a manner that encourages response, and projects a quality image. The materials will be produced by the ASU research team as part of the scope of work.

4. Sampling Plan

Visitors to selected tourism sites will be sampled over the course of a year. A representative sample of visitors will be drawn following acceptable standards of field research including randomly selected survey days throughout the year with a target sample size to be determined

based on the community's needs and to result in a representative sample. On-site and follow-up questionnaires will be administered to visitors at each of the survey sites to be selected and enlisted. A wide variety of types of sites will be enlisted to ensure representation of the variety of sites in Arizona. The success of data collection is largely dependent on the commitment and cooperation of tourism-related businesses and organizations in the city to assist with questionnaire distribution.

5. Staff Training & Orientation, Data Collection

Option 1 – Community-provided staff

Staff at the survey sites will serve in the data collection process. At least one individual involved in the process at each data collection site will be formally trained in the techniques for effective sampling and visitor contact by ASU researchers. Sites will be monitored as closely as possible during the survey period. The costs of training will be provided by the contract and administered by ASU.

The visitor sampling will be organized under the assumption that certain quotas of questionnaires can be distributed on randomly selected days during the year. During each sample period, site staff will be asked to distribute a specific number of questionnaires or link to an online version. Data may be collected using a tablet, a traditional paper and pencil approach, or a combination of both depending on the specific needs of the community and number of survey sites. Potential respondents will be randomly selected from all adults present at the selected site for the designated timeframe. Generally, one adult from each group selected will be asked to participate until the site-day quota is met. Those sampled will be informed of the confidential and voluntary nature of the study. The number of refusals, if any, will be recorded. The development of incentives for attendee participation in the survey -- a necessary feature of successful tourism field-based research -- will be provided by the community. As part of the on-site survey effort, names and addresses of respondents will be collected for follow-up reminders.

Option 2 – University-provided staff (additional cost)

As a second option for data collection, ASU can provide students to engage in data collection on behalf of the community for an additional cost.

6. Data coding, cleaning and analysis

Data from all surveys will be coded and entered into SPSS data files complete with variable and code labels. Data entry will be accomplished by the ASU research team. The resulting data set will be cleaned by the ASU research team. Analysis can include basic descriptive information, segmentation analysis, direct spending information, and other analysis depending on the needs of the community.

7. Preparation of report

ASU researchers will prepare a final report on the study within six weeks of data collection completion. This report will provide a summary of results and analysis and include an executive summary, statement of project goals, tables of descriptive data, a narrative analysis of the data, and a section on implications for marketing and managing tourism. A presentation of results can also be arranged. (A sample table of contents is included at the end of this document.)

8. Deliverables

The community and AOT will receive five copies of the report as well as a .pdf version to be used as they desire. PowerPoint presentation will be provided, if desired and requested.

III. Project Team Roles and Responsibilities

1. University Research Team

The team will depend on the needs of the community. Faculty members have expertise and extensive experience in tourism research in general, conducting visitor studies and most of the primary niche markets. The following faculty members from the School of Community Resources and Development are all potential participants.

Kathleen Andereck, PhD—survey and questionnaire designer, project manager, statistical analyst including segmentation work
Responsibility: Design research and approach; project management; write report; communicate project updates to key stakeholders; present analysis to selected groups.

Christine Buzinde, PhD—qualitative data analyst, questionnaire designer
Responsibility: Design research and approach; write report; present analysis to selected groups.

Deepak Chhabra, PhD—tourism market analyst, statistical analyst, economic impact analyst
Responsibility: Design research and approach; carry out IMPLAN analysis; write report.

Geoff Lacher, PhD—survey methodologist, questionnaire designer, economic impact analyst
Responsibility: Design research and approach; carry out IMPLAN analysis; write report; present analysis to selected groups.

Woojin Lee, PhD—tourism market analyst including segmentation, statistical analyst
Responsibility: design research and approach; conduct analysis.

Gyan Nyaupane, PhD—research designer, project manager, statistical analyst
Responsibility: Design research and approach; project management; write report; communicate project updates to key stakeholders.

Dallen Timothy, PhD—qualitative analysis
Responsibility: Write report; present analysis to selected groups.

The ASU Team will:

- Provide a written update every other month.
- Hold a meeting at the project mid-point with AOT and the community.
- Develop and provide all study instrumentation whether print or electronic.
- Train and supervise staff for on-site data collection.
- Develop sampling strategies.
- Manage all on-site and follow-up data collection efforts.
- Code data, construct data set and analyze data.
- Produce final report, including marketing implications.
- Offer assistance in further analysis and presentation as needed.

2. Community

Staff of the pertinent community organization will:

- Provide funding as stipulated in the final budget.
- Procure incentives for attendee participation in the study.

- Assist in recruiting sites for data collection from visitors and maintain contact with those sites for the duration of the study.
- Collaborate with ASU research team in development of study instrumentation.
- Collaborate with ASU research team in development of sampling schedule.
- Collaborate with ASU research team in preparation of final report.

3. Arizona Office of Tourism

As a function of the Cooperative Opportunities program, AOT will act as a liaison between the community and university. As such, AOT will:

- Provide funding as stipulated in the Cooperative program.
- Expect to be notified of meetings and progress
- Provide input on the survey process.
- Review draft of written report prior to release of the study.
- Provide the cover page and introduction for the final report.

IV. Proposed Budget

Individual Community Study:

Option 1 – Using Community Survey Collectors

Budget Items	Cost
Salaries (faculty and students incl. fringe)	\$16,000
Travel (may vary depending on location)	\$700
Data collection (copy and postage or tablets--may vary depending on data collection method and number of sites)	\$1,200
Miscellaneous	\$400
Sub-Total	\$18,300
Indirect costs (15%)	\$2,745
Total	\$21,045

Option 2 – Using University Survey Collectors

Budget Items	Cost
Salaries (faculty and students incl. fringe)	\$26,000
Travel (may vary depending on location)	\$700
Data collection (copy and postage or tablets--may vary depending on data collection method and number of sites)	\$1,200
Miscellaneous	\$400
Sub-Total	\$28,300
Indirect costs (54%)	\$4,245
Total	\$32,545

Regional Community Study

An additional \$5,000 per community for data collection and travel if the community collects data, and an additional \$12,000 per community if the university collects data.

V. **Proposed Timeline**

May-June 2014	Develop survey instruments, enlist survey sites, develop sampling framework, and train site staff
July 2014-June 2015	Collect data
July 2014-June 2015	Enter and clean data on an on-going basis
July 2015	Analyze data
August 2015	Write and deliver report

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Northern Arizona University Scope of Work

I. Introduction and Purpose of Visitor Intercept Study

The Arizona Office of Tourism as part of the Cooperative Marketing Program is offering Visitor Intercept Studies as a research option with the intention of improving marketing intelligence. A visitor is defined by AOT as someone who has traveled 50 or more miles to a community.

The Arizona Hospitality Research & Resource Center (AHRRC), a unit of the Center for Business Outreach in the W.A. Franke College of Business at Northern Arizona University, will provide qualified personnel, quality services and materials in the performance of the following Scope of Work for Visitor Intercept Surveys in Arizona. The purpose of these survey projects is to gather current information about visitors to Arizona communities, typically these are rural communities in the state, which will allow their Destination Marketing Organization or city tourism departments to create or update Visitor Profiles to help guide targeted marketing, product development, and reports to the community on the impact of tourism.

II. Scope of Work

1. Survey Site Selection

These surveys typically depend on DMO or city staff to act as local “champions” of the survey process. They assist in recruiting tourism attractions (museums, hotels, etc.) whose staff will hand out the survey.

2. Questionnaire Design

The AHRRC will develop unique visitor survey instruments, in consultation with community tourism staff and AOT staff, endeavoring to ensure that these forms are consistent with standard state and national survey categories and with any previous visitor surveys for comparison and trending purposes.

- Create the survey instrument in Teleform™ scanning software for rapid and accurate data capture and analysis, with survey categories to parallel those in prior surveys;
- Create survey instrument in Qualtrics™ E-Survey software. If any collection site has an email list of visitors, that site could opt to send an E-survey following their visit. In order to get a good response rate, these sites should generally offer some kind of valuable incentive to entice the guest to complete the survey after their visit (e.g., drawing, raffle);
- Create survey for tablet use (e.g., iPad). If any collection site has available tablets along with high-speed internet, that site’s personnel could opt to let the visitor complete the survey online via a link;
- Create all survey questions in conjunction with community tourism staff and AOT staff;
- Create forms that are typically 2-4 pages; where desired, communities in a defined region can agree to use similar question categories to those in neighboring communities in order to compare and contrast visitors to the region, along with community-specific questions, such as attractions visited.

3. Preparation and distribution of survey materials

- Prepare a sampling plan and distribution schedule, with projected numbers of surveys to be collected each month, by site;

- Print and provide sufficient paper survey forms to collection sites (AHRRC prefers to print to maintain quality necessary for accurate scanning);
- Provide postage-paid return envelopes to all survey collection sites to mail completed forms back to AHRRC.

4. Sampling Plan

Each survey will be scheduled to last one year in order to create quarterly visitor profiles. Arizona communities are subject to fairly extreme seasonality, hosting different kinds of visitors in each season (origins, demographics, etc.); surveying for one year enables targeted marketing to attract visitors not just during the high seasons but during low and shoulder seasons as well.

AHRRC will create a Survey Sampling Plan that lays out a total number of surveys to be collected. The plan also provides a schedule, whereby staff at community locations typically survey one week during each month so as not to over-burden attraction staff and maintain randomization; they collect the number of surveys suggested in the sampling plan during that one week. (If visitation is light, they can continue into the following week until targets are met.) The sampling plan, thus, specifies how many surveys will be collected at each site. For example, a typical target of 1,200 for the entire year, would amount to 100/month, divided among 5 community sites, means that each would collect 20 surveys/month/site.

5. Staff Training & Orientation, Data Collection

Option 1 – Community-provided staff

- AHRRC will provide training sessions to local attraction staff who will be distributing surveys on how to approach guests and on how to select guests to obtain a random sample.

Option 2 – University-provided staff (additional cost)

- It is possible for AHRRC to provide staff to survey at special events in the community; however, this would incur additional costs to cover hourly wages, any overnight accommodations, per diem, and travel costs.

6. Data coding, cleaning and analysis

- Clean, scan and enter all data from completed survey forms into Teleform software;
- Review for accuracy all data entered into Qualtrics E-survey software (including those obtained from tablets that used the link to Qualtrics software).

7. Preparation of report

- Analyze and create all data tables using the SPSS software package;
- Combine any data collected from Qualtrics software with the Teleform database;
- Provide quarterly data tables to the community tourism department so they can see the progress;
- Extract spending data from surveys to determine the economic impact of tourism (including origin, party size, length of stay, expenditures for lodging, food, amusements and retail, etc.);
- Determine, using the nationally-recognized IMPLAN input/output economic model, the total annual economic impact of visitation to the community, consisting of direct, indirect, induced effects.

8. Deliverables

- Create a Final Report (narrative) of all findings, including an Executive Summary;
- Print and submit an electronic (pdf) copy and at least three printed and bound copies of the Final Report to the community's tourism department and AOT;
- Create a PowerPoint presentation of the Final Report for each community.

III. Project Team Roles and Responsibilities

1. University Research Team

- **Cheryl Cothran, Ph.D.**, Director, Arizona Hospitality Research & Resource Center
Responsibilities include overall project management, research design, budget management, initial meeting with community members, survey design, report writing, communication with community stakeholders and with AOT, presentation of final report/PowerPoint.
- **Thomas E. Combrink, M.S.**, Senior Research Specialist, AHRRC.
Responsibilities include creation of survey sampling plan, distribution and training community participants in survey sampling, monthly follow-up with community stakeholders and reports of progress, creation of quarterly data tables, data analysis and table creation in SPSS, report preparation.
- **Jeffrey Peterson, MBA**, Research Associate, AHRRC
As an IMPLAN-trained expert, responsibilities include development of IMPLAN economic impact analysis for each community.
- **Melinda Bradford, B.S.**, Research Specialist, AHRRC
Responsibilities include creation of survey forms in Teleform and Qualtrics, oversight of survey scanning (e.g., students); tracking of surveys received/site and monthly follow-up with community stakeholders on progress toward goals, assistance with final report preparation.

The NAU Team will:

- Provide monthly tallies to the survey sites and community tourism leaders on numbers of surveys collected per site and progress toward goals;
- Provide quarterly tables of all survey data (so community can monitor survey results without having to wait until the end of the project);
- Provide deliverables (as described above).

2. Community

- Work with AHRRC and AOT to finalize questions for the survey instrument, especially as it relates to specific survey questions for any local partners (with AOT);
- Help invigorate/remind the local tourism industry about the importance of participating in the survey, and;
- Recruit partners and locations to serve as survey collection sites.

3. Arizona Office of Tourism

As a function of the Cooperative Opportunities program, AOT will act as a liaison between the community and university. As such, AOT will:

- Provide funding as stipulated in the Cooperative program.
- Expect to be notified of meetings and progress

- Provide input on the survey process.
- Review draft of written report prior to release of the study.
- Provide the cover page and introduction for the final report.

IV. Proposed Budget

Individual Community Study:

Option 1 – Using Community Survey Collectors

The total cost for AHRRC to provide a Visitor Intercept Survey & Economic Impact Study for an Arizona community is \$10,000, inclusive of all the detail and work project described above.

Budget Items--Community collects date	Cost
Salaries (faculty and students incl. fringe)	\$7000
Travel (may vary depending on location)	\$500
Data collection (copy and postage or tablets--may vary depending on data collection method and number of sites)	\$1590
Sub-Total	\$9090
Admin Fee (10%)	\$910
Total	\$10,000

Option 2 – Using University Survey Collectors

For the AHRRC to put a team of survey workers in the community on a monthly basis (typically 3 days/2 nights) to collect surveys would add an additional cost of \$600/month or \$7,200/year to the \$10,000 cost of the survey for a total of \$17,200 inclusive of all the detail and work project described above. Note: If selected, this method would require detailed discussion of logistics, sampling plan, as well as the cooperation of the attractions, hotels, CVB and other tourism venues (e.g., events) in the community so that students/workers would have access to survey visitors at those sites.

Budget Items--Community collects date	Cost
Salaries (faculty and students incl. fringe)	\$7000
Travel (may vary depending on location)	\$7200
Data collection (copy and postage or tablets--may vary depending on data collection method and number of sites)	\$1437
Sub-Total	\$15637
Admin Fee (10%)	\$1563
Total	\$17,200

Regional Study

Option 1 – Using Community Survey Collectors

The cost for a Regional Survey is \$20,000 total and typically involves three or more separate communities (maximum to be considered on an individual basis). This cost can be divided among community members evenly or as they deem most appropriate; for example, a larger community

in the region may opt to bear more of the cost, with smaller communities paying lesser amounts of the \$20,000 total.

Budget Items--Community collects date	Cost
Salaries (faculty and students incl. fringe)	\$14000
Travel (may vary depending on location)	\$1000
Data collection (copy and postage or tablets--may vary depending on data collection method and number of sites)	\$3180
Sub-Total	\$18180
Admin Fee (10%)	\$1820
Total	\$20,000

Option 2 – Using University Survey Collectors

The cost for a Regional Survey, conducted as described above, and using student workers to collect completed surveys in three or more communities over a 12-month period, with monthly collection and quarterly reports, would cost a minimum of \$40,000 (exact number of communities participating and distance from Flagstaff could add to travel costs and increase this number). Note: If selected, this method would require detailed discussion of logistics, sampling plan, as well as the cooperation of the attractions, hotels, DMO and other tourism venues (e.g., events) in the community so that students/workers would have access to survey visitors at those sites.

Budget Items--Community collects date	Cost
Salaries (faculty and students incl. fringe)	\$17500
Travel (may vary depending on location)	\$10000
Data collection (copy and postage or tablets--may vary depending on data collection method and number of sites)	\$7500
Miscellaneous	\$1349
Sub-Total	\$36349
Admin Fee (10%)	\$3651
Total	\$40,000

V. Proposed Timeline

Surveys involve 12months of surveying visitors to account for seasonal and other variations in visitation; after surveying is completed, the AHRRC typically requires one-two months for preparation of Final Report, PowerPoint, and presentation of these findings to the community. Thus, these studies of communities or regions typically overlap fiscal years. AHRRC uses a Purchase Order/Invoice method to bill the community/region at the beginning of the survey project. Invoices can be paid in a lump sum at the beginning of the project, or at the discretion of the community/region, can be paid in two installments, half at the beginning and half at the completion of the project.

VI. Additional Items of Consideration

Since the Arizona Legislature designated it as the official research partner of the Arizona Office of Tourism in 1987, the AHRRC has developed a reputation for solid research on a wide variety of hospitality and tourism-related research projects. AHRRC is a recipient of federal grants, manages numerous contracts for city, county, state, national and tribal governments annually, and provides

research services for private clients. AHRRC staff members hold advanced degrees, teach in hospitality and tourism management, publish in professional journals, and are committed to the highest quality research and ethical standards. AHRRC researchers use state-of-the-art computer and technical software programs and statistical analyses to conduct research, and to process, retrieve and analyze primary and secondary data. AHRRC has particular experience conducting visitor surveys throughout Arizona, as outlined below, in both tribal and non-tribal communities.

Similar Projects Completed by AHRRC

- *Visitor Surveys for Chambers /Convention & Visitor Bureaus:* Sedona, Flagstaff, Yuma, Lake Havasu, Kingman, Prescott, Sierra Vista, the Verde Valley, Globe, Cochise County, and many more.
- *Grand Canyon National Park* – in 2005, the AHRRC conducted the first-ever yearlong intercept visitor survey in Grand Canyon National Park.
- *Surveys of Arizona Tribal Lands:* AHRRC conducted surveys in 2004-05 and in again 2012-13 in tribal communities (e.g., Hopi, Navajo, Tohono O’odham, Fort McDowell, Yavapai Apache, and others).
- *Arizona State Parks* – Every 5 years AHRRC has been the survey collection partners of the Research Division of the Arizona State Parks Board in the conduct of statewide comprehensive visitor survey, with analysis of visitation, preparation of Final Report, that includes calculation of the Economic Impact of Arizona State Parks; 1996, 2001, 2006, 2013.
- *The Arizona Wine Tourism Industry.* Survey of visitors to Arizona’s wineries in 2011.
- *The Economic Contribution of the Craft Brewing Industry on the State of Arizona.* Survey of visitors to craft breweries throughout Arizona, 2012.

For Visitor Survey Report examples and full client list of many other survey projects see:
<http://franke.nau.edu/ahrcc/>

University of Arizona Scope of Work

I. Introduction and Purpose of Visitor Intercept Study

The Arizona Office of Tourism as part of the Cooperative Marketing Program is offering Visitor Intercept Studies as a research option with the intention of improving marketing intelligence. A visitor is defined by AOT as someone who has traveled 50 or more miles to a community. The Scope of Work presented here describes the tasks to be performed by the University of Arizona Department of Agricultural and Resource Economics (AREC) in assisting the Arizona Office of Tourism (AOT) in providing demographic and economic research to local communities in Arizona as part of that program.

This type of study allows communities to understand the demographics and economic impacts of visitors to the region, thus providing an important tool to help inform and guide marketing strategies. The study can be conducted at various geographic scales including a single city, a metropolitan area, a county, a region (collection of counties), or the state of Arizona as a whole.

As tourism data is rarely available at local and regional levels, the proposed Scope of Work employs a survey approach to collect the necessary data. Collection of primary data results in targeted and reliable information at the local level that can help communities understand the profile of their visitors and ultimately guide future tourism marketing efforts.

This project is comprised of two activities: (1) collection of primary data through visitor surveys and (2) analysis of demographic information, visitor spending, and local economic impacts.

The Scope of Work, as proposed in this document, is based on assumptions of expected products requested by Arizona communities. Wherever possible, AREC will modify the Scope of Work based on individual community needs and requests.

II. Scope of Work

9. Survey Site Selection

Sites for survey implementation will be selected with consultation from the community requesting the study. Potential survey sites include any area that has a steady flow of visitors. AREC recommends sites such as the Visitor Center or Chamber of Commerce, a popular local tourist attraction, the downtown center and/or local hotels.

10. Questionnaire Design

The survey/questionnaire will be designed by AREC, incorporating the ideas and comments of the community and AOT. AREC will conduct an initial consultation in which the community and AOT will come prepared to discuss the needs and goals for the project. AREC will then draft a survey and submit it to the community for their review and revisions. The final draft of the survey will be tested at the selected survey site(s) selected for one week and revised, if needed.

AREC suggests that the survey include questions that address the following topics:

- Visitor demographics
 - Gender
 - Age
 - Income
 - Permanent residence

- Travel patterns
 - Purpose of trip
 - Origin of trip
 - Mode of transportation (flight, public transport, rental car, personal car)
 - Visitor profile (individual or group)
 - Trip length (day-trip or overnight)
 - Number of trips to similar establishments

- Spending patterns on:
 - Merchandise (gifts, souvenirs, etc.)
 - Restaurants and food
 - Accommodations
 - Entrance fees, etc.

- Satisfaction of Experience
 - Overall satisfaction of experience
 - Motivation for visiting
 - Source of information about touristic site

The survey must also be designed properly based on how the survey will be administered. The survey could be designed to be administered via hard copy or online. The pros and cons of each of these methods are listed below.

- Paper survey: A hard copy of the survey would be given to the survey respondent at the site. The benefits of this type of survey are its readability and ease of use for non-tech savvy respondents. The drawbacks are that it requires data entry, increasing AREC personnel costs. Other cost factors include the purchase of paper, ink, and pens to complete the survey.

- Online survey: An online survey would be administered via SurveyMonkey and an available computer at the survey site, a tablet in the possession of the enumerator, or the respondent's smartphone via a QR code linking to the survey. The benefits of this type of survey are the speed at which the respondent can answer questions, the sophisticated survey design (not allowing respondents to skip questions), and the automatic data collection. The drawbacks of this method are that it may not be user-friendly and investment in infrastructure will be required.

11. Preparation and distribution of survey materials

Surveys could be distributed and implemented at varying points during the tourist's visit. The survey could be completed: 1) on-site, at the time contacted by the enumerator, or 2) the enumerator could provide a copy of the survey and request that the visitor participate in the survey at a later point in time.

However, AREC strongly suggests that any survey be administered in person at the site and time of the visit. This is due to the fact that survey participation rates typically decrease if there is the option to complete the survey at a later time.

12. Sampling Plan

AREC will conduct surveys over the course of one year in order to capture variation in visitation throughout the different seasons. We suggest that surveys be administered one week per month in each month of the year. In this way, surveys would be conducted throughout the year on different days of the week.

Per the terms of AOT, a minimum of 1,000 completed questionnaires will be included in the analysis of an individual community. If a regional study is being conducted, each community is required to have 500 completed questionnaires.

13. Staff Training & Orientation, Data Collection

Enumerators could either be provided by the community or AREC. Both groups would receive a staff training orientation from AREC prior to survey implementation. The training will include techniques to obtain non-biased results, including suggestions on how to dress and how to approach potential respondents. Additionally, AREC will be available to answer questions throughout the process.

The two options and their benefits and drawbacks are listed below.

Option 1 – Community-provided staff

The benefits of having community-provided staff are reduced staffing costs for the project and convenience for enumerators. As the enumerators provided by the community are likely to be local, very little travel will be required by the enumerator. The drawbacks to community-provided staff are the potential for enumerator time constraints/conflicts and thus, low response rates.

Option 2 – University-provided staff (additional cost)

AREC will hire students from local community colleges or students from the University of Arizona with ties to the community. As much as possible, AREC will hire students from the community thus allowing students to obtain valuable work experience and either stay in or visit their hometown. The benefits of this method are that community would be supporting the professional development of a local student and students from the area will have the convenience of combining a work trip with a personal trip home. The drawbacks to University-provided staff are staffing costs to cover the student's time and potential travel costs if the student needs to travel to and from the University of Arizona in Tucson.

14. Data coding, cleaning and analysis

AREC will use SAS, a statistical programming software, to manage and analyze the data collected via surveys. This software is designed to handle large datasets and perform complex queries. AREC will use SAS to perform descriptive statistics that will provide information on the profile of visitors to the region.

In order to analyze visitor spending and local economic impacts, AREC will use the IMPLAN (IMpact analysis for PLANning) economic modeling system originally developed by the University of Minnesota. The model uses initial levels of spending from non-local tourists and tracks how those dollars flow throughout the local economy.

The economic impacts of tourism go beyond the direct sales or employment in that industry alone. The industry creates additional income and jobs through the inputs that it purchases in order to provide a positive tourism experience (indirect effects). Households that work in the tourism industry also create demand for goods, services, and jobs through purchases paid through their own incomes (induced effects).

IMPLAN is specially designed to capture these indirect and induced multiplier effects. These effects can be measured through the following metrics: (a) the number of jobs, (b) the value of gross output, (c) the local labor income, and (d) the value added to the local economy. Value added is a commonly used metric because it measures the increase in additional value as a result of the current economic activity and, at the aggregate level, represents a state's gross domestic product (GDP).

Thus the total economic impact of tourism within a region may be estimated, including determining which industries are directly and indirectly affected by the tourism industry and quantifying tourism's contribution to the local economy in terms of output, employment, labor income, and value added.

15. Preparation of report

AREC will present the results of the analysis in a written report that includes information described in Section II Part 2 above. The report will highlight results found in relation to visitor demographics, travel patterns, visitor spending and the resulting economic impact, as well as the visitor's satisfaction with the visit. Section VI includes a sample Table of Contents.

The results of the report will be presented in a PowerPoint presentation for AOT and the community.

16. Deliverables

- Written report including:
 - Demographics of visitors
 - Estimated impacts of tourism on local economy as measured by
 - Employment
 - Output
 - Value Added
 - Income
- PDF copy of written report for web posting.
- PowerPoint presentation for AOT and the community.
- Training for AOT and community for dissemination of report results.

III. Project Team Roles and Responsibilities

4. University Research Team

Dr. George Frisvold, Professor and Extension Specialist
Department of Agricultural and Resource Economics

Responsibilities: Design research and approach; provide project management support; communicate project updates to key stakeholders; present analysis as needed.

Ashley Kerna, Economic Impact Analyst

Department of Agricultural and Resource Economics and Cooperative Extension

Responsibilities: Design research and approach; project management; carry out IMPLAN analysis; write report; communicate project updates to key stakeholders; present analysis to selected groups.

The AREC team will:

- Organize initial consultation to define goals of project.
- Design research approach and draft survey.
- Train survey staff for survey implementation.

- Manage the administration of surveys according to the sampling plan.
- Communicate project updates through a written update every other month.
- Carry out analysis and write final report.
- Present analysis to community and AOT.

5. Community

As an integral partner in the research process, the community will:

- Prepare and prioritize needs and goals of project for initial consultation.
- Provide feedback on draft survey and research design.
- Promote the project with local contacts and networks and provide logistical support.
- Review draft final report.
- Arrange and attend final report presentation.

6. Arizona Office of Tourism

As a function of the Cooperative Opportunities program, AOT will act as a liaison between the community and university. As such, AOT will:

- Provide funding as stipulated in the Cooperative program.
- Expect to be notified of meetings and progress.
- Provide input on the survey process.
- Review draft of written report prior to release of the study.
- Provide the cover page and introduction for the final report.

IV. Proposed Budget

Individual Community Study: Option 1 – Using Community Survey Collectors

	Paper Survey	Online Survey
Salaries & Benefits	\$14,040	\$12,600
Supplies & Materials	\$1,750	\$1,750
Travel	\$2,500	\$2,500
Total Indirect Project/Program Costs	\$2,744	\$2,528
TOTAL ESTIMATED BUDGET	\$21,034	\$19,378

Salaries and Benefits: Includes covering 10% of analyst’s time to manage and complete analysis and 2% of professor’s time to manage and oversee analysis. Difference between paper survey and online survey is hourly cost of student for data entry.

Supplies and Materials: Includes all materials used to produce surveys as well as SAS and IMPLAN software costs. The paper survey cost includes the paper and printing costs and the online survey costs includes annual subscription to SurveyMonkey and purchase of tablet.

Travel: Four-five trips over the course of the project for team.

Indirect Costs: Estimated indirect costs of 15% of project costs.

Individual Community Study: Option 2 – Using University Survey Collectors

	Paper Survey	Online Survey
Salaries & Benefits	\$17,640	\$16,200
Supplies & Materials	\$1,750	\$1,750
Travel	\$5,500	\$5,500
Total Indirect Project/Program Costs	\$3,734	\$3,518
TOTAL ESTIMATED BUDGET	\$28,624	\$26,968

Salaries and Benefits: Includes covering 10% of analyst’s time to manage and complete analysis, 2% of professor’s time to manage and oversee analysis, and 300 hours of time for student enumerator. Difference between paper survey and online survey is hourly cost of student for data entry.

Supplies and Materials: Includes all materials used to produce surveys as well as SAS and IMPLAN software costs. The paper survey cost includes the paper and printing costs and the online survey costs includes annual subscription to SurveyMonkey and purchase of tablet.

Travel: Four-five trips over the course of the project for both project coordinators and 12 trips for student enumerator (assuming no lodging expenses for student).

Indirect Costs: Estimated indirect costs of 15% of project costs.

Regional Study:

A regional study, incorporating multiple communities could also be conducted. For example, several communities within a determined area may want to conduct an analysis at the county level. Cost estimates range from \$2,500 to \$10,000 additional per community depending on how the survey is administered and the staffing requirements. A detailed estimate will be provided to communities interested in a regional study.

V. Proposed Timeline

In order to ensure effective research design and continued progress of the project, AREC will hold four meetings with AREC, AOT, and the community. The first meeting would be the initial consultation in which the community would outline their needs and goals of the project and parties would brainstorm to determine the types of questions that should be included in the survey. The second (brief) meeting would be held six months from the start of the project to monitor progress of data collection. The third meeting would be held within six weeks of completion of data collection to provide a draft report and release preliminary results. The community and AOT would have two weeks to provide comments and the report will be finalized within three weeks. The concluding meeting would be the final presentation.

<i>Description of Activity</i>	<i>Time Requirement</i>
• Initial consultation	
• Draft initial survey, community review and draft final	2 weeks
• Testing of final survey	1 week
• Revisions to final survey	1 week
• First half of primary data collection	6 months
• Progress meeting	
• Second half of primary data collection	6 months
• Analysis of data and draft preliminary report	6 weeks
• Community review of draft report	2 weeks
• Revise and finalize report	3 weeks

VI. Additional Items of Consideration

a. Qualifications:

The University of Arizona's Department of Agricultural and Resource Economics is uniquely qualified to assist the Arizona Office of Tourism (AOT) in providing demographic and economic research to local communities in Arizona as part of the Cooperative Opportunities program. The Department has a history of conducting this type of analysis and the University Research Team is well-versed in survey implementation and analysis of economic data.

Dr. George Frisvold, Professor and Extension Specialist in AREC, has been at the University of Arizona for more than 17 years. Dr. Frisvold has been a visiting scholar at the National Institute of Rural Development in Hyderabad, India, a lecturer at The Johns Hopkins University, and Chief of the Resource and Environmental Policy Branch of USDA's Economic Research Service. He has also served on the senior staff of the President's Council of Economic Advisers with responsibility for agricultural, natural resource, and international trade issues. He has extensive experience with input-output modeling and has recently completed an economic contribution analysis for Yuma County agriculture.

Ashley Kerna, Economic Impact Analyst within Extension and AREC, has been with the University of Arizona for just under one year. Ms. Kerna has experience developing visitation surveys through work conducted in relation to her Master's thesis, which estimated the value of recreation in the Colorado River Delta, Mexico. Through her work at the University Center for Economic Development at the University of Nevada-Reno, she also has widespread knowledge of input-output modeling and the IMPLAN software.

b. Arizona's Land Grant University:

As Arizona's Land Grant University, the University of Arizona has a unique connection to communities throughout the state. With offices in all 15 counties and on 5 tribal reservations, Cooperative Extension's mission is to bring the university to the public and science to bear on practical problems. With a presence throughout the state, the University of Arizona offers local knowledge and connection to the community, as well as the ability to collaborate with other professionals in the Cooperative Extension network.

c. Sample Table of Contents:

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d. Potential for Future Project Estimating the Value of Environmental Amenities:

If the community has an interest in estimating the value of environmental amenities or natural resources in a future project, AREC can design the survey under this Scope of Work so that the data necessary for this type of analysis will have already been collected. The method commonly used by economists to value non-market goods, such as environmental amenities and natural resources is called the Contingent Valuation Method (CVM) and hinges upon surveying the community to determine their willingness-to-pay for these environmental goods. CVM is a vetted economic technique that study can determine the value of nature for recreational purposes or even the value that visitors place on healthy ecosystems.

As a large component of this Scope of Work is the administration of surveys, AREC can add a few additional questions to the survey in order to collect the necessary data to conduct an analysis using the Contingent Valuation Method (CVM). Thus, a future project aimed at valuing environmental amenities will be less costly and time consuming. Additionally, the University of Arizona's AREC research team has expertise in this area, with both the researchers listed in this proposal having done several CVM studies.