

Arizona Office of Tourism FY17 Cooperative Marketing Plan

Integrated Media Recommendation 5.25.16

Thank you for joining us for the FY17 Cooperative Marketing Program Webinar.

1. As a reminder, the guidelines, application, affidavit, instructions, media opportunities and selection spreadsheet can be found here:

Tourism.az.gov.

Click on *Marketing Programs* on the top navigation bar

Click on *Partnership Opportunities*

You'll find the aforementioned under the *Cooperative Marketing* subhead

2. Once the Webinar begins, please mute your phone (especially if you're eating chips!)

3. If you have questions, please use the "chat feature" to submit your questions.

4. We'll be starting momentarily and once again thank you for participating in the Webinar

Webinar Agenda

10:00 - 10:15	Application Process
10:15 - 10:20	Media Plan Overview
10:20 - 11:00	Packaged Digital Media, Shared Opportunities Individual Ad Buys, Trade & Media Missions

Arizona Office of Tourism FY17 Cooperative

Goals

- AOT will focus a portion of its FY17 marketing dollars on driving tourism to the rural regions of Arizona. The intent of this program (in its 5th year) is to create a partnership that will allow communities to leverage their resources in tandem with AOT's.

Objectives

- Drive overnight visitation to the rural communities and regions of Arizona.

Timing

- September 2016 – August 2017

FY16 Cooperative Marketing Program Budget

FY16 Budget

- Partners' Contributions: \$ 655,564
- AOT Match and Anchor Ads: \$1,000,000
- Total Campaign Spend: **\$1,655,564**

Partners

- 33 partners (25 rural communities, 3 tribes, 5 regional partnerships)

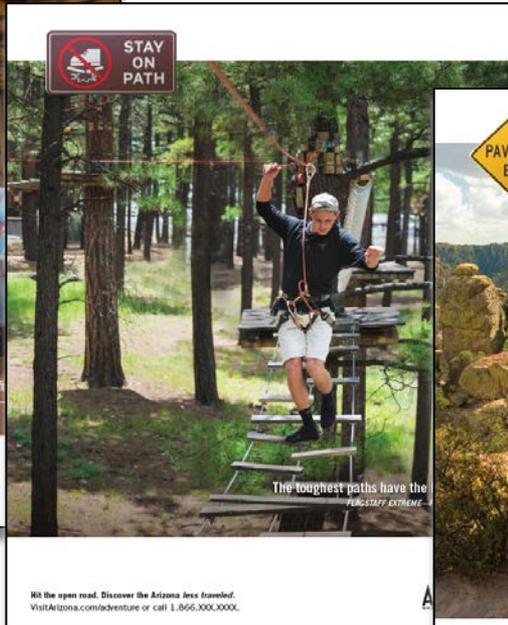
AOT Co-op Print Campaign – Anchor Ads



BE PREPARED TO STOP

You never know what you'll find.
PHOTO BY MELISSA...

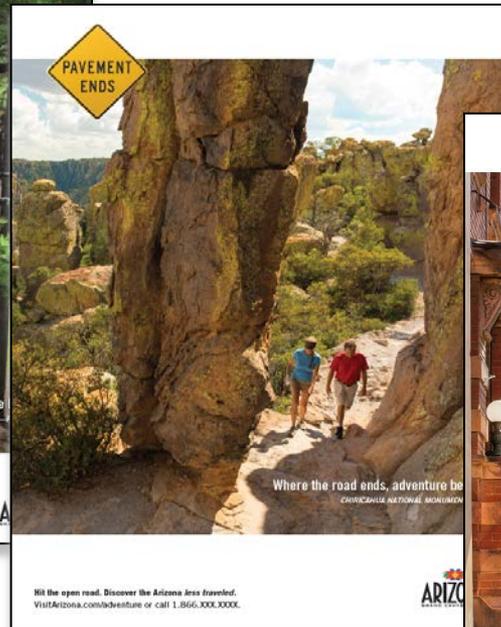
Hit the open road. Discover the Arizona less traveled.
Visit Arizona.com/adventure or call 1.866.XXX.XXXX.



STAY ON PATH

The toughest paths have the best views.
PHOTO BY EXTREME...

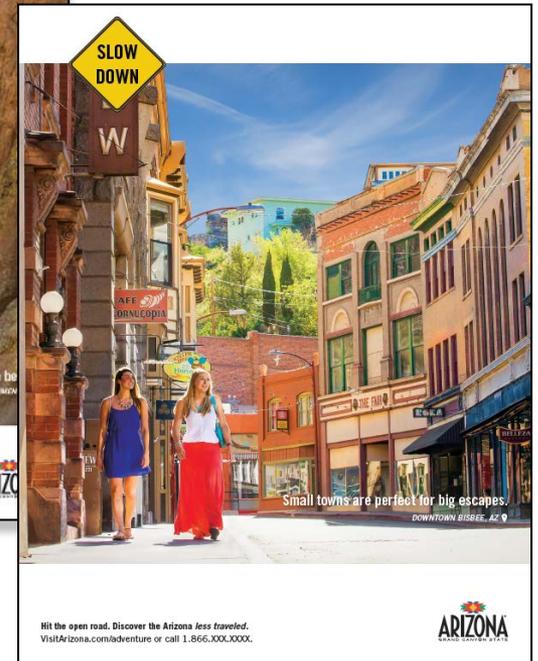
Hit the open road. Discover the Arizona less traveled.
Visit Arizona.com/adventure or call 1.866.XXX.XXXX.



PAVEMENT ENDS

Where the road ends, adventure begins.
CHIRICAHUA NATIONAL MONUMENT

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



SLOW DOWN

Small towns are perfect for big escapes.
DOWNTOWN BISBEE, AZ

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

AOT Co-op Banner Ads



PAVEMENT ENDS

LEARN MORE

CHIRICAHUA NATIONAL MONUMENT, AZ

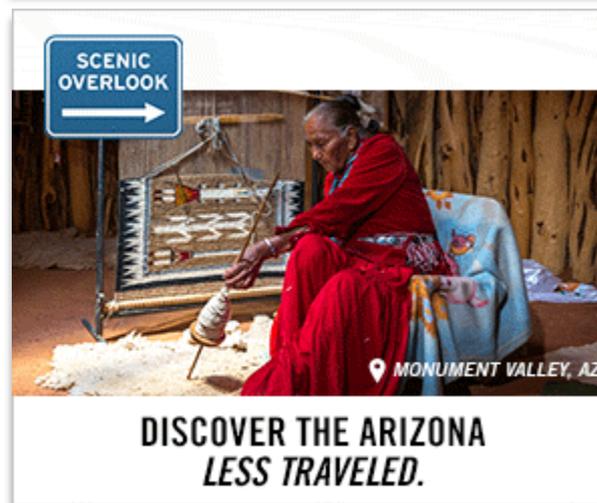
DISCOVER THE ARIZONA LESS TRAVELED.




STAY ON PATH

FLAGSTAFF, AZ

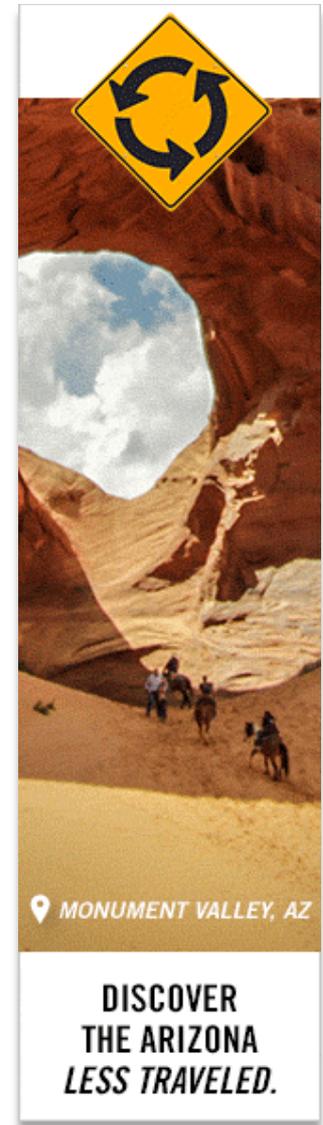
DISCOVER THE ARIZONA LESS TRAVELED.



SCENIC OVERLOOK

MONUMENT VALLEY, AZ

DISCOVER THE ARIZONA LESS TRAVELED.



MONUMENT VALLEY, AZ

DISCOVER THE ARIZONA LESS TRAVELED.

Newspaper Inserts – Shared Opportunities

TRAVEL ARIZONA
 & See Where the Road Takes You

VisitArizona.com/Adventure

World's Great Waterports: Got Hot & Wild in Lake Havasu City Pg. 2

Southern Sights & Sites: Caves, Mines & Mines in Cochise County Pg. 3

North Central Natural Wonders: So Much to See Pg. 4

Up Next Eat, Drink & Tour Pg. 5

Where Will the Road Take You?

NO MATTER WHICH WAY THE ROAD TAKES YOU IN ARIZONA, YOU'LL END UP SOMEWHERE READY TO SURPRISE, DELIGHT AND EXCITE YOU. PICK A DIRECTION, AND SEE THE ARIZONA LESS TRAVELED.

West Coast Waterports – Lake Havasu City

They West Coasters did you know, Arizona has some world-class waterports. You'll find them in the heart of Lake Havasu City in the place you need to be. Choose a destination and have the lake at your own pace. For a really special experience, paddle across the original London Bridge (you know, the one).

There's a reason boaters flock to Lake Havasu. With crystal-clear water and kind weather year-round, it's the perfect place to make a weekend or a business or pick up some work in a high-performance motorboat.

Lake Havasu City

Lake Havasu City

Lake Havasu City

Lake Havasu City

Chaparral National Monument

Southern Sights & Sites

Arizona's Cochise County may be known for the Old West, but it's also the only county in the state that has a national park. In Cochise, the Old West comes alive in the heart of the county. Discover more and see the "Old West" in a new light. It's all in the heart of the county.

Make it always worth a day or two with the Old West and the Old West. It's all in the heart of the county. Discover more and see the "Old West" in a new light. It's all in the heart of the county.

North Central Natural Wonders – Payson, Superior & Globe

Discover the beauty of the North Central region of Arizona. Payson, Superior, and Globe are home to some of the most beautiful natural wonders in the state. Discover more and see the "Old West" in a new light. It's all in the heart of the county.

Up North Moshes – Northern Arizona

If you're looking for a new experience, get your appetite ready for some incredible views. Payson's historic downtown is a perfect spot for a new, unique, and scenic. In Payson, be sure to stop at The Copper State Inn. The dining room at 12 times the size of any other in the state. And it's a big party place with a roomy patio right in the heart of the city. It's all in the heart of the county.

WHERE FUN IS ALWAYS IN SEASON

Discover the fun of Lake Havasu City. It's all in the heart of the county.

LAKE HAVASU CITY
 It's All in the Heart of the County

EXPERIENCE LIFE The Way it Should Be COCHISE COUNTY Land of Legends

Discover the southern corner of Arizona, where cool temperatures and great landscapes welcome everyone. Experience history, wine, and the great outdoors in Wilcox, Patagonia, Tombstone, Douglas, Bisbee, and Sierra Vista. It's all in the heart of the county.

www.SightSawCochise.com

Arizona Republic
 LA Times

Co-op Campaign Landing Page

VisitArizona.com/adventure



Participation in the Co-op Program

- Eligibility: Rural DMOs, Tribes, Regions, Statewide Tourism Associations
- Negotiated media buys and reduced rates (50%)
- Available Media: Online, Outdoor, Print, Video, AOT Publications, Trade and Media Missions
- **Applications Due – June 17th by 5:00 p.m. (MST)**

Other Eligibility Requirements

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

What is considered rural?

- A rural DMO is defined as any DMO located outside Pima and Maricopa counties, or a DMO located in Ajo, Gila Bend, Why or Wickenburg

What is a region?

Example:

Benson, Bisbee, Cochise County, Douglas, Sierra Vista, Tombstone, and Willcox = Cochise County Tourism Council

Rates and Billing

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

Opportunity Selection Sheet

- Use the provided FY17 form (Attachment B)
- Download forms at tourism.az.gov/marketing-programs/partnership-opportunities
- We made some last-minute updates to the spreadsheet, so please make sure you've downloaded the most current version.
- Select every opportunity you want by completing the “Opportunity Selection Box” – we'll run through the selection sheet after the Webinar
- Selections will be based on:
 - Available funding
 - Availability of each opportunity

Application Check Sheet

The application must include:

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

Email copies of these three forms to jdaer@tourism.az.gov

Project Effectiveness

- AOT will work with publications to receive metrics on each placement
- Mid-year and end-of-year reports will be required from participants
- Participant reports will include direct metrics (leads), corresponding metrics (occupancy) and general program performance.

What is the next step?

- Application forms are available at tourism.az.gov/marketing-programs/partnership-opportunities
- Applications are due June 17, 2016 by 5 p.m.
- Allocation announcement - after the 2017 fiscal year begins (July 1, 2016).

FY17 Target Audiences

Primary Audience(s)

- Baby Boomers
 - Adults 45-64
 - HHI of \$50,000+ with emphasis on \$75,000+
- Gen X
 - Adults 35-44
 - HHI of \$50,000+ with emphasis on \$75,000+

FY17 Target Markets

Primary Markets

- Phoenix
- Tucson
- Los Angeles

Secondary Markets

- Las Vegas
- San Diego
- Canada
- Mexico

FY17 Audience Insights

What are visitors doing when they get here?

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

Let's get started...

As we go through the deck, you'll notice there is a ton of information. We don't want to waste your time reading all of the placement details to you, so we encourage you to go back through the presentation deck and review the strategies, rationale, markets, net rates and more.

If you have questions, please submit them via the chat feature and we'll answer them after the presentation.

ONLINE MEDIA

Display Banners & Behavioral Targeting

Sojern

Leading Travel Data Platform

Strategies Activated:

Reaching Arizona travel intenders with behaviorally targeted display and video banners

Vendor Rationale:

Sojern utilizes an automated buying technology as well as airline and hotel first-party data to precisely target confirmed Arizona travelers.

Markets: National, with a focus on Phoenix, Tucson, Los Angeles, Las Vegas and San Diego

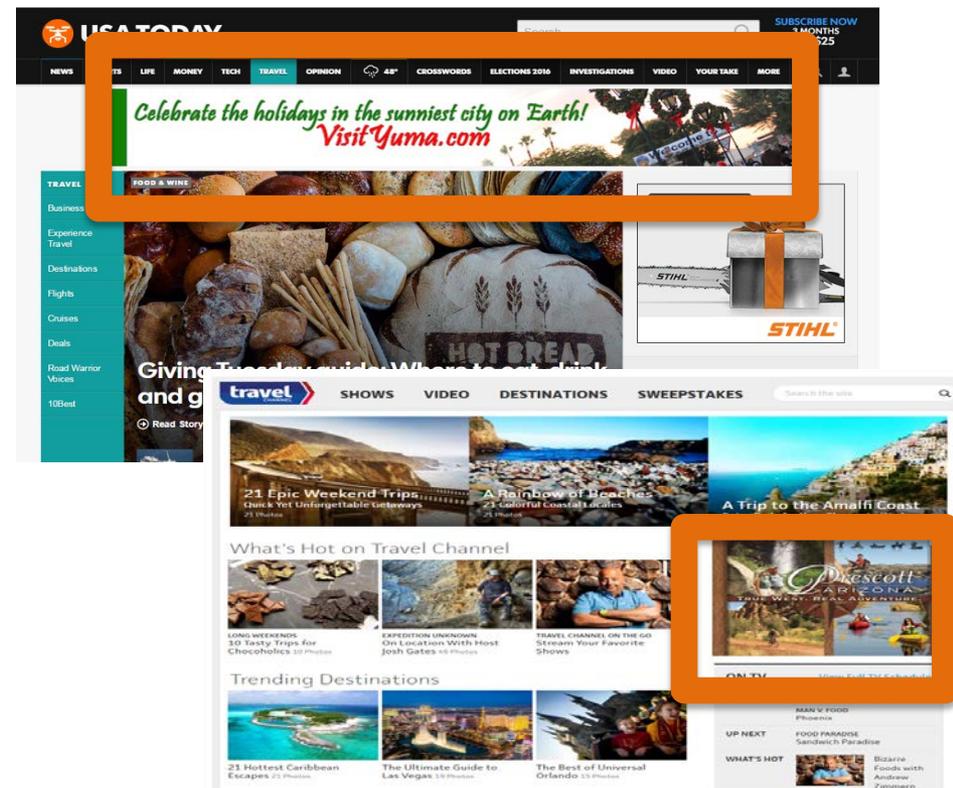
Issuance: Minimum two-month buy

Starting Monthly ½ Net Cost: \$1,000

Description, Unit sizes:

Standard Display banners: 300x250, 300x600, 728x90, 160x600

Video Display banners: :15 or :30 second pre-roll before content



MediaMax Network

Reaching world class media audiences locally

Strategies Activated:

Reaching Arizona travel intenders with demo targeting, contextual targeting and behaviorally targeted display and mobile banners as well as retargeting

Vendor Rationale:

MediaMax Network allows advertisers to reach world class media audiences at a local level. MediaMax Network includes titles such as Conde Nast publications, Priceline, Travel & Leisure, etc.

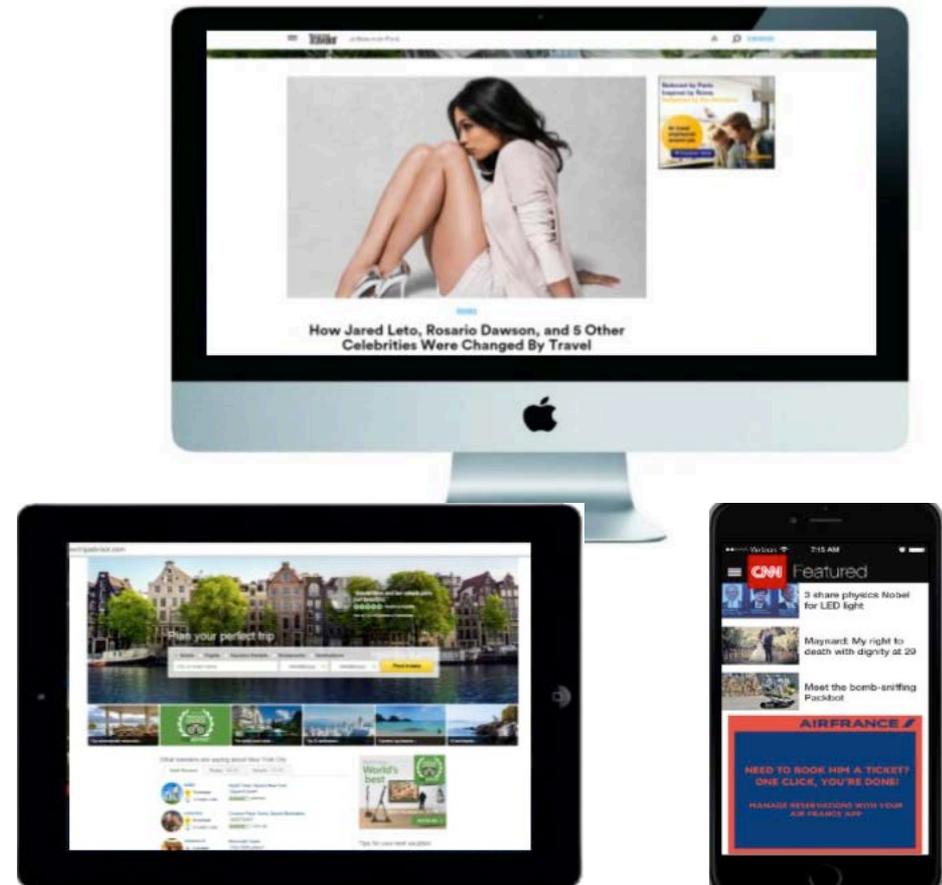
Markets: Phoenix, Tucson, Los Angeles, Las Vegas and San Diego

Starting Monthly ½ Net Cost: \$5,000

Description, Unit sizes:

Standard Desktop Display banners: 300x250, 728x90, 160x600

Mobile Display Banners: 320x50, 300x250, 728x90, 300x50



VisitArizona.com

Strategies Activated:

Reaching engaged Arizona travel intenders through display banners on VisitArizona.com

Vendor Rationale:

Partners purchase banner space on VisitArizona.com so that potential travelers exploring the site have an awareness of rural destinations or attractions.

Markets: National/International

Issuance: Monthly

Starting Monthly ½ Net Cost: \$262.50 for standard banners and \$332.50 for Rich Media banners (features your video)

Description, Unit sizes:

Standard Display banners: 728x90, 300x250

Rich Media Banners (with video): 728x90, 300x250



728x90 Available on the following pages:

- | | |
|------------------------------------|------------------------------------|
| Arts & Entertainment | Events |
| Grand Canyon | Heritage & Culture |
| Parks & Monuments | Sports |
| Arizona's Phoenix & Central Region | Arizona's Tucson & Southern Region |
| Arizona's West Coast Region | Arizona's Northern Region |
| Arizona's North Central Region | |



300x250 available on Offers Page

azcentral.com/USA Today Network

Arizona's #1 News and Information Site

Strategies Activated:

Reaching Arizona travel intenders with demo targeting, contextual targeting and behaviorally targeted display and mobile banners as well as RON banners on azcentral.com and the USA Today Network

Vendor Rationale:

Averaging more than 60 million page views per month, azcentral.com is the state's No. 1 site for local news and information. azcentral.com's unrivaled strength in the market is further enhanced by its partnership with Yahoo! and the USA Today Network—reaching 86% of online Phoenix adults.

Markets: National, with a focus on Phoenix, Tucson, Los Angeles, Las Vegas and San Diego

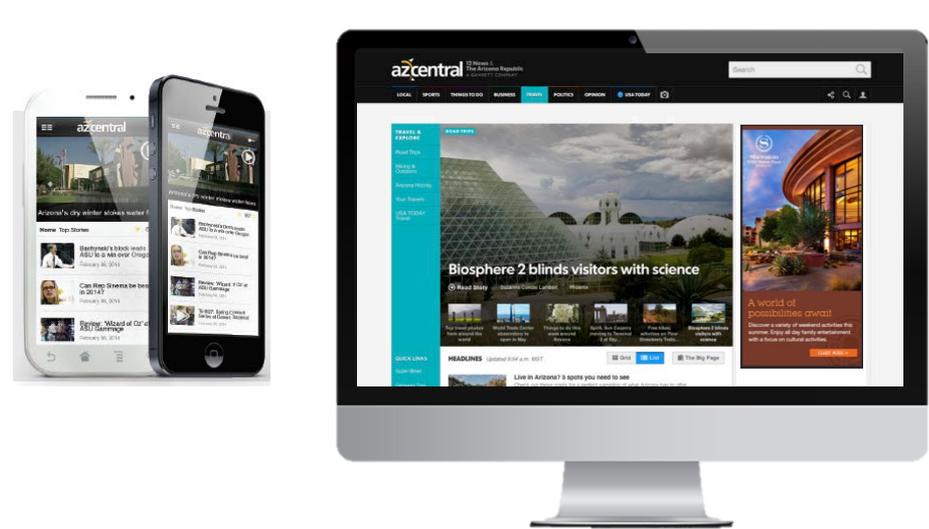
Starting Monthly ½ Net Cost: \$1,225 for niche targeting, \$1,350 for RON desktop and mobile banners and \$1,000 for pre-roll video

Description, Unit sizes:

Standard Desktop Display banners: 300x250, 120x20, 168x28, 216x26, 480x48, 728x90, 300x250 (desktop), 300x600, 160x600

Mobile Display Banners: 320x50

Run of Site pre-roll video: :15 or :30 second video



Arizona Daily Star/tucson.com

Tucson's leading news and information site

Strategies Activated:

Reaching Arizona travel intenders through display banners on tucson.com.

Vendor Rationale:

Tucson.com is the digital branch of the Arizona Daily Star, the top newspaper in Tucson. Banners will run on News, Entertainment, Sports, Lifestyles or Opinion sections reaching users as they search for Tucson related news and information.

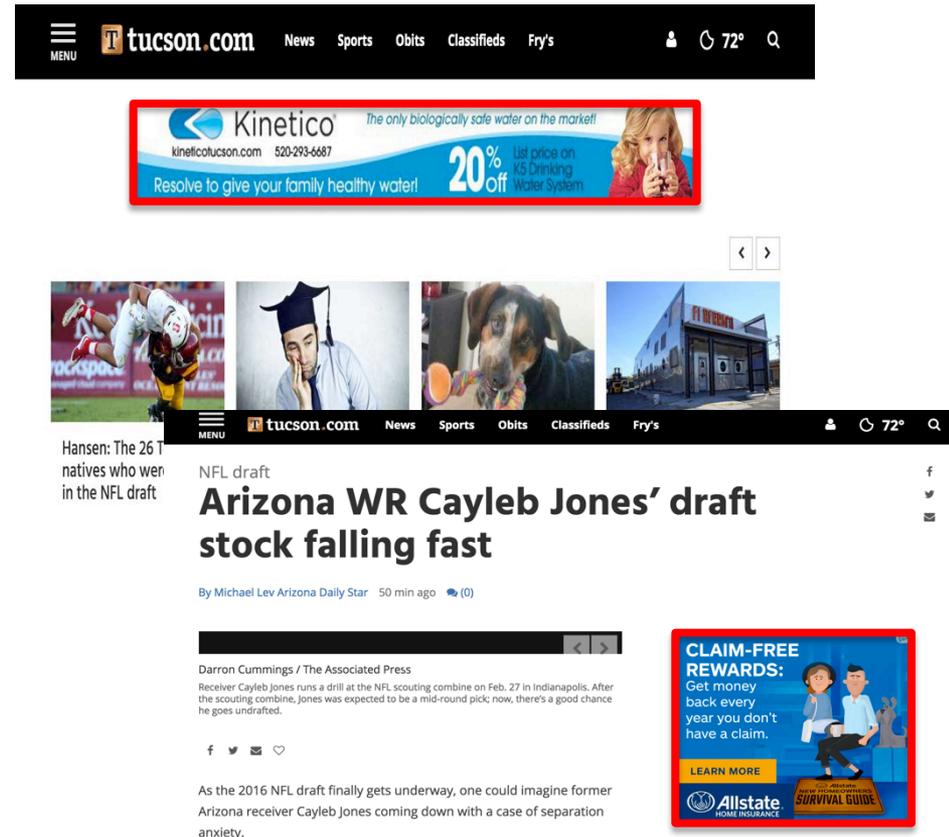
Markets: Metropolitan Tucson

Issuance: Monthly

Starting Monthly ½ Net Cost: \$1,200

Description, Unit sizes:

Standard Display banners: 728x90, 300x250, 320x50



The screenshot shows the website interface for tucson.com. At the top is a navigation bar with a menu icon, the site name, and links for News, Sports, Obits, Classifieds, and Fry's. A weather widget shows 72°. Below the navigation is a large banner for Kinetico water filters, featuring a 20% off promotion. Underneath is a row of four news thumbnails: a football player, a man in a graduation cap, a dog, and a building. The main article is titled "Arizona WR Cayleb Jones' draft stock falling fast" by Michael Lev, published 50 minutes ago. The article text discusses the NFL draft and the uncertainty surrounding receiver Cayleb Jones. A social media sharing bar is visible below the text. On the right side of the page, there is a vertical sidebar with social media icons and a "CLAIM-FREE REWARDS" banner for Allstate Home Insurance.

Greenspun Media Network

Covering Las Vegas

Strategies Activated:

Reaching Arizona travel intenders through display banners

Vendor Rationale:

Greenspun media encompasses LasVegasSun.com, VegasINC.com, LasVegasWeekly.com and LasVegasMagazine.com. Reaches users who are in the drive market for Arizona. Greenspun visitors are 74% more likely to have visited Phoenix overnight in the past year, compared to the rest of the population, and 67% more likely to have stayed elsewhere in Arizona

Markets: Phoenix, Los Angeles, Tucson, San Diego, Las Vegas

Issuance: Monthly

Starting Monthly ½ Net Cost: \$250

Description, Unit sizes:

Standard Banner Ads: 300x250, 728x90, 160x600

Bottom Bar/Companion Ads: 1000x40, 180x150

Homepage Sponsorship: 300x600

Homepage Sliding Billboard: 970x70 expands to 970x415, 320x50 mobile

Standard Banner Ads



Bottom Bar/Companion Ad

Homepage Sliding Billboard



Homepage Sponsorship (300x600)

Pandora

Connecting with Audiences through music they love

Strategies Activated:

Speak to Arizona Travel Intenders in a premium listening environment through :15 or :30 audio spots and engage with users in-between the songs they love.

Vendor Rationale:

Audio is amplified with a clickable display presence on web, mobile, and tablet. Brands have 100% share-of-attention as the sole audio spot between songs. With over 2 hours of time spent listening daily, brands reach engaged listeners through the passion of music.

Markets: Phoenix, Tucson, Los Angeles, Las Vegas, San Diego – Recommend focusing on 1 or 2 target markets

Issuance: Monthly

Starting Monthly ½ Net Cost: \$2,000

Description, Unit sizes:

Desktop and Mobile Audio: :15 and/or :30 audio spot, 500x500 tile, and 300x250 companion

Stand-Alone Mobile Display: 300x250



Trip Advisor

The World's Largest Travel Site Helping Plan the Perfect Trip

Strategies Activated:

Reach Arizona travel intenders while they are researching and planning trips

Vendor Rationale:

Tripadvisor.com is one of the worlds largest travel sites, focused on providing travel information through both editorial and user reviews. Tripadvisor.com and .ca (the Canadian counterpart) deliver qualified visitors that are in the research phase of their travel planning process.

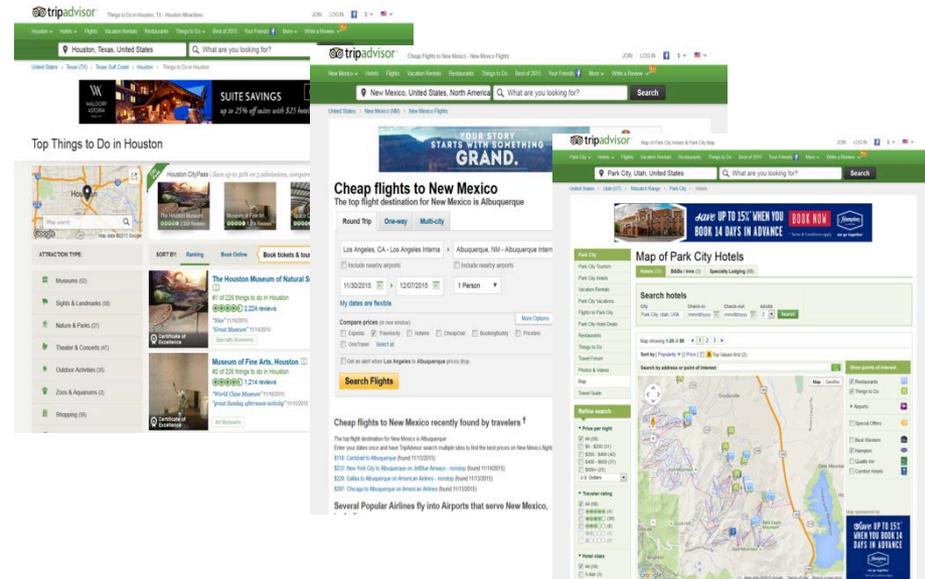
Markets: National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)

Issuance: Monthly

Starting Monthly ½ Net Cost: \$1,000

Description, Unit sizes:

- Arizona content banner placement
- Arizona content and competitive content (Texas, New Mexico, Utah, Colorado, and California) banner placement
- Outdoor audience targeted banner placement
- Banner Sizes: 160x600, 300x250, 300x600, 728x90
- Mobile Size: 320x50



TripAdvisor User Flow



ONLINE MEDIA

Content Marketing

Amplified Destination Storytelling

Strategies Activated:

Reaching Arizona travel intenders through content marketing and engaging with them in their natural digital environment.

Vendor Rationale:

Amplified Storytelling uses engaging stories to inspire consumers. Madden Media provides customizable stories per partner, and then distributes them in front of key audiences. Once users click on the link to view the story, they are redirected to the article on your website. Partners then **own** the stories and can use them in future marketing efforts, such as social media amplification

Markets: Custom per Partner

Issuance: 1, 2 or 3 story options available

Starting Monthly ½ Net Cost: \$2,500



Introducing Yuma's Great Outdoors

A family trip filled with... along the Colorado

An invitation from my father to like a great time to introduce my wife hometown: Yuma. My dad recently re



When It Snows, We Will Go

Skiing and snowboarding aren't Flagstaff's only strengths

By Nora Burba Truisson

By the time we got to the top of the ski lift for another run, the snow flurries had progressed into a major snowfall and my mind wandered over to the theory that Eskimos have hundreds (was it hundreds?) of words for snow. My two girlfriends and I made our way across the catwalk to the top of the run, then pushed off, keeping the ponderosa pines to our left as visibility lessened on our two-mile run downhill. By the time we came upon the lodge, my two best ski buddies were barely visible in front and behind me, except for their brightly hued jackets.



By the time we got to the top of the ski lift

Amplified Destination Storytelling Spanish Language

Strategies Activated:

Reaching Spanish Speaking Arizona travel intenders through content marketing and engaging with them in their natural digital environment and their native language.

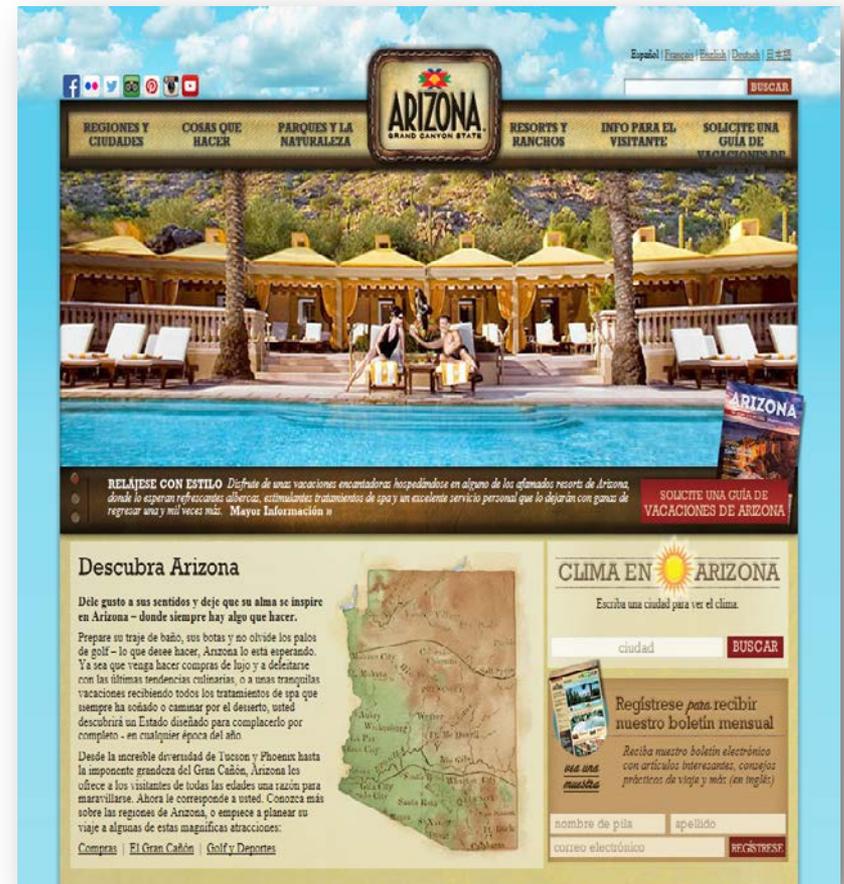
Vendor Rationale:

Reach the lucrative Spanish language audience with a custom story, written to include partners and create an awareness for attractions around the state. The story is translated into Spanish, lives on **VisitaArizona.com**, and has traffic delivered directly to the story. Partners receive devoted editorial coverage in the story plus a link to their sites.

Markets: Mexico

Issuance: 1 story (4 partner minimum)

Starting Monthly ½ Net Cost: \$1,750



azcentral.com/USA Today

Arizona's #1 News and Information Site

Strategies Activated:

Reaching Arizona travel intenders through Branded Content or Native Advertising, a method in which the advertiser engages consumers by providing content in the context of the user's experience.

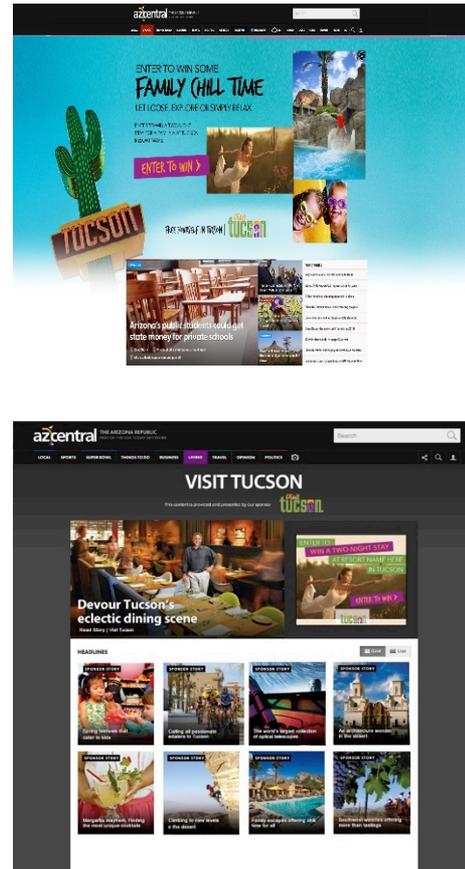
Vendor Rationale:

Azcentral.com native articles are integrated into the regular editorial articles and can be found on the azcentral search bar. The sponsored content is clearly marked, but is surrounded by relevant content users are looking for. Partners can provide their own articles or work with azcentral to write custom pieces.

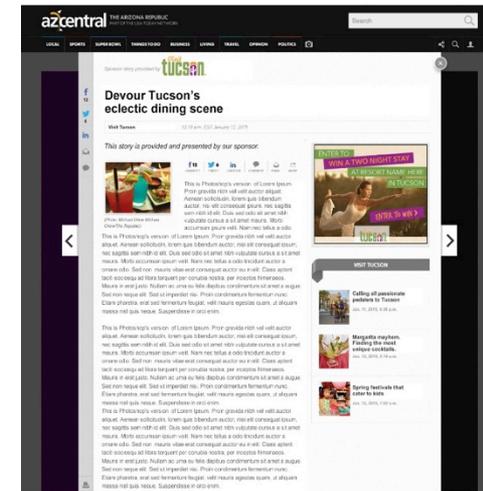
Markets: Phoenix, Tucson, Los Angeles, Las Vegas, San Diego

Issuance: 3 months minimum with 9 articles

Starting Monthly ½ Net Cost: \$9,097.50



Promotion or ad drives users to article/topics page to engage with and share content



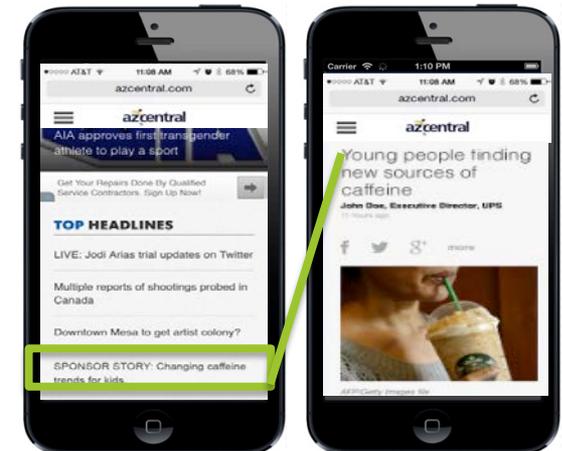
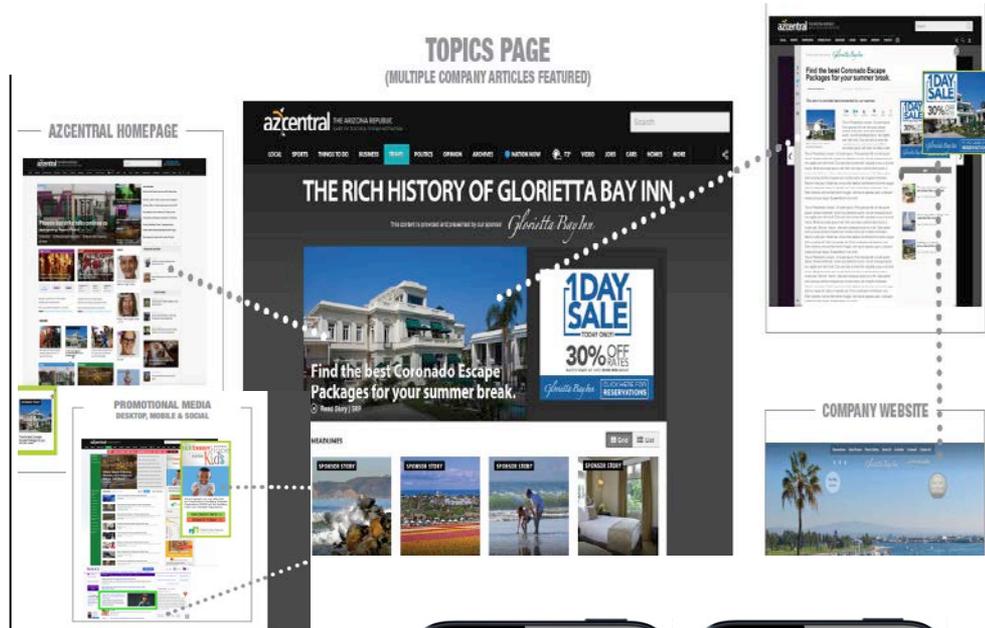
Articles: May include video, photo gallery, infographics, etc., 100% SOV for ad units on article pages

Topics Page On azcentral.com where all articles are hosted, 100% SOV for ad units on topics page

azcentral.com/USA Today Network

Native User Experience

- The native article lives on as a sponsored story forever. Each individual story will have its own unique url and be independently searchable, linkable and findable online. Each article will have ads that will then link directly to your landing page.
- Each article will be pushed out on azcentral.com via the what's new homepage and/or travel page tiles and will be live for 24 hours
- Articles live among azcentral.com editorial but is called out as a sponsored article
- Once AOT has 6 articles, azcentral.com will build a topics page that all the articles will live on
- Banner ads will be placed across azcentral.com to drive traffic to either the individual articles or to the topics pages that will target users by article topic
- All articles and ads will be mobile enabled



LA Times

Top 5 National Newspaper site with massive reach

Strategies Activated:

Reaching Arizona travel intenders through Branded Content on a trusted site

Vendor Rationale:

LA Times Sponsored Content empowers clients to connect with consumers in compelling and engaging ways. Whether it's through custom videos, articles, infographics, photo galleries, or other features, LA Times can help partners attract and develop relationships with their target audience.

Markets: Los Angeles

Issuance: 4-6 Articles

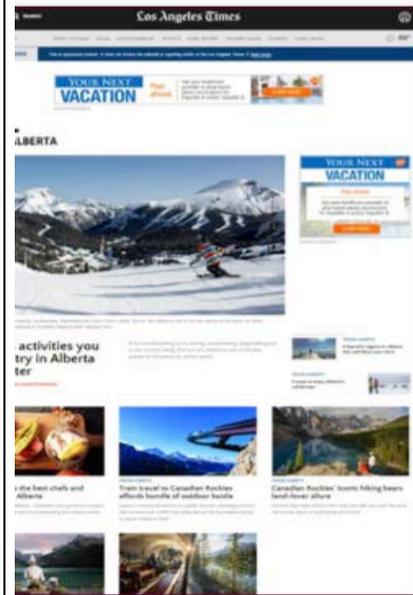
Starting Monthly ½ Net Cost: \$5,000

Description, Unit sizes:

Display Banners 300x250, 728x90

Responsive ad unit that automatically resizes based on viewing device used

Fixed Article Page Sponsor Ads



CONTENT HUB

Your content hub is a personalized web destination that lives on latimes.com and is designed to give 100% share of voice to your content & brand advertising.



ARTICLE PAGES

Article-level pages include imagery, branding, and social sharing widgets to drive audience.

ONLINE MEDIA

E-Newsletters

VisitArizona.com

E-Newsletters

Strategies Activated:

Reach loyal prospects who have identified an interest in Arizona travel and keep Arizona destinations top-of-mind with frequency of message

Vendor Rationale:

AOT's monthly eNewsletters are sent over 300,000 consumers who have opted to receive frequent Arizona travel information. Specialty eNewsletters are sent to niche audiences who have identified a specific interest.

Markets: National/International

Issuance: Monthly and specialty issues

Starting Monthly ½ Net Cost: \$788

Description, Unit Size:

Monthly Newsletters – 12

Special Editions/Issues – 4

Banners: 600x77



ONLINE MEDIA

Mobile

Millennial Media/AOL ONE

Leading Mobile Marketplace

Strategies Activated:

Reaching qualified Arizona travelers by behaviorally and demographically targeting on mobile devices

Vendor Rationale:

Millennial's industry leading mobile advertising platform allows advertisers to demo geo and behaviorally target audiences across mobile and tablet devices at scale

Markets: Phoenix, Tucson, Los Angeles, Las Vegas, San Diego

Issuance: Monthly

Starting Monthly ½ Net Cost: \$500

- Mobile Banners – Cost per Click pricing
- Mobile Video – Cost per completed view pricing

Description, Unit sizes:

Mobile Banners: 300x250, 480x75, 480x60, 320x50, 300x50

Mobile Video: :15 or :30 video



azcentral.com/USA Today

Arizona's #1 News and Information Site

Strategies Activated:

Reaching engaged Arizona travelers while they are out exploring Arizona on mobile phones with mobile display banners and geo-fencing to entice them to explore nearby cities and attractions

Vendor Rationale:

More people are using smartphones and tablets than ever before, mobile advertising gives you access to a captive audience in a hyper-targeted way. Azcentral.com mobile averages more than 14 million page views per month. Partners have the opportunity to geo-fence locations where the target audience is in the moment: State/National Parks, Popular Hiking/Camping Locations, local wineries, etc. Can also geo-fence a city/DMA/radius around a location.

Markets: Phoenix, Tucson, Los Angeles, Las Vegas, San Diego

Issuance: Monthly

Starting Monthly ½ Net Cost: \$1,275 for Mobile Banners

Starting Monthly ½ Net Cost: \$375 Mobile Geo-fencing (cost per click model)

Description, Unit sizes:

Mobile Banners: Required sizes: 320x50, 300x250

Optional sizes: 120x20, 168x28, 216x26, 480x48



Greenspun Media Network

Covering Las Vegas

Strategies Activated:

Reaching potential Arizona travelers in the nearby drive market of Las Vegas

Vendor Rationale:

Greenspun media encompasses LasVegasSun.com, VegasINC.com, LasVegasWeekly.com and LasVegasMagazine.com. Reaches users who are in the drive market for Arizona. Greenspun visitors are 74% more likely to have visited Phoenix overnight in the past year, compared to the rest of the population, and 67% more likely to have stayed elsewhere in Arizona

Markets: Las Vegas DMA

Issuance: Monthly

Starting Monthly ½ Net Cost: \$62.50

Description, Unit sizes:

Mobile Banner Ad: 320x50

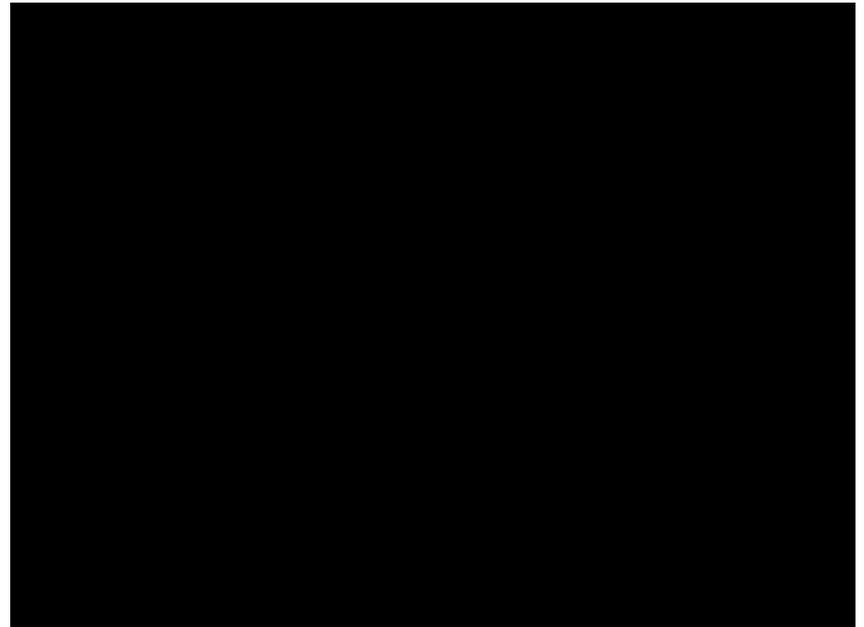


ONLINE MEDIA

Destination Videos

Destination Videos

- AOT will work with partners to produce high-definition destination videos
- A 60 second sizzle reel & 30 second condensed version – produced from **existing** partner and/or AOT b-roll
- Video will include AOT brand elements, a music track, partner logo and call to action
- The video will be featured on visitarizona.com and AOT marketing campaigns
- The partner will have shared user rights with AOT
- **½ Net Cost: \$1,500**



ONLINE MEDIA

Retargeting

Retargeting VisitArizona.com

Strategies Activated:

Reach prospects who have identified an interest in Arizona travel by visiting VisitArizona.com and retarget them to keep Arizona destinations top of mind.

Vendor Rationale:

Using the traffic from VisitArizona.com, partners can purchase impression packages and target traffic that has already expressed interest in an Arizona getaway.

Markets: National/International

Issuance: Monthly

Starting Monthly ½ Net Cost: \$2,500

Description, Unit Size:

Standard Display Banners: 300x250, 728x90



ONLINE MEDIA

Search Marketing

Search Marketing

Strategies Activated:

Reach prospects searching for Arizona-related content

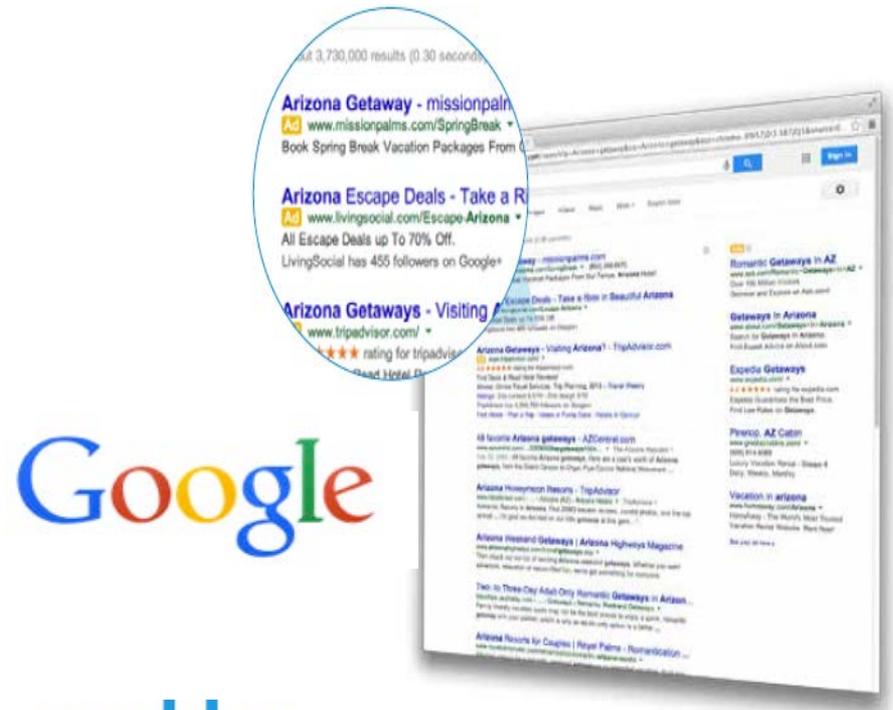
Vendor Rationale:

Each partner will work with Madden Media to establish the goals of the individual partner. Once the strategy is understood, Madden will put together an Adwords campaign that will focus on keywords and ad copy to reach potential travelers.

Markets: Phoenix, Tucson, Los Angeles, Las Vegas, San Diego

Issuance: Monthly (minimum participation is 3 consecutive months)

Starting Monthly ½ Net Cost: \$300



SHARED OPPORTUNITIES

In-Flight

PRINT

Southwest – The Magazine

The official Magazine of Southwest Flights

Publication Rationale:

The Magazine effectively reaches the primary target markets of the Arizona Office of Tourism. The Phoenix area/Sky Harbor airport is SW's 5th largest market bringing over 7.1 million people per year. This is a 7.4% increase over 2014.

Total Circulation: 447,340

Readership: 5.1 million monthly readers

Issuance: Monthly

Median Age: 49

HHI: \$111,679

Flight Dates: October 2016 & March 2017

Markets: National

Starting monthly ½ Net Cost: \$6,821 (including a minimum of two partners)

Value Add: Advertiser directory both in book and online, eNewsletter, Digital edition video, average reduction from open rate is 60%

Southwest
The Magazine



West Jet Magazine

In flight magazine for WestJet Airlines

Publication Rationale:

WestJet offers daily flight service to Phoenix & has far more capacity each month than the other Canadian airline. WestJet flies direct from Calgary, Vancouver, Toronto, Edmonton, Winnipeg, Regina, Saskatoon, Victoria & Kelowna. This magazine is a great option for partners to build awareness from within an audience who is likely to travel to Arizona.

Total Circulation: 46,000

Readership: 2.1 million

Issuance: Monthly

Median Age: 28

HHI: \$91,000

Flight Dates: October 2016

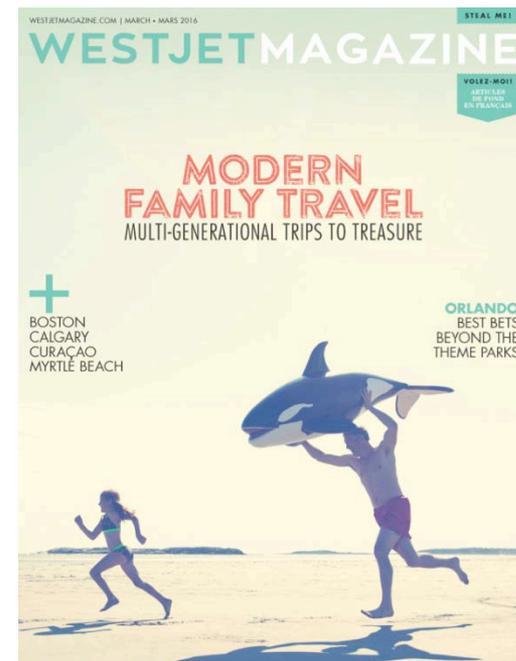
Markets: Canada, USA

Starting Monthly ½ Net Cost: \$1,100 1/3 page 4C

Value Add:

Matching advertorial

WESTJET MAGAZINE



National/Regional

MAGAZINE

Endless Vacation

The official magazine for RCI timeshare holders

Publication Rationale:

Endless Vacation offers AOT the opportunity to partner with a publication with over 4 million readers who have a passion for travel and are dedicated to making leisure travel an absolute in their lives. Readers fall within the primary target market for age and income and they travel frequently to Arizona.

Total Circulation: 1.7 million

Readership: 4 million

Issuance: Spring 2017 or Summer 2017 issue

Median Age: 52

HHI: \$115,847

Flight Dates: Spring 2017 or Fall 2017

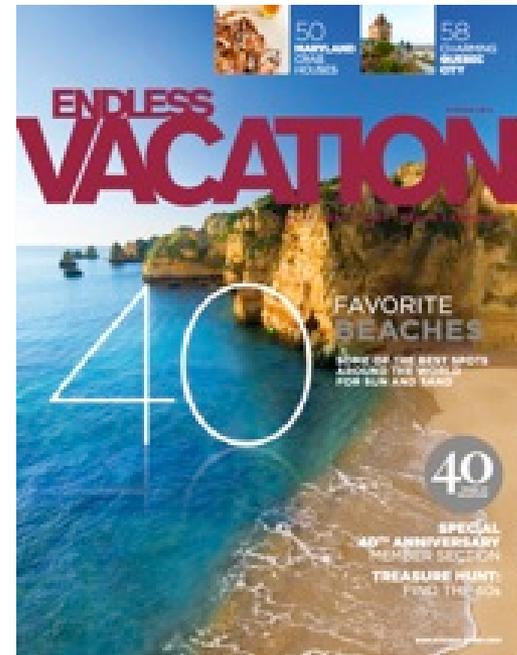
Markets: National

Starting ½ Net Cost: \$2,410 1/3 page 4C

Value Add:

Bonus matched advertorial space equal to the size for the ad, lead generation/reader service + BRC card in print, tablet and digital and Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% reduction from the open rate

ENDLESS
VACATION



NATIONAL GEOGRAPHIC TRAVELER

Publication Rationale:

NGT offers a synergistic editorial environment that will encourage readers to visit the state and explore 'off-the-beaten-path' areas to fully immerse themselves in the culture of the location.

West of the Mississippi Circulation: 225,000

Issuance: 6x (bi-monthly)

Median Age: 43

HHI: \$88,443

Suggested Issue Dates: Feb/March & April/May 2017

Markets: West United States

Starting ½ Net Cost: \$4,860 1/3 page

Placement Details and Unit sizes: Full, ½ and 1/3 page

Value Add:

Each participant will receive advertorial copy equivalent to their space commitment. In addition, each will receive 2 reader service listings ... one in the issue in which they advertise as well as the next issue. 2 total per issue booked



Arizona

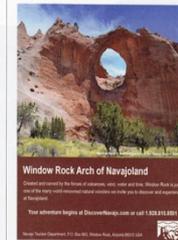
There's no better time to visit a centennial in 2016. Arizona invites a thrilling outdoor adventure, at

Grand Canyon National Park to great reasons. The vast and awe-inspiring landscape spans 27 miles from wild horses and bighorn sheep to a world-class hot air balloon. There, the rafting Colorado River continues to open the deep canyon with its ever-widening Grand Canyon. Arizona would be rich in spirit. **Grand Canyon Daily National Monument** (GCM) with its hundreds of ancient petroglyphs

Year-Round Adventure

Getting to the south rim of the Grand Canyon, the northern Arizona town of **Flagstaff** is a four-season hub of activity that provides your ticket to both small town charm and outdoor adventures. Started in 2006, **Flagstaff** has a classic western feel, with distinct Native American influences, immerse yourself in regional history and culture in the **Museum of Northern Arizona**. Year-round, the clear and brilliant sky offers ideal conditions for great imaging, especially at **Land Observatories**, where Pluto was discovered. **Flagstaff** is also on the **Route 66** drive, which in 2016 the Mother Road of transcontinental nostalgia and local celebrates its 90th anniversary.

START PLANNING YOUR ARIZONA ADVENTURE AT VISITARIZONA.COM



Window Rock Arch of Navajoland
 Located near the town of Hatch, the Window Rock Arch is a natural rock formation that creates a unique view of the desert landscape. Your adventure begins at **DiscoWorld** shop on I-17 at 1.888.911.2011



IF YOU WANT THE SUN, YOU'D PLAY IT COOL.
FLORISSANT
 480.499.4111
 VISITFLORISSANT.COM

Experience Colorful History

Follow the road less traveled to **Cochise County** in southeastern Arizona. The morning grounds of Apache leaders Cochise and Geronimo, Isaman Wyatt Earl, revolutionary Pancho Villa, and the Buffalo Soldiers, the county holds enough stories to fill any suitcase. Head to the **Amerind Museum in Tusac Canyon** and learn about the indigenous people. Head to **Chiricahua National Monument**, set amid greenish rock spires and columns, will give you a piece of an 1860s Apache stronghold. In **Tombstone Courthouse State Park**, dig into the area's colorful history of mining, mining, and gambling. The recreation in Cochise is wide. Some 80 percent of Arizona's wine grapes are grown here. Check out the local vintage at a restaurant or tasting room.

Or try skydiving, at the world's largest skydiving resort, or at several facilities scattered across the state.

After an outdoor adventure, retreat to a spa and rejuvenate in a serene setting with therapies that use local ingredients. The **Verde Valley Wine Trail** lends some beauty with tasting sessions. Arizona's restaurants specialize in authentic, American Indian and Mexican cuisine and the freshness of farm-to-table dining. And new spas are growing up everywhere.

A source of spiritual energy. With Arizona's varied microclimates, the state has more than 100 wineries, many of them award-winning. The **Verde Valley Wine Trail** lends some beauty with tasting sessions. Arizona's restaurants specialize in authentic, American Indian and Mexican cuisine and the freshness of farm-to-table dining. And new spas are growing up everywhere.



Scenic Overlook

South of Legends COCHISE COUNTY

BENSON BIRCH COUNTRY
 for your local
 520-462-1111
 Facebook: www.facebook.com

You never know what you'll find along the way.
 HAROLD BECKER - INDEPENDENT BELLEAU 479

Hit the open road. Discover the Arizona you traveled.
 VisitArizona.com or call 1.866.366.5207

Outside Magazine

Strategies Activated:

Co-Op section to run in late spring/early summer issue
 AOT to anchor section; co-op partners buy-in at various unit sizes/prices

Publication Rationale:

Outside magazine reaches our target audiences who are active and looking to explore the outdoors through hiking, biking and camping.

Total Circulation: 675,000

Campaign Target Circulation: 225,000

Issuance: 12x/year + 2 Special Issues

Median Age: 45

HHI: \$94,050

Publication Date: May 2017

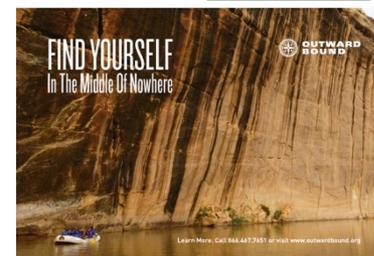
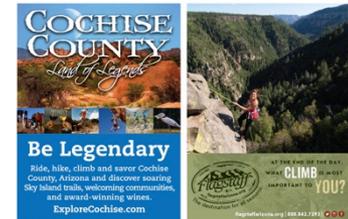
Markets: MT, AZ, CO, ID, NM, NV, UT, WY, AK, CA, HI, OR, WA & Western Canada

Starting ½ Net Cost: \$1,938

Placement Details and Unit sizes:

Full Page, ½, 1/3 and ¼ page

Value Add: Online Lead Generation

2017 Arizona Official State Visitor's Guide

Publication Rationale:

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.

Total Circulation: 450,000

Issuance: Annual

Median Age: 46.9

HHI: \$70,520

Markets: National/International

Publication Date: December 2016

Space Reservation Date: September 9, 2016

Materials Due Date: September 16, 2016

Starting ½ Net Cost: \$2,030

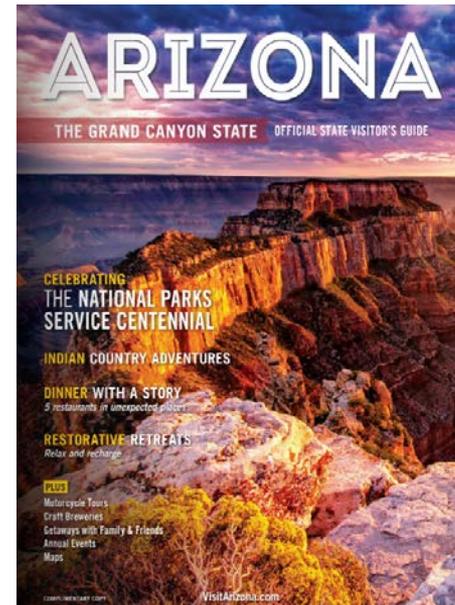
Value Add:

Reader Service Leads

Ad inclusion in digital edition

Full page advertisers receive ad inclusion in the iPad edition

Additional circulation at key AOT target cities events and trade shows



2017 Arizona Official State Visitors Map

Publication Rationale:

As the official map of the state, it provides an easy-to-understand visual guide for getting around Arizona.

Total Circulation: 510,000

Publication Date: December 2016

Space Reservation Date: September 9, 2016

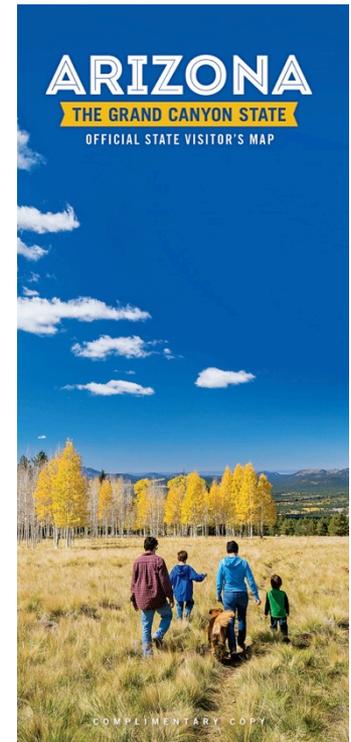
Materials Due Date: September 16, 2016

Markets: National/International

Starting ½ Net Cost: \$3,609 for ½ panel. \$318 for Listing

Placement Details and Unit Sizes:

Panel, ½ page and listings available



AAA Westways

Strategies Activated:

Reach 500,000 AAA Member households segmented from our regular circulation of 4.2 million in Southern California and a targeted audience of active and affluent travelers with HHI of \$75+

Publication Rationale:

Westways reaches the target audience in Southern California through relevant and relatable travel content.

Total Circulation: 500,000

Readership: 1.35 million

Issuance: Monthly (special supplement)

Median Age: 48

HHI: \$129,524

Flight Dates: November/December '16 & March/April '17

Markets: Southern California

Starting ½ Net Cost: \$1,500 (minimum 3 partners)

Value Add:

Westways Full Page Ad Buy Match - \$8,500 Value

Westways will match Arizona Office of Tourism's own full page anchor ad buy in the Westways DISCOVER AOT Magazine Insert - with a second Full Page Space in the insert at NO extra cost. This ad space is to be used for the AOT's own advertorial, Rural Arizona event calendar or other relevant content.

Westways



Los Angeles Magazine

Strategies Activated:

The semiannual Getaway LA: Arizona special formatted sections are the go-to guides providing our readers with the tips and tools they need to plan the ultimate desert vacation.

The November 2016 and March 2017 Arizona section will feature a co-op opportunity for AOT and its participating partners.

Publication Rationale:

Relevant Content: Each participant's brand ad unit will be featured within a branded advertorial section promoting Arizona as an ideal vacation destination for AOT's designated qualitative targeting personas.

Total Circulation: 140,062

Issuance: Monthly

Median Age: 55

HHI: \$214,100

Flight Dates: November 2016 and March 2017

Markets: Los Angeles

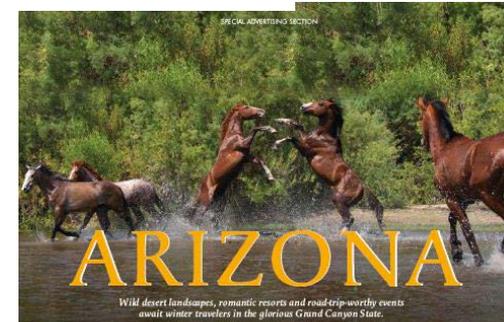
Starting ½ Net Cost: \$1,295

Placement Details and Unit sizes: Full, 1/2 and 1/4 pages

Value Add:

Bonus Space: Brand advertising earns adjacent formatted advertorial in the section. Amount of advertorial space is determined by the size of the brand ad unit.

Los Angeles
MAGAZINE



ELEVATE YOUR SPIRIT WITHOUT A LIFT TICKET
PHOENIX PAIRS WARM-WEATHER MOUNTAIN ADVENTURE WITH RESORT RELAXATION

Not all mountains reside under a blanket of snow come winter. Some never stop smiling up sunshine. Metropolitan Phoenix has more public open space than any other major city in America, and its cactus-studded parks and preserves lend themselves to hiking, mountain biking, and climbing all year long. Phoenix's outdoor playgrounds don't require long drives or lots of luggage, either. They're eminently accessible. South Mountain Park and

Preserve is only eight miles from downtown Phoenix, and Camelback Mountain's Echo Canyon trailhead is a short drive from at least two resort lodges.

And, it's a somewhat discreet retreat, a post-hike jaunt or spa treatment to sit natural as cactus.

Come spring, Phoenix comes to life with blooming cactuses and wildflowers, and outdoor activities expand beyond the realm of hiking and biking.

Want to reap off a waterfall and submerge in a rock-waterfall? You can do both on a guided canyoneering trip of Saguaro Canyon. Want to paddle past a herd of wild horses or spy a soaring bald eagle? A gentle float trip down the Salt River affords you the opportunity.

For more information about outdoor activities and outfitters in Phoenix, log on to Wallyhoelzel.com and check out the "Things to Do" menu.

San Diego Magazine

Strategies Activated:

San Diego Magazine will produce a high impact Arizona special advertising section promoting Arizona tourism to San Diego Magazine readers following the style guidelines set forth by AOT

Publication Rationale:

San Diego magazine reached our core primary demographic and features relevant content related to travel and culture.

Total Circulation: 49,147

Issuance: Monthly

Median Age: 54

HHI: \$157,000

Flight Dates: November '16 & April '17

Markets: San Diego Metropolitan

Total ½ Net Cost: \$1,096

Placement Details and Unit sizes:

Full ½ or ¼ page

Value Add:

Bonus online impressions, Advertorial Space Bonus Space
Spotlight Advertorial Coverage Reduced Ad Rates
advertising rates have been discounted by 35%

San Diego
MAGAZINE



Sunset Magazine – SoCal Edition

Publication Rationale:

Location is everything. Utilize the 5 – zoned editions of Sunset Magazine to reach consumers with region specific travel content. Sunset Magazine knows the West Best. Capturing the minds, hearts, and homes of affluent and influential Westerners with inspiration to live life to its fullest. Sunset delivers a passionate travel audience who looks to our trusted editorial for inspiration and captivating travel advice.

Total Circulation: 285,000

Issuance: Monthly

Median Age: 55.7

HHI: \$97,090

Flight Dates: November '16 & March '17

Markets: Regional Southern California Only

Starting 1/2 Net Cost: \$1,855

Placement Details and Unit sizes:

Full Page \$22,260

Half Page \$11,130

1/3 Page: \$7,420

1/6 Page: \$3,710

Value Add:

1x Reader Response Listing, 1x SunsetGetaways.com Listing

Sunset



Todo Sobre Arizona

El Imparcial, Special Arizona Section

Publication Rationale:

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.

Total Circulation: 40,000

Issuance: Six times per year

Median Age: 37

HHI: \$50,000

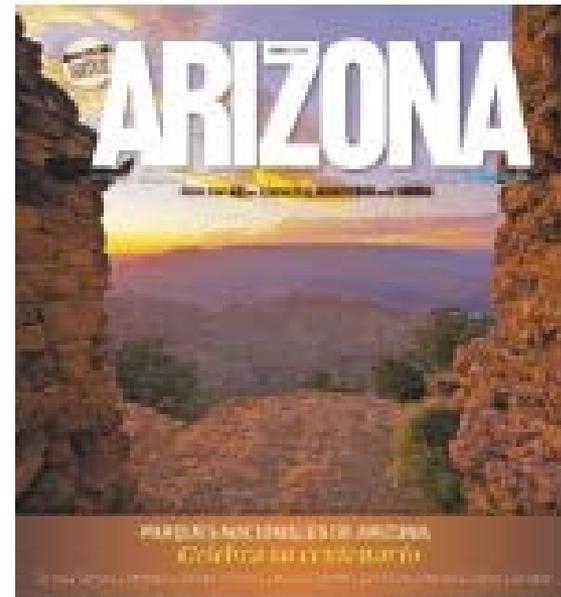
Flight Dates: Sept'16, Nov'16, Dec'16, April'17, June'17

Markets: Hermosillo, Sonora, Mexico

Starting ½ Net Cost: \$505 ¼ page 4C

Value Add: Spanish ad production, advertorial and photos as well as online distribution

EL IMPARCIAL
DIARIO INDEPENDIENTE DE SONORA



Local/Regional

NEWSPRINT

Arizona Tourism Insert

The Arizona Republic & Arizona Daily Star

Strategies Activated: Custom Tab Insert

Publication Rationale:

The Arizona Republic is one of Republic Media's most powerful products, reaching more than 1.2 million Phoenix adults each week. The Arizona Republic has been around since 1890 and is ranked 5th in the Nation for Sunday print circulation. Readers have long looked to the publication as a trusted source of in-depth news and information and rely on us for what matters most.

Total Circulation: 285,000

Issuance: Daily

Median Age: 55.7

HHI: \$97,090

Starting ½ Net Cost: \$1,000

Flight Dates: October '16, Jan '17, April '17, June '17

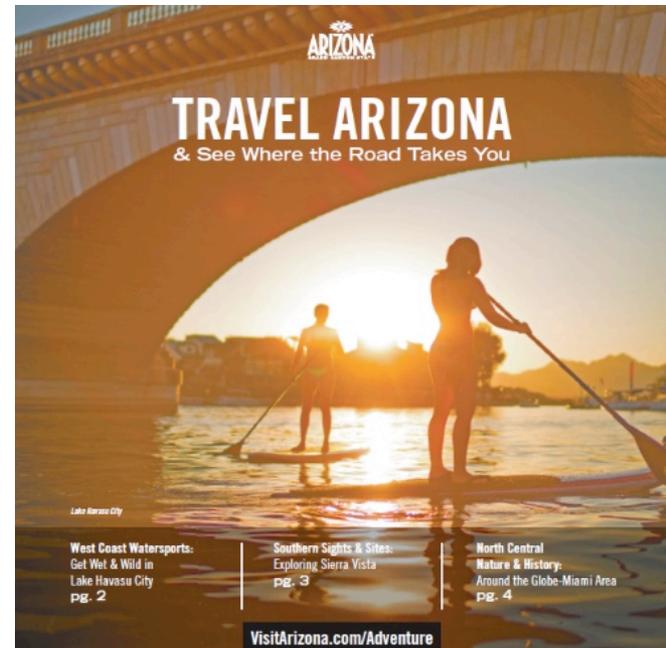
Markets: Phoenix & Tucson

Placement Details and Unit sizes: Full, ½ and ¼ page units

Value Add:

Advertorial + accompanying images

**THE ARIZONA
REPUBLIC**



Arizona Tourism Insert

The Las Vegas Review Journal

Strategies Activated: Custom Tab Insert

Publication Rationale:

The Las Vegas review journal is the largest circulating daily newspaper in Las Vegas, reaching potential travelers in our target demographic with relevant and timely travel articles.

Total Circulation: 185,000

Issuance: Daily

Median Age: 51

HHI: \$60,800

Flight Dates: April '17

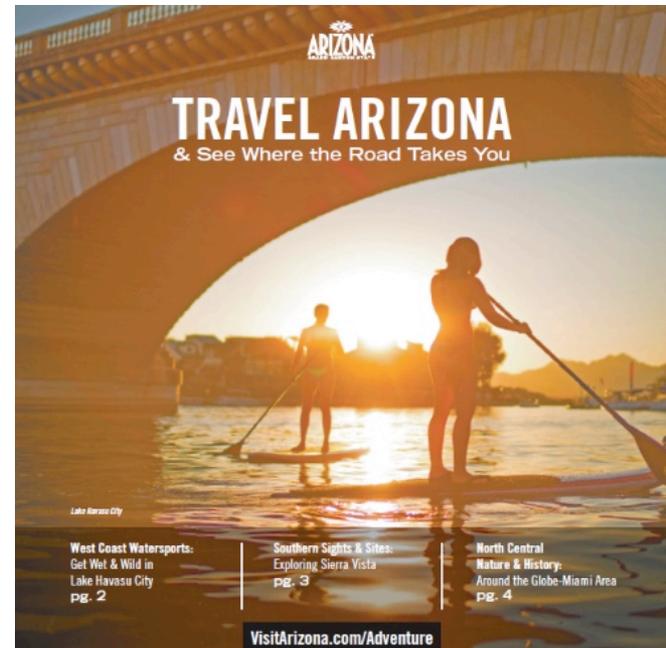
Markets: Phoenix & Tucson

Starting ½ Net Cost: \$1,600

Placement Details and Unit sizes: Full, ½ and ¼ page units

Value Add: Advertorial + accompanying images

LAS VEGAS REVIEW-JOURNAL



Arizona Tourism Insert

LA Times

Strategies Activated: Custom Tab Insert

Publication Rationale:

The LA times has the largest circulating daily in Los Angeles, and the ability to target our core demographic through a zip code targeted insert program.

Total Circulation: 400,000

Issuance: Daily

Median Age: 47

HHI: \$70,000

Flight Dates: November '16 & April '17

Markets: Los Angeles

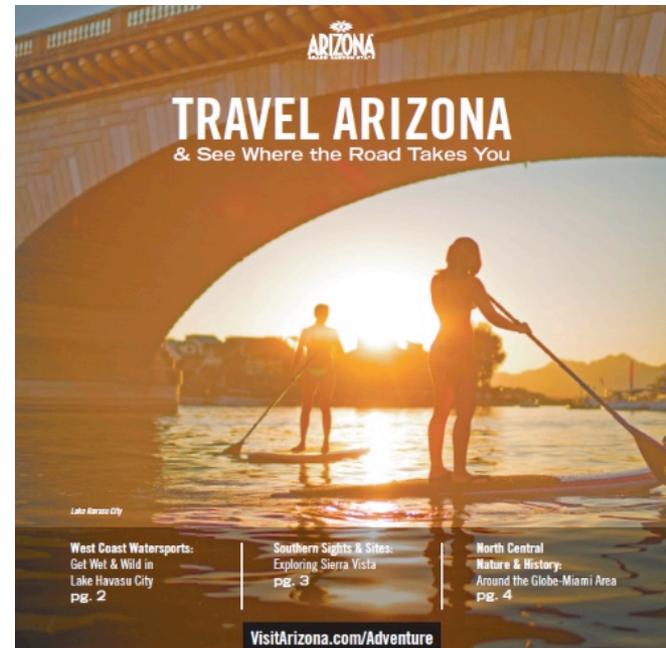
Starting ½ Net Cost: \$2,086

Placement Details and Unit sizes: Full, ½ and ¼ page units

Value Add:

Advertorial + accompanying images

Los Angeles Times



Discover Arizona: Arizona-Canada integrated insert

Publication Rationale:

More than 895,000 Canadian visitors come to Arizona each year, bringing an estimated \$920 million to the state (Source: CanAZ.net). This customized program targets the Canadian market through specifically selected newspapers as well as Air Canada's *enRoute* magazine. It also includes custom-created editorial content, giving the insert the look and feel of a consumer magazine. It extends the life of the piece by making it a useful in-market guide for what to see and do while in the state.

Total Circulation: 685,000

Publication Date: October 22, 2016 (newspaper); December 2016 (*enRoute*)

Markets: Canada

Starting ½ Net Cost: \$4,100

Placement Details and Unit Sizes: Full, ½ & 1/3 page 4 color

Value Add:

Editorial content and creative design, reader service and sweepstakes management, 4,500+ estimated leads per participant, campaign eBlasts sent to Canadian VacationFun.com subscribers, content distribution via VisitArizona.com (35,000+clicks)



INDIVIDUAL AD BUYS

CAPPED AT \$15,000 HALF NET RATE

Local/Regional

PRINT

Highroads

Strategies Activated:

Reach 511,000 AAA Member households throughout Arizona; supported with AAA's own Arizona related editorial and popular "Community Event Calendar"... in each issue. Highroads is also duplicated in digital, and available on AAA AZ's website – archived for over two years for ALL readers to access.

Publication Rationale:

Highroads reaches the target audience through relevant and relatable Arizona travel content.

Issuance: Bi Monthly

Median Age: 45.8

Median HHI: \$63,500

Flight Dates: Nov/Dec '16, Mar/April'17, May/June'17 Markets: Arizona

Total Impressions: 511,000 households per issue

Starting ½ Net Cost: \$1,522

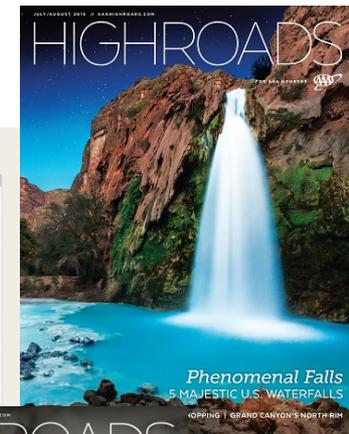
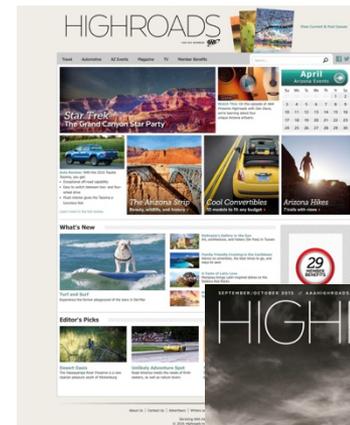
Value Add:

Highroads: Website Ad Space

\$750.00 – \$1,750 Value per ad (depending on ad size)

AAA Arizona Highroads will provide a FREE web ad space on its popular AAA Highroads website for any ad buy made in Arizona Office of Tourism's AOT Section in Highroads

HIGHROADS
Print and Online Editions



Arizona Highways

Publication Rationale:

Arizona Highways circulations in all 50 States and more than 72 other countries. The iconic magazine's history of showcasing the state of Arizona - as seen through the eyes of the world's best travel journalists and photographers.

Total Circulation: 166,000

Issuance: Monthly

Median Age: 49

HHI: \$110,000

Flight Dates: Delivered & on newsstands by mid-month for following month's issue

Markets: Arizona, California, Western US, Midwestern US, Texas, International

Starting ½ Net Cost: \$3,600

Inside Back Cover: \$9,600 net

Far forward right read: \$7,200 net

ARIZONA
HIGHWAYS



AZ State RV Guide

Publication Rationale:

Reaching RV vacationers across Arizona through this annual resource guide.

Total Circulation: 166,000

Issuance: Annual

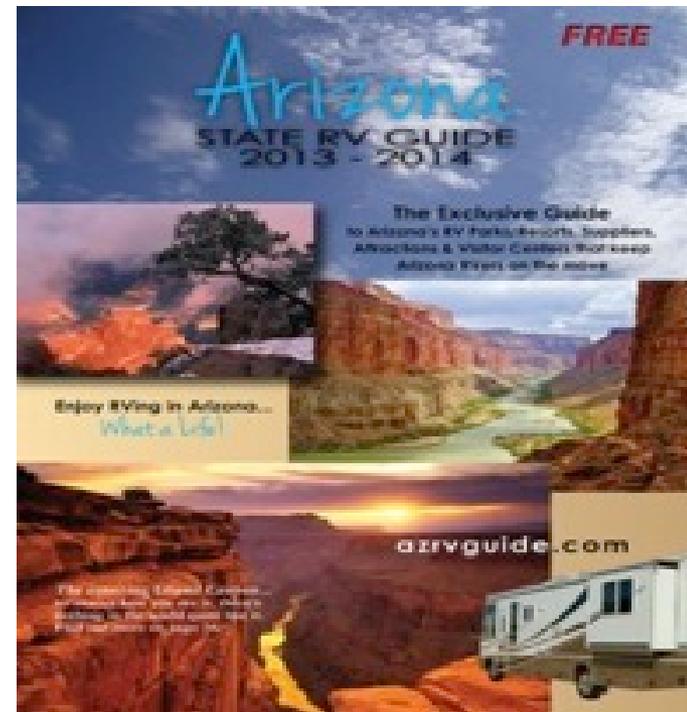
Median Age: 60

HHI: \$75k+

Flight Dates: September '16

Market: Arizona, Northern States & Canada

Starting ½ Net Cost: \$325 1/3 page



Arizona Drive Guide

Publication Rationale:

Reach potential and planned visitors to Arizona

Issuance: Quarterly

Starting 1/2 Net Cost: \$350 1/3 page

Total Circulation: 166,000

Issuance: Quarterly

Median Age: 48

HHI: \$73,000

Flight Dates: Sept'16, Dec'16, March'17, June'17

Markets: Domestic and International

Value Add:

\$1000 Value Extra Exposure

Listing on website, Banner click to advertisers home page

Over 16,000 visitors per month, Publication is digital: available to download and live so that viewer can click on advertisement, calendar events, or editorial.



Edible Baja Arizona

Celebrating the Gastronomy of Tucson and the borderlands

Publication Rationale:

Reach highly educated, active and affluent readers who are passionate about exploring rural communities with direct print placements in this high quality print publication that celebrates all things gastronomic in Southern Arizona.

Edible Baja Arizona's high quality writing and graphic design tells the story about local food and drink in Tucson and the borderlands, attracting a highly desirable demographic.

Total Circulation: 25,000

Issuance: Bi-Monthly

Median Age: 52

HHI: \$64,000

Flight Dates: Jan, Mar, May, July, Sep, Nov

Markets: Tucson metro and southern AZ

Starting ½ Net Cost: \$300 ¼ page

Value Add: ROS placement on ediblebajaarizona.com

Official media partner of Tucson's UNESCO World City of Gastronomy designation.

edible BAJA ARIZONA



El Imparcial

Sunday Arizona Section

Publication Rationale:

El Imparcial is the daily newspaper of Northwest Mexico (Sonora). Every Sunday the newspaper has a special Arizona section. Articles cover Arizona destinations, restaurants, hotels, sporting events, wellness, shopping, culture and history.

Total Circulation: 40,000

Issuance: Weekly (Sundays)

Median Age: 37

HHI: \$50,000

Flight Dates: Sundays 2016-2017

Markets: Hermosillo, Sonora, Mexico

Starting ½ Net Cost: \$727

Value Add: Spanish ad production, advertorial and photos as well as online distribution

EL IMPARCIAL
DIARIO INDEPENDIENTE DE SONORA



Experience AZ

Publication Rationale:

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.

Total Circulation: 30,000

Issuance: 2x/year

Median Age: 44

HHI: \$65,000

Flight Dates: Fall/Winter'16, Spring/Summer'17

Markets: Arizona

Starting ½ Net Cost: \$700 ½ page 4C

Value Add:

Social media posts & website ads



Grand Canyon Journal

Publication Rationale:

The 2017 edition of the Grand Canyon Journal will feature five key multi-state road trip itineraries that travel throughout Arizona and culminate in Grand Canyon National Park.

Showcasing all of the regional gateway towns, national parks/monuments and can't miss things to see & do throughout the entire State of Arizona.

Total Circulation: 100,000

Issuance: Annual

Median Age: 52

HHI: \$100,000

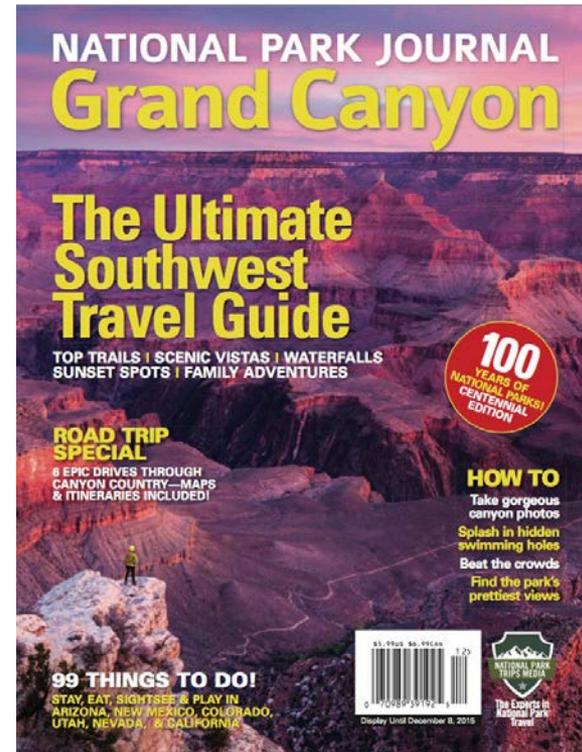
Flight Dates: November '16

Markets: Southern California, Las Vegas, Arizona & New Mexico

Starting 1/2 Net Cost: \$1,498 ¼ page 4C

Value Add:

Complimentary advertorial, online integration, video, social media links, Featured listing in one eNewsletter



Phoenix Magazine

Publication Rationale:

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.

Total Circulation: 78,489

Issuance: Monthly

Median Age: 55

HHI: \$179,737

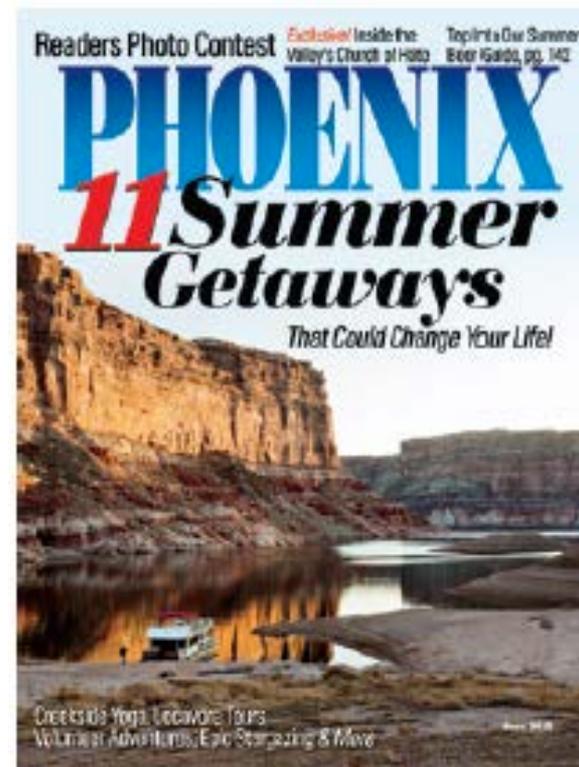
Flight Dates: Nov'16, Feb'17, June'17

Markets: Phoenix

Starting ½ Net Cost: \$765 ¼ page

Value Add:

ROS banners on Phoenixmag.com, Travel page banners on Phoenixmag.com



Visit Phoenix

2017 Official Travel Guide

Publication Rationale:

When travelers are looking for information on visiting Phoenix, they receive the *Official Travel Guide to Greater Phoenix*. The four-color, consumer magazine-style guide gives travelers access to the best places to see and things to do in the city. And with print and digital integration, readers always have information at their fingertips.

Total Circulation: 250,000

Publication Date: December 2016

Median Age: 55

HHI: \$179,737

Markets: National/International

Starting ½ Net Cost: \$2,092 1/3 page 4 C

Value Add:

Ad featured in print and digital versions of the guide

Hyperlink to your website from VacationFun.com

Online distribution for desktop and mobile users at VisitPhoenix.com and VacationFun.com with combined traffic of 2 million+ annual unique visitors, Reader service listing for direct qualified leads

madden
media
connecting people to places



Play Ball

Publication Rationale:

This magazine is the complete guide to Arizona Spring Training and the only spring training publication endorsed by the Cactus league.

Total Circulation: 100,000

Issuance: Annual

Median Age: 44

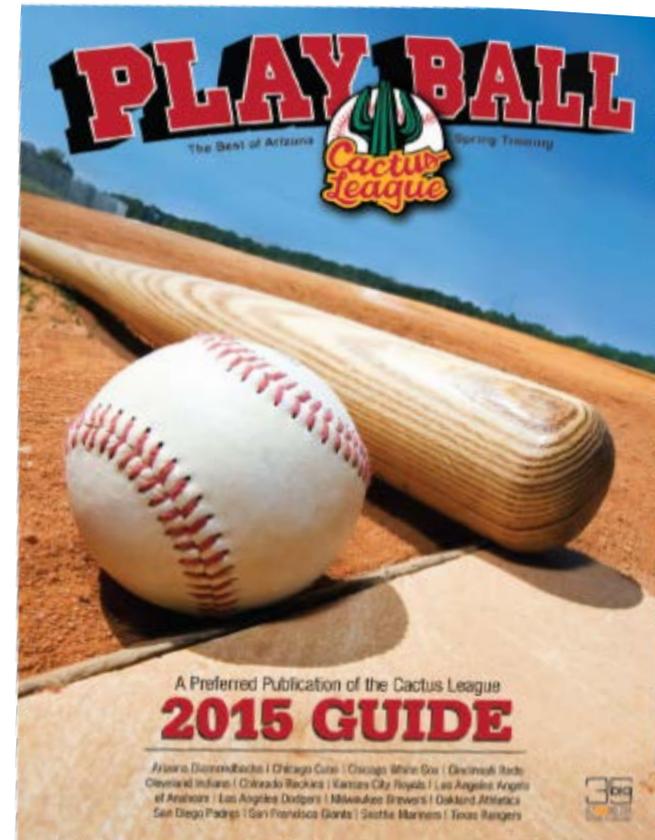
HHI: \$65,000

Flight Dates:

Markets: Arizona Fan Cities

Starting ½ Net Cost: \$1,500 ½ page 4C

 AZBIGMEDIA



True West

Publication Rationale:

True West delivers content that our readers devour from cover-to-cover. From history enthusiasts to those living a Western lifestyle, readers enjoy its pages filled each month by an editorial team of historians and experts.

Total Circulation: 70,000

Issuance: Monthly

Median Age: 58

HHI: \$74,000

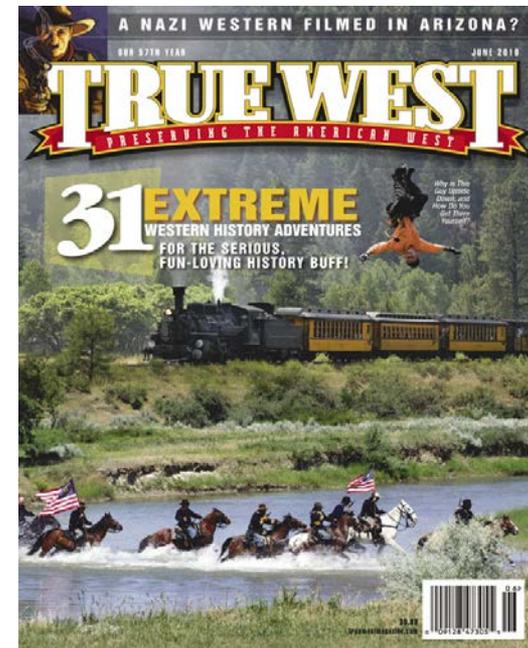
Flight Dates: TBD; April Travel Issue

Markets: National; predominately West of Mississippi

Starting 1/2 Net Cost: \$527 1/3 page 4C

Value Add:

All partner ads will be included within editorial AZ history feature special section + Average 25% off of the open rate



Visit Tucson

2017 Official Travel Guide

Publication Rationale:

When travelers are looking for information on travel to the city, they receive the *Tucson Official Travel Guide*. The four-color, consumer magazine-style guide is the largest and most complete visitors guide available in Southern Arizona. And with print and digital integration, readers always have information at their fingertips.

Total Circulation: 200,000

Issuance: Annual

Flight Dates: February '17

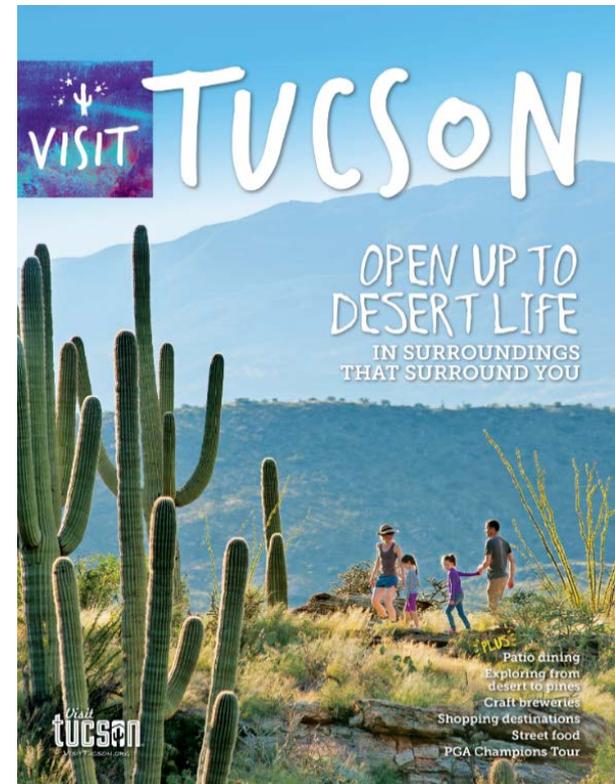
Markets: National/International

Starting 1/2 Net Cost: \$1,805 1/3 page 4C

Value Add:

Ad featured in print and digital versions of the guide
Hyperlink to your website from VacationFun.com
Online distribution for desktop and mobile users at VisitTucson.org and VacationFun.com with combined traffic of 2 million+ annual unique visitors, Reader service listing for direct qualified leads

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media**
connecting people to places



Tucson Guide

Publication Rationale:

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.

Total Circulation: 50,000

Issuance: 2x/year

Flight Dates: September 2016, March 2017

Markets: Metro Tucson, Southern Arizona

Starting 1/2 Net Cost: \$363 1/3 Page 4C

Value Add:

Digital edition available at TucsonGuide.com

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Valley Guide

Publication Rationale:

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.

Total Circulation: 60,000

Issuance: Quarterly

Median Age: 47

HHI: \$70,520

Flight Dates: Sep '16, Dec '16, March '17, June '17

Markets: Metro Phoenix

Starting 1/2 Net Cost: \$470 ¼ page 4C

Value Add:

Digital edition at phxvalleyguide.com

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Experience Scottsdale

Destination Guide for the Scottsdale CVB

Publication Rationale:

Reaching travelers expressing interest in travel to the Scottsdale area, Experience Scottsdale is a great way for Arizona destinations to reach audiences that are ready to travel the state.

Total Circulation: 127,000

Issuance: Annual

Median Age: 58

HHI: \$110,000

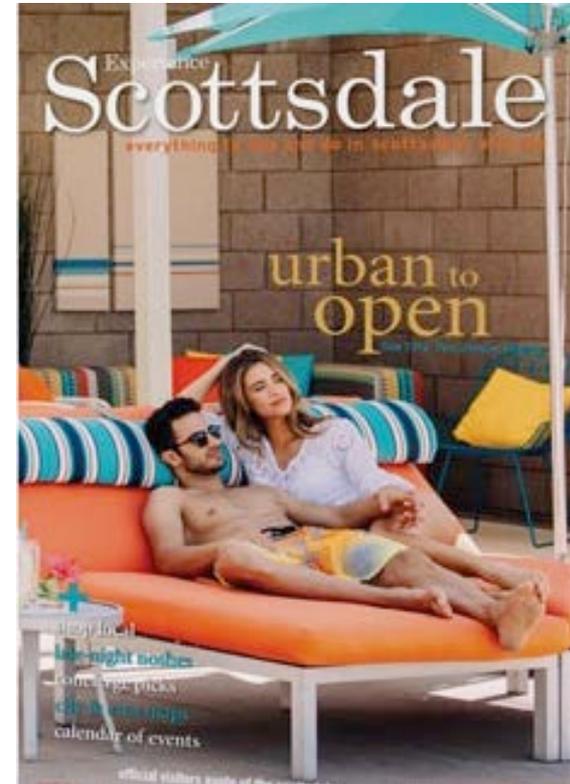
Flight Dates: January '17

Markets: National, International

Starting ½ Net Cost: \$1,325 1/3 page

Value Add:

Online distribution at ExperienceScottsdale.com



OUT OF HOME

Lamar Alliance

In-Airport Media

Strategies Activated:

Reaching Travelers in-market

Vendor Rationale:

Lamar Alliance is the exclusive advertising partner in Phoenix Sky Harbor.

DMO's have the opportunity to reach 120,000+ passengers daily and 44 Million on an annual basis

Markets: Phoenix

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$1,500

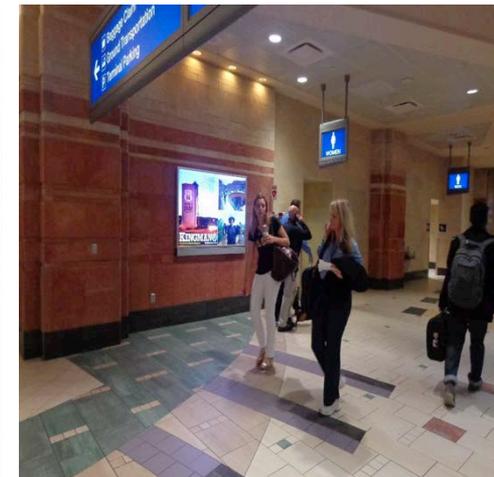
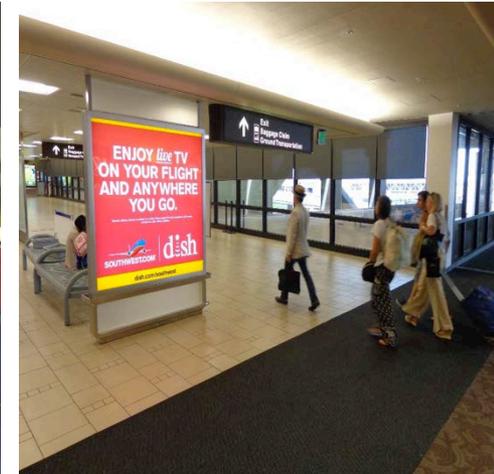
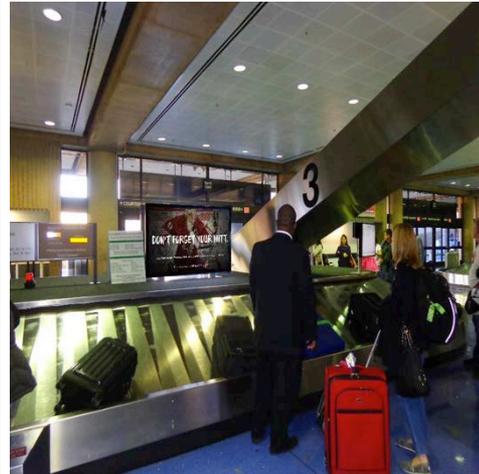
Description, Unit sizes:

Baggage Claim - Digital 10 seconds

Backlit 6'x6' Extra Large Wall Signs

Backlit 5'x5' Large Wall Signs

Backlit 5'x5' Large Wall Signs



Phoenix-Mesa Gateway

In-Airport Media

Strategies Activated:

Message in baggage claim to get in front of baby boomer travelers deplaning at Gateway.

Vendor Rationale:

Passengers wait in baggage claim until their bags are dispensed on the belts. Get your message in front of the passengers at a critical time – they have just arrived in Arizona and are looking for tourism information directly before they exit the airport to begin their vacation.

Markets: Las Vegas

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$200

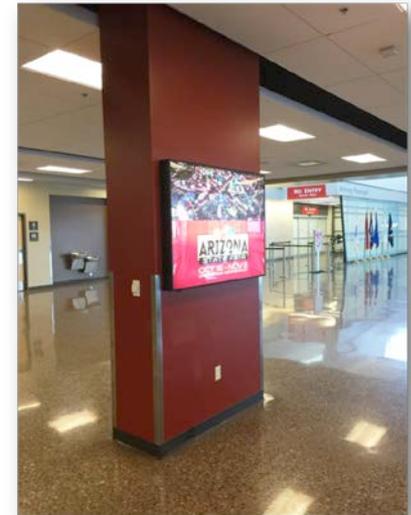
Description, Unit sizes:

:30 digital ad runs in 15-minute loop simultaneously on four monitors above the two belts

Light box (4' w x 3' h) single-sided Duratek polyester poster

Floor graphic (9' w x 9' h) adhesive vinyl ad near secure area exit / baggage claim entrance

Wall graphic (10' w x 5' h) above baggage belt one, adhesive vinyl



Clear Channel Airports

In-Airport Media

Strategies Activated:

Messages around the terminal to get in front of travelers deplaning at Tucson International Airport

Vendor Rationale:

Reach passengers traveling into Tucson through static signage in the baggage claim area and additional locations throughout the terminal.

Markets: Phoenix, San Diego, Las Vegas and Los Angeles

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$350

Description, Unit sizes:

(2) Tension fabric displays (8' w x 5'h) on bag claim carousel. Exposure on A & B sides of bag claim
 Product Cases (8' w x 6' h x 2' d) in hallway toward rental cars. Ability to promote physical products on display
 Wall Wraps in Bus Shelter (4 Total). Ability to target arriving and departing traffic



Branded Cities

Westgate Advertising

Strategies Activated:

Reach Active, in-market audiences

Vendor Rationale:

Branded Cities has the exclusive advertising space within Westgate outside of Gila River Arena, which reaches over 9 million visitors annually.

Markets: Phoenix DMA

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$1,250

Description, Unit sizes:

Digital Rotary 30'x50' LED sign

Value Add:

28% reduction on open rate (normally \$3,500 net)



Legends

Entertainment District

Strategies Activated:

Reach Active, in-market audiences

Vendor Rationale:

Reach active audiences attending downtown Phoenix concerts and sporting events

Markets: Downtown Phoenix

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$700

Description, Unit sizes:

Location 1 Jefferson & 1st Street (includes banner above and below main unit)

Location 13 Jefferson & 7th Street

Combo Location 1 & 13

Value Add:

Up to 30% reduction on open rate



Location 1



Location 13



Clear Channel Outdoor

Phoenix Market Digital OOH

Strategies Activated:

Reach Active, in-market audiences

Vendor Rationale:

Hyper target primary and secondary audience by location

Efficient in delivering impressions/CPM

Flexibility to change art/rotate art at a moments notice

Markets: Phoenix Metro

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$500

Description, Unit sizes:

14'x48' digital bulletins

Value Add:

50% reduction on open rate (normally \$2,000 net)



Outfront Media

Phoenix Market Digital OOH

Strategies Activated:

Reach Active, in-market audiences

Vendor Rationale:

Outfront has one of the largest shares of out of home space in Phoenix allowing destinations to reach all corners of the Phoenix DMA.

Markets: Phoenix Metro

Issuance: Minimum 4-week buy

Starting Monthly ½ Net Cost: \$250

Description, Unit sizes:

Digital rotary Bulletin (12x41, 14x48, 20x60)

Digital rotary Poster (10.5x22.8)

Static Rotary Bulletin (14x48)

Value Add: Up to 71% reduction on open rate



TRADE AND MEDIA MISSIONS

Arizona Office of Tourism

China Trade & Media Mission

Description:

This mission will target tour operators, travel agents and media during appointments, destination trainings and VIP events in targeted cities.

Audience: Travel trade professionals and media representatives in Beijing, Guangzhou, and Shanghai

Participants: Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers

Location: China

Date: TBD, Q3 2017

Partner Rate: \$1,250 plus travel and shipping expenses

Arizona Office of Tourism

Los Angeles Media Marketplace

Description:

The Arizona PR Roundtable will coordinate this year's media marketplace in California. The marketplace will consist of a tradeshow/reception where Arizona DMOs can promote their destination to media from throughout southern California. Attendance is expected to be approximately 30 journalists, editors and freelancers.

Location: Los Angeles, CA

Date: January 2017 (Tentative)

Partner Rate: \$500 plus travel and shipping expenses

Arizona Office of Tourism

Vancouver Media Marketplace

Description:

Vancouver is a key market for Arizona, generally running neck-and-neck with Toronto as the second-largest source of Canadian visitors. Vancouver is also the second most-significant media market in Canada with a high number of quality writers and editors. AOT had a very successful in August of 2014 and also last fall as a participant in Travel Classics West in Vancouver.

Location: Vancouver, BC

Date: August 16, 2016

Partner Rate: \$500 plus travel and shipping expenses

Arizona Office of Tourism

UK Media Mission

Description:

AOT's media representative in the United Kingdom, Hills Balfour, will coordinate a delegation-led mission to promote Arizona to 25-30 key media representatives. The mission may include Dublin, Ireland or Glasgow, Scotland.

Audience: UK media representatives

Participants: Participation is open to Arizona CVBs, Chambers and DMOs

Location: London, England and Dublin, Ireland or Glasgow, Scotland (TBC)

Date: TBD, Q4 2017

Partner Rate: \$1,000 plus travel and shipping expenses

Arizona Office of Tourism

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

Date: October 6, 2016

Partner Rate: \$1,250 plus travel and shipping expenses

FY17 Special Considerations

The publications below have issues closing eminently

Publication Name	Space Deadline	Material Deadline
Tucson Guide	6/17/16	6/22/16
Valley Guide	7/8/16	7/13/16
Edible Baja Arizona	7/22/16	7/29/16
Arizona Drive Guide	7/28/16	8/5/16
Experience Scottsdale	7/29/16	8/14/16
AZ State RV Guide	8/2/16	8/16/16
Madden – AZ Canadian	7/15/16	7/22/16
Newspaper Insert		
Southwest: The Magazine	8/15/16	8/19/16
WestJet	8/19/16	8/26/16
AAA Westways	8/19/16	8/26/16

Selection Sheet

Keri will quickly show you the Selection Spreadsheet

APPENDIX

Considered but not recommended

Publisher	Rationale
Afar.com	Cost prohibitive and was not presented in a co-op friendly way. Much better suited for a National campaign
TravelZoo	Chose not to submit as they feel their offerings are not best suited for a co-op campaign
SpotX	Video platform, cost prohibitive
Flight Network	Cost prohibitive and focused mainly on Canada. Could be a possibility for the International campaign
San Diego Mag	Banner ads only. Allow print to cover off on this audience
True West	Banner ads only and smaller digital audience. Allow print to cover off on this audience
Grand Canyon	Banner ads only and smaller digital audience. Allow print to cover off on this audience

Considered but not recommended

Publisher	Rationale
Afar	Cost prohibitive and was not presented in a co-op friendly way. Much better suited for a National campaign
American Way (July Spotlight)	Cost prohibitive and much better suited for national targeting
Beyond (Alaska Airlines)	While Alaska has some service to Sky Harbor, the number of flights was not significant to justify the spend
Golf Magazine	Better audience target with Golf Digest given the regional targeting offered
National Geographic	Video platform, cost prohibitive
On Media (Heard Museum, Desert Botanical and PBS 8)	Circulation is too low and partners did not participate in FY17
United Hemispheres	Cost Prohibitive due to the scale of circulation