

2016-2017 Official Arizona Visitor Marketing



Effective eMail Outreach

AOT's monthly eNewsletters are sent to more than 300,000 travelers who have opted to receive frequent Arizona travel information. Specialty eNewsletters are sent to niche markets. Reach these loyal prospects and keep yourself top-of-mind with frequency of message.

Outstanding Results

The eNewsletters are designed to maximize engagement and interaction:

- 12% average open rate
- 4% average click rate



SEND:

WEEK OF	THEME	PLANNED EDITORIAL CONTENT	PLANNED EDITORIAL CONTENT	AD CLOSE
7/10/2016	Native Culture	Salsa Hot Spots	Fall Festivals on Native Lands	6/17/16
8/14/2016	Living History	Historic Hotels	Hidden History	7/15/16
9/4/2016	Grand Canyon	SEPTEMBER SPECIAL EDITION		8/12/16
9/11/2016	What a View	Dining with a View	Arizona's Scenic Waterways	8/19/16
10/16/2016	Outdoor Adventure	Guided Multi-Day Hikes	Thrills & Chills	9/16/16
11/13/2016	We Love Art	Public Murals	Places Where Movies Were Filmed	10/14/16
12/11/2016	Relax & Recharge	DECEMBER SPECIALTY*		11/11/16
12/18/2016	Get Hitched	Unique Places to Get Married	Places to Go Riding	11/18/16
1/15/2017	Cactus League Spring Training	Special Events & Incentives at the Ballparks	Air Shows: From Fly Balls to Flying High	12/16/16
2/5/2017	NCAA Men's Final Four Basketball Tournament	FEBRUARY SPECIAL EDITION		1/6/17
2/12/2017	Treat Yourself	Day Spas with Natural/Holistic Treatments	Unique Wine Experiences	1/13/17
3/12/2017	Small-Town Arizona	Mom-and-Pop Eateries	Towns with Passion	2/10/17
4/9/2017	Culinary Arizona	APRIL SPECIAL EDITION		3/10/17
4/16/2017	Early Risers	Accommodations for Birdwatching	Sunrise Spots	3/17/17
5/14/2017	Family Fun	Resort Staycations	Resort Staycations	4/14/17
6/11/2017	Summer Deals	JUNE SPECIALTY*		5/12/17
6/18/2017	Life After Dark	Night Hikes & Tours	Daytime Attractions That Stay Open Late in Summer	5/19/17
7/16/2017	Native Cultures	Native Cuisine	Native-Led Guided Tours on Native Lands	6/16/17
8/13/2017	Insider Tips	Worth the Wait	Off-Season Tips	7/14/17
9/17/2017	Historic Arizona	Military Sites	Ghost Tours	8/18/17

Monthly eNewsletter and Special Edition Rates: sent to 300,000+ travelers

	NET RATES PER MONTH	COST PER THOUSAND
Feature Sponsor	\$2,625	\$8.90
Travel Deals	\$525	\$1.78
Banner Ad	\$1,575	\$5.34

*Specialty eNewsletter Rates:

	DECEMBER: RELAX & RECHARGE (45,000 TRAVELERS)	JUNE: SUMMER DEALS (30,000 TRAVELERS)
Feature Sponsor	\$1,160	\$900
Travel Deals	\$160	\$105
Banner Ad	\$150	\$450

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

SPACE IS LIMITED SO DON'T DELAY

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