

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 | | |
| 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 | | | | | | | | | | | | | | | | | | | | | |
| 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 | | |
| | Sold/Billed By Rep Contact | AOT Jamie Daer jdaer@tourism.az.gov 602-364-0783 | | |
| | Partner Rate | \$1,500.00 <i>Limited to 8 partners for FY 2016</i> | | |

| | | | |
|-----------------------------------|-------------------|---|---------------------------|
| 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 | | | | | | | | | | | | | | | | | | |
| Sold/Billed By Rep Contact | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">PRICING LEVELS</th> <th style="text-align: right;">CPM</th> <th style="text-align: left;">Impressions</th> <th style="text-align: right;">Rate/Month</th> <th style="text-align: right;">Half Net Rate/Month</th> </tr> </thead> <tbody> <tr> <td>Static Banners</td> <td style="text-align: right;">\$5.35</td> <td>100,000/quarter 480,000/annual</td> <td style="text-align: right;">\$535.00</td> <td style="text-align: right;">\$268.00</td> </tr> <tr> <td>Rich Media Banners</td> <td style="text-align: right;">\$6.65</td> <td>100,000/quarter 480,000/annual</td> <td style="text-align: right;">\$665.00</td> <td style="text-align: right;">\$333.00</td> </tr> </tbody> </table> | | | | | 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 |
| | 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 | | | | | | | | | | | | | | | |
| <i>3 month minimum buy</i> | | | | | | | | | | | | | | | | | | | | |
| Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611 | | | | | | | | | | | | | | | | | | | | |

| | | | | | | |
|-----------------------------------|--------------------------|--------------------|--|---------------------|----------------------|---------------------------|
| 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 | | | | | | | | | | | | | | | | | | | | |
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| | 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 | | | | | | | | | | | | | | | | | |
| | Placement Detail | Pre-roll Video Run of Site - A unit that lives on AZCentral site and plays a video | | | | | | | | | | | | | | | | | | | | |
| Markets | Metropolitan Phoenix | | | | | | | | | | | | | | | | | | | | | |
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| 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 | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | |
| | Level 1 | \$12.50 | 160,000 | \$2,000.00 | \$1,000.00 | | | | | | | | | | | | | | | | | |
| | 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 | | | | | | | | | | | | | | | | | |
| Level 1 | \$16.00 | 125,000 | \$2,000.00 | \$1,000.00 | | | | | | | | | | | | | | | | | |
| 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) | | | | | | | | | | | | | | | | | | | | |
| | | <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>\$17.00</td> <td>117,647</td> <td>\$2,000.00</td> <td>\$1,000.00</td> </tr> <tr> <td>Level 2</td> <td>\$17.00</td> <td>235,294</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> <tr> <td>Level 3</td> <td>\$17.00</td> <td>411,765</td> <td>\$7,000.00</td> <td>\$3,500.00</td> </tr> </tbody> </table> | PRICING LEVELS | CPM | Impressions | Rate/Month | Half Net Rate/Month | Level 1 | \$17.00 | 117,647 | \$2,000.00 | \$1,000.00 | Level 2 | \$17.00 | 235,294 | \$4,000.00 | \$2,000.00 | Level 3 | \$17.00 | 411,765 | \$7,000.00 | \$3,500.00 |
| PRICING LEVELS | CPM | Impressions | Rate/Month | Half Net Rate/Month | | | | | | | | | | | | | | | | | | |
| Level 1 | \$17.00 | 117,647 | \$2,000.00 | \$1,000.00 | | | | | | | | | | | | | | | | | | |
| Level 2 | \$17.00 | 235,294 | \$4,000.00 | \$2,000.00 | | | | | | | | | | | | | | | | | | |
| Level 3 | \$17.00 | 411,765 | \$7,000.00 | \$3,500.00 | | | | | | | | | | | | | | | | | | |
| | Placement Detail | TX, NM, UT, CO, CA content target | | | | | | | | | | | | | | | | | | | | |
| | 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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| PRICING LEVELS | CPM | Impressions | Rate/Month | Half Net Rate/Month | | | | | | | | | | | | | | | | | | |
| Level 1 | \$19.00 | 105,263 | \$2,000.00 | \$1,000.00 | | | | | | | | | | | | | | | | | | |
| Level 2 | \$19.00 | 210,526 | \$4,000.00 | \$2,000.00 | | | | | | | | | | | | | | | | | | |
| Level 3 | \$19.00 | 368,421 | \$7,000.00 | \$3,500.00 | | | | | | | | | | | | | | | | | | |
| | Placement Detail | Outdoor segment target 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) | | | | | | | | | | | | | | | | | | | | |
| | | <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>307,692</td> <td>\$4,000.00</td> <td>\$2,000.00</td> </tr> <tr> <td>Level 3</td> <td>\$13.00</td> <td>538,462</td> <td>\$7,000.00</td> <td>\$3,500.00</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 | 307,692 | \$4,000.00 | \$2,000.00 | Level 3 | \$13.00 | 538,462 | \$7,000.00 | \$3,500.00 |
| 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 | 307,692 | \$4,000.00 | \$2,000.00 | | | | | | | | | | | | | | | | | | |
| 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 |
| | | 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 | | | | | | | | | | | | | | | | | | | | | |
| 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 | Mobile Display Banners 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 |
| | | 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 | | | | | | | | | | | | | | | | | | | | | |
| Millennial Media | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | |
| | 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 | | | | | | | | | | | | | | | | | | | | | | |
| Millennial Media | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 |

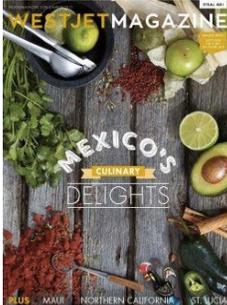
SHARED OPPORTUNITIES

(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 403-837-7719 lindyn@redpointmedia.ca | September 2015 | 7/13/2015 | 7/13/2015 |

| 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 | | | | |

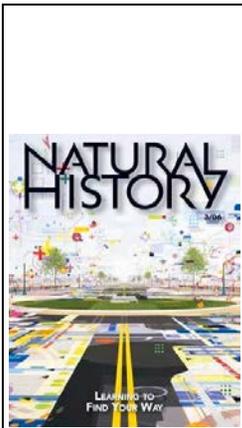
The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled.

| 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 |

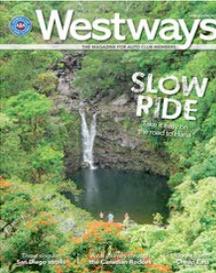
Print - Local/Regional

| | | | | | | |
|--|---|---|-------------------------|---------------------------|----------------------|--------------------|
|  | 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 | Added Value |
| | Issuance | Annually | Full Page 4 Color Bleed | \$15,602.00 | \$7,801.00 | Listing included |
| | Median Age | 46.9 | 2/3 Page 4 Color | \$11,535.00 | \$5,767.50 | Listing included |
| | Median HHI | \$70,520 | 1/2 Page 4 Color | \$8,590.00 | \$4,295.00 | Listing included |
| | Markets Reached | National/International | 1/3 Page 4 Color | \$5,892.00 | \$2,946.00 | Listing included |
| | | | 1/6 Page 4 Color | \$3,940.00 | \$1,970.00 | Listing included |
| | | | 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 | Added Value |
| | 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 | Added Value |
| | 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 | <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> | | | | 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 | 1/4 Page ad + 40 words copy; bonus 100,000 impressions online |
| | 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 | 1/4 Page ad + 40 words copy; bonus 100,000 impressions online | | | | | | | | | | | | | | | | | | |
| Issuance | 12x per year | | | | | | | | | | | | | | | | | | | | | |
| Median Age | 46 | | | | | | | | | | | | | | | | | | | | | |
| Median HHI | \$223,000 | | | | | | | | | | | | | | | | | | | | | |
| Markets Reached | San Diego Metropolitan | <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 | San Diego Magazine | <table border="1"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>March '16</td> <td>3/1/2016</td> <td>3/15/2016</td> </tr> </tbody> </table> | | | | Issue Date | Space Deadline | Materials Deadline | March '16 | 3/1/2016 | 3/15/2016 | | | | | | | | | | | |
| Issue Date | Space Deadline | Materials Deadline | | | | | | | | | | | | | | | | | | | | |
| March '16 | 3/1/2016 | 3/15/2016 | | | | | | | | | | | | | | | | | | | | |
| Rep Contact | Julie Davis 619-744-0533 julie@sandiegomagazine.com | | | | | | | | | | | | | | | | | | | | | |

| 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) | <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> | | | | 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 | 1/4 Page ad + 40 words copy; bonus 100,000 impressions online |
| | 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 | 1/4 Page ad + 40 words copy; bonus 100,000 impressions online | | | | | | | | | | | | | | | | | | |
| Issuance | 12x per year | | | | | | | | | | | | | | | | | | | | | |
| Median Age | 54 | | | | | | | | | | | | | | | | | | | | | |
| Median HHI | \$97,994 | | | | | | | | | | | | | | | | | | | | | |
| Markets Reached | Southern California | <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 | Sunset Magazine | <table border="1"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>April '16</td> <td>2/1/2016</td> <td>2/15/2016</td> </tr> </tbody> </table> | | | | Issue Date | Space Deadline | Materials Deadline | April '16 | 2/1/2016 | 2/15/2016 | | | | | | | | | | | |
| Issue Date | Space Deadline | Materials Deadline | | | | | | | | | | | | | | | | | | | | |
| April '16 | 2/1/2016 | 2/15/2016 | | | | | | | | | | | | | | | | | | | | |
| Rep Contact | Tara Salcido 310-268-7585 tara.salcido@timeinc.com | | | | | | | | | | | | | | | | | | | | | |

| 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 | Arizona Daily Star | <i>The section requires a minimum of 2 pages collective advertising. If the minimum is not met, the section will be canceled.</i> | | | | |
| Rep Contact | Tom Lindsey 602-444-4834 tlindsey@tucson.com | 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 | Republic Media | <i>The section requires a minimum of 4.5 pages collective advertising. If the minimum is not met, the section will be canceled.</i> | | | | |
| Rep Contact | Cami Kaiser | Issue Date | Space Deadline | Materials Deadline | | |
| Rep Phone Number | 602-444-6899 | October 2015 | 45 days prior | 30 days prior | | |
| Rep Email | ckaiser@republicmedia.com | 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

| Unit Size | Rate | Half Net Rate | Added Value |
|-------------------|-------------|---------------|-----------------------|
| Full Page 4 Color | \$11,750.00 | \$5,875.00 | Full Page advertorial |
| 1/2 Page 4 Color | \$6,000.00 | \$3,000.00 | 1/2 Page advertorial |
| 1/4 Page 4 Color | \$3,200.00 | \$1,600.00 | 1/4 Page advertorial |

The section requires a minimum of 1 pages collective advertising. If the minimum is not met, the section will be canceled.

| 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

| Unit Size | Rate | Half Net Rate | Added Value |
|---|-------------|---------------|-------------|
| Full Page 4 Color | \$16,000.00 | \$8,000.00 | |
| 1/2 Page Vertical or Horizontal 4 Color | \$8,344.00 | \$4,172.00 | |
| 1/4 Page 4 Color | \$4,172.00 | \$2,086.00 | |

The section requires a minimum of 1.5 pages collective advertising. If the minimum is not met, the section will be canceled.

| Issue Date | Space Deadline | Materials Deadline |
|------------|----------------|--------------------|
| March 2016 | 6 weeks prior | 1 week prior |

| 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

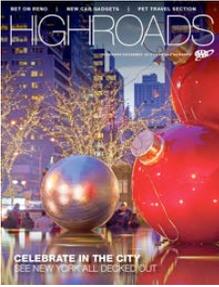
| Unit Size | Rate | Half Net Rate | Added Value |
|-------------------|-------------|---------------|-------------|
| Full Page 4 Color | \$21,000.00 | \$10,500.00 | |
| 1/2 Page 4 Color | \$12,600.00 | \$6,300.00 | |
| 1/3 Page 4 Color | \$7,875.00 | \$3,937.50 | |

| Issue Date | Space Deadline | Materials Deadline |
|-------------------------------|----------------|--------------------|
| October 24, 2015 - newspapers | 7/17/2015 | 7/24/2015 |
| December 2015 - En Route | 7/17/2015 | 7/24/2015 |

| 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 | | | | | | | | | | | | | | |

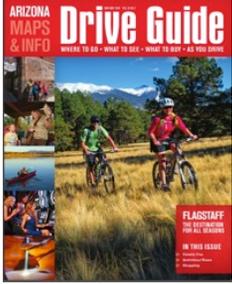
| Opportunity Selection Box: | Publication | Issue Date | Size (drop down menu) | Half Net Rate (drop down menu) | Total Partner Cost |
|----------------------------|-----------------------|------------|-----------------------|--------------------------------|--------------------|
| | AAA Arizona Highroads | | | | \$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 |
| | Sold/Billed By | Arizona Drive Guide | September-November 2015 | 8/4/2015 | 8/4/2015 | Online content |
| | Rep Contact | Cyndi Turer | December 2015-February 2016 | 11/5/2015 | 11/5/2015 | Online events listings |
| | | 480-860-0328 | March-May 2016 | 2/4/2015 | 2/4/2015 | Inclusion in 1 monthly eNewsletter |
| | cyndi@driveguideus.com | June-August 2016 | 5/5/2015 | 5/5/2015 | Social media posts | |

| 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 | December 4, 2015 (Arizona Holidays) | | 11/18/2015 | 11/18/2015 |
| | lcattan@elimparcial.com | 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 | Unit Size | Rate | Half Net Rate | Added Value |
| | Issuance | 2x/year | Full Page 4 Color Bleed | \$2,100.00 | \$1,050.00 | Social media posts - Facebook and Twitter "Deal of the Week" ad in e-newsletter Website ad with 200,000 impressions |
| | Median Age | 43.5 | 1/2 Page 4 Color | \$1,365.00 | \$682.50 | |
| | Median HHI | \$65,000 | | | | |
| | Markets Reached | Arizona | | | | |
| | Sold/Billed By | AZ Big Media | Issue Date | Space Deadline | Materials Deadline | |
| | Rep Contact | Ryan Moore | Fall/Winter 2015 (November) | 10/10/2015 | 10/10/2015 | |
| | | 602-424-8843 | Spring/Summer 2016 (April) | 3/10/2016 | 3/10/2016 | |
| | ryan.moore@azbigmedia.com | | | | | |

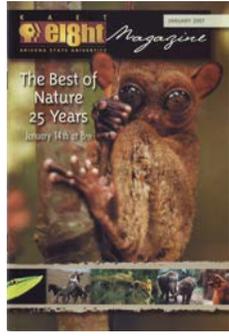
| Opportunity Selection Box: | Publication | Issue Date | Size (drop down menu) | Half Net Rate (drop down menu) | Total Partner Cost |
|----------------------------|---------------|--------------------|-----------------------|--------------------------------|--------------------|
| | Experience AZ | 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 | Unit Size | Rate | Half Net Rate | Added Value |
| | Issuance | Annually | 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. |
| | Median Age | 52 | 1/2 Page 4 Color | \$3,995.00 | \$1,997.50 | |
| | Median HHI | \$100,000 | 1/4 Page 4 Color | \$2,495.00 | \$1,247.50 | |
| | Markets Reached | Southern California, Las Vegas, Arizona, New Mexico | | | | |
| | Sold/Billed By | Active Interest Media | Issue Date | Space Deadline | Materials Deadline | |
| | Rep Contact | David Krause | November 2015 - August 2016 | 9/4/2015 | 9/4/2015 | |
| | | 720-437-0508 | | | | |
| | dkrause@aimmedia.com | | | | | |

| 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 | Unit Size | Rate | Half Net Rate | Added Value |
| | Issuance | Annually | 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 |
| | Median Age | 55 | Full Page 4 Color Bleed | \$3,900.00 | \$1,950.00 | |
| | Median HHI | \$75,000 | 1/2 Page 4 Color | \$2,550.00 | \$1,275.00 | |
| | Markets Reached | Metropolitan Phoenix (50% local visitors; 50% out of town) | | | | |
| | Sold/Billed By | On Media | Issue Date | Space Deadline | Materials Deadline | |
| | Rep Contact | Teresa Strunk | 2016 (January) | 12/1/2015 | 12/1/2015 | |
| | | 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 |
|----------------------------|--------------------------------|----------------|-----------------------|--------------------------------|--------------------|
| | 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 |



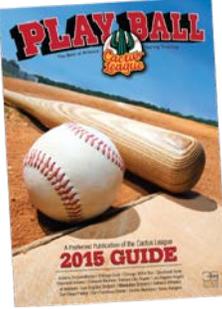
| | | | | |
|------------------------|--|--|-----------------------|---------------------------|
| Publication | Phoenix Magazine | | | |
| Description | Monthly magazine that showcases various activities throughout the Valley, especially entertainment. Features editorial on local news, dining, narratives, 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 |

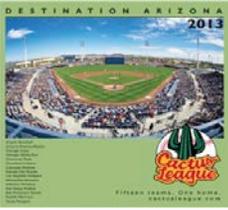
|  | Publication | Valley Guide | | | | | | | | | | | | | | | | |
|--|------------------------|---|---|----------------|--------------------|--------------------------|-------------|-------------------------|--------------------------------|------------|------------|------------------------|------------|-----------|-----------------------|------------------|-----------|----------|
| | 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 | | | | | | | | | | | | | | | | |
| | | | <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>\$3,435.00</td> <td>\$1,717.50</td> <td></td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$1,880.00</td> <td>\$940.00</td> <td></td> </tr> <tr> <td>1/4 Page 4 Color</td> <td>\$940.00</td> <td>\$470.00</td> <td></td> </tr> </tbody> </table> | 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 |
| 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 | | | | | | | | | | | | | | | | |
| | | <table border="1"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>Fall 2015 (September 20)</td> <td>7/17/2015</td> <td>7/22/2015</td> </tr> <tr> <td>Winter 2015/2016 (December 22)</td> <td>10/16/2015</td> <td>10/21/2015</td> </tr> <tr> <td>Spring 2016 (March 21)</td> <td>1/15/2016</td> <td>1/20/2016</td> </tr> <tr> <td>Summer 2016 (June 20)</td> <td>4/16/2016</td> <td>4/21/2016</td> </tr> </tbody> </table> | Issue Date | Space Deadline | Materials Deadline | Fall 2015 (September 20) | 7/17/2015 | 7/22/2015 | Winter 2015/2016 (December 22) | 10/16/2015 | 10/21/2015 | Spring 2016 (March 21) | 1/15/2016 | 1/20/2016 | Summer 2016 (June 20) | 4/16/2016 | 4/21/2016 | |
| Issue Date | Space Deadline | Materials Deadline | | | | | | | | | | | | | | | | |
| Fall 2015 (September 20) | 7/17/2015 | 7/22/2015 | | | | | | | | | | | | | | | | |
| Winter 2015/2016 (December 22) | 10/16/2015 | 10/21/2015 | | | | | | | | | | | | | | | | |
| Spring 2016 (March 21) | 1/15/2016 | 1/20/2016 | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | |
| | | | <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>\$8,394.00</td> <td>\$4,197.00</td> <td></td> </tr> <tr> <td>1/2 Page 4 Color</td> <td>\$4,950.00</td> <td>\$2,475.00</td> <td></td> </tr> <tr> <td>1/3 Page 4 Color</td> <td>\$3,921.00</td> <td>\$1,960.50</td> <td></td> </tr> </tbody> </table> | Unit Size | Rate | Half Net Rate | Added Value | Full Page 4 Color Bleed | \$8,394.00 | \$4,197.00 | | 1/2 Page 4 Color | \$4,950.00 | \$2,475.00 | | 1/3 Page 4 Color | \$3,921.00 | \$1,960.50 |
| Unit Size | Rate | Half Net Rate | Added Value | | | | | | | | | | | | | | | |
| Full Page 4 Color Bleed | \$8,394.00 | \$4,197.00 | | | | | | | | | | | | | | | | |
| 1/2 Page 4 Color | \$4,950.00 | \$2,475.00 | | | | | | | | | | | | | | | | |
| 1/3 Page 4 Color | \$3,921.00 | \$1,960.50 | | | | | | | | | | | | | | | | |
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| Issue Date | Space Deadline | Materials Deadline | | | | | | | | | | | | | | | | |
| 2/1/2016 | 10/30/2015 | 11/6/2015 | | | | | | | | | | | | | | | | |

| 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 | |
| | 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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| Issue Date | Space Deadline | Materials Deadline | | | | | | | | | | | | | | | | | |
| 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 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 accomodations 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 | |
| | 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 accomodations 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 | |
| | 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 | Base Partner Rate | 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 | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #2c3e50; color: white;"> <th style="text-align: left;">Study Scope</th> <th style="text-align: right;">Rate</th> <th style="text-align: right;">Partner Rate</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">Single Community w/ Community collecting data</td> <td style="text-align: right; padding: 2px;">\$23,545.00</td> <td style="text-align: right; padding: 2px;">\$11,772.50</td> </tr> <tr> <td style="padding: 2px;">Single Community w/ University collecting data</td> <td style="text-align: right; padding: 2px;">\$34,040.00</td> <td style="text-align: right; padding: 2px;">\$17,020.00</td> </tr> <tr> <td style="padding: 2px;">Multiple Communities/Region w/ Community collecting data</td> <td style="text-align: right; padding: 2px;">\$23,545 + \$5,000 est for each additional community</td> <td style="text-align: right; padding: 2px;">\$11,772.50 + \$2,500 est for each additional community</td> </tr> <tr> <td style="padding: 2px;">Multiple Communities/Region w/ University collecting data</td> <td style="text-align: right; padding: 2px;">\$34,040 + \$10,000 est for each additional community</td> <td style="text-align: right; padding: 2px;">\$17,020 + \$5,000 est for each additional community</td> </tr> </tbody> </table> | 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 | | |
| | 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 | | | | | | | | | | | | | | | | | |
| | | | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #2c3e50; color: white;"> <th style="text-align: left;">Opportunity Selection Box:</th> <th style="text-align: left;">Vendor</th> <th style="text-align: left;">Study Scope</th> <th style="text-align: left;">Additional Communities</th> <th style="text-align: left;">Base Partner Rate</th> <th style="text-align: left;">Rate / Additional Community</th> <th style="text-align: left;">Total Partner Cost</th> </tr> </thead> <tbody> <tr> <td></td> <td>University of Arizona</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: right;">\$0.00</td> </tr> </tbody> </table> | Opportunity Selection Box: | Vendor | Study Scope | Additional Communities | Base Partner Rate | Rate / Additional Community | Total Partner Cost | | University of Arizona | | | | | \$0.00 | | |
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| 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 | | | | | | | | | | | | | | | | | | |
| Partner Cost Grand Total | \$0.00 | | | | | | | | | | | | | | | | | | |

Individual Ad Buys cannot exceed \$15,000