

Official Arizona 2012 Visitor Marketing

BROUGHT TO YOU BY ARIZONA OFFICE OF TOURISM AND MADDEN MEDIA



Arizona Official State Visitor's Guide



Arizona Official State Visitor's Map
Banner Advertising on arizonaguide.com
Official AOT Consumer eNewsletters

CONTACT

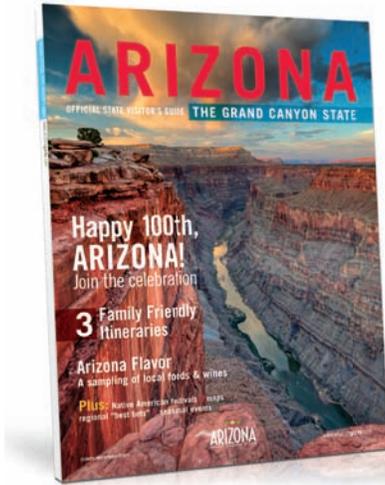
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tucsoninfo@maddenmedia.com

Phoenix Sales Office

480-638-3770 | 520-322-9438 (fax)
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2012 ARIZONA OFFICIAL STATE VISITOR'S GUIDE



AOT's official inquiry fulfillment pieces are sent to travelers planning Arizona vacations and are also widely available upon arrival at visitor's centers across the State. The digital edition on arizonaguide.com offers you even more visibility.

The guide's award-winning magazine format addresses the needs of modern readers, who increasingly look to print for inspiration rather than reference material.

SIZE	GROSS
Premium Positions	\$20,965
Full page	\$17,820
2/3 page	\$13,174
Half page (horizontal)	\$9,812
1/3 page	\$6,688
1/6 page (vertical)*	\$4,500
SIZE	NET
Listing	\$395
Additional Listing	\$150

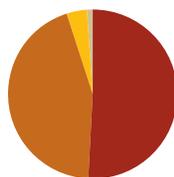
*Limited availability.

15% discount off gross available to qualifying agencies. Add 15% for premium positions. 1 free listing with display ad purchase.

LISTINGS & CHARTS MATERIALS DUE: 10/28/2011

AD MATERIALS DUE: 11/9/2011

DIGITAL READY ADS MATERIALS DUE: 11/18/2011



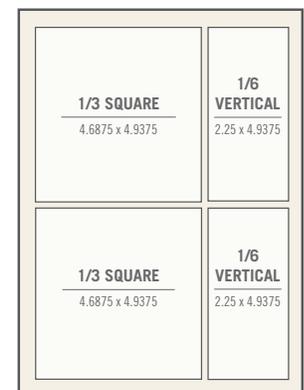
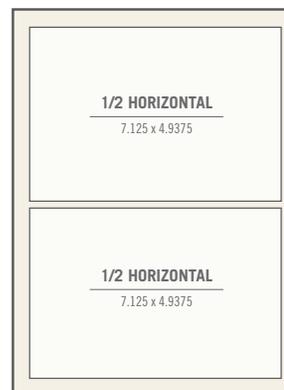
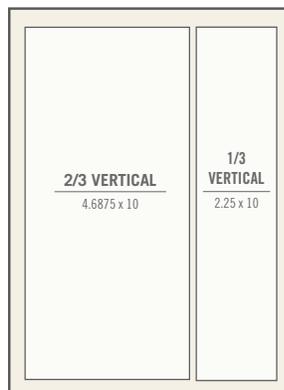
CIRCULATION: 450,000

51% AZ Visitor Centers/CVBs

44% Direct mailings to consumers by request

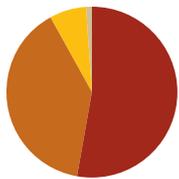
4% Travel shows, direct mailing & international distribution

1% Events & sponsorships



2012 ARIZONA OFFICIAL STATE VISITOR'S MAP

The constant companion of travelers who request the map from AOT or pick it up at an Arizona visitor center or CVB.



CIRCULATION: 500,000
53% AZ Visitor Centers/CVBs
39% Direct mailings to consumers by request
7% Travel shows, direct mailing & international distribution
1% Events & sponsorships



SIZE	GROSS
Panel	\$14,113
1/2 Panel*	\$8,000

SIZE	NET
Listing**	\$595

*Limited availability, interior only
 **Available for Travel Services only

LISTING INCLUDES: business name, city or region, toll-free number, local number, street address & web address

LISTINGS MATERIALS DUE: 10/28/2011

AD MATERIALS DUE: 11/9/2011

DIGITAL READY ADS MATERIALS DUE: 11/18/2011

TOURS & CHARTERS
Arizona Tourism Center
 Phoenix & Central Arizona,
 Tucson & Southern Arizona,
 North Central Arizona
 (877) 444-8044,
 (928) 282-7544
 841 State Route 179,
 Sedona AZ 86336
www.arizonatourismcenter.com

LISTING

Wildest IMAGINATION
 Come home to the Fun for everything beyond your
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 1-800-444-0411

1/2 PANEL

FULL PANEL

2011 MAP INTERIOR



EMAIL NEWSLETTERS

AOT's monthly eNewsletters are sent to **295,000** travelers who have opted to receive frequent Arizona travel information. Specialty eNewsletters are sent to 25,000 - 50,000. Reach these loyal prospects and keep yourself top-of-mind with frequency of message.

eNewsletter Rates

	GROSS RATES PER MONTH	NET RATES PER MONTH	COST PER THOUSAND
Feature Sponsor	\$2,941	\$2,500	\$8.34
Related Content	\$1,176	\$1,000	\$3.34
Packages & Deals	\$588	\$500	\$1.67

Specialty eNewsletter Rates

	NET RATES OCT. & FEB.	NET RATES JAN., APRIL & JUNE
Feature Sponsor	\$1,100	\$850
Deals & Packages	\$150	\$100

Ad close is approximately 4-6 weeks prior to email blast. Space is limited. Each email is sent around mid-month.



PACKAGES & DEALS

FEATURE SPONSOR

RELATED CONTENT

Monthly themed editions July 2011–June 2012
+5 specialty newsletters

ADVERTISING ON ARIZONAGUIDE.COM

Your impressions are guaranteed, and at least half can be targeted to the geographic regions or niches of your choice. Affordable banner design services are available.

	GUARANTEED IMPRESSIONS			NET RATES	
	PER MONTH	TOTAL	TARGETABLE TO REGIONS/ NICHES	PER MONTH	TOTAL
Quarterly Contract	33,000	100,000	50%	\$500	\$1,500
Annual Contract	40,000	480,000	66%	\$500	\$6,000

Targeted spots are limited to available inventory and available on a first-come, first-served basis

arizonaguide.com is the official website of the Arizona Office of Tourism

AD SAMPLE

