



Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007
(602) 364-0783

The Marketing Cooperative Fiscal Year 2017

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

5:00 p.m. Friday, June 17, 2016

Application and Instructions

OFFICE LOCATION

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

Agency Contact

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Sr. Marketing Manager

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ARIZONA OFFICE OF TOURISM
The Marketing Cooperative
FY 2017

Purpose

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

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

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

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

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

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

TABLE OF CONTENTS

Program Description4

Subsidized Rates4

Program Eligibility.....4

Media Plan5

Application Instructions6

Ad Placement Requirements8

Project Effectiveness.....8

Attachments

 A – The Marketing Cooperative FY 2017 Application10

 Section A - Applicant Administrative Information

 Section B - FY 2017 Affidavit in Support of Application

 B – FY 2017 Opportunity Selection Sheet12

1 Program Description

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

Below is a brief description of each offering included in the Marketing Cooperative.

Packaged Digital Media - Partners can select from geo and behavioral targeted online media packages, using a variety of sites and networks to maximize effectiveness. Options include website and mobile banner ads, content development and search marketing, and working with AOT to develop high-quality video that will be integrated into AOT's marketing campaigns and consumer website.

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

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

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

2 Subsidized Rates

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

2.1 Individual Ad Buys shall not exceed \$15,000 half net rate.

2.2 There is a \$50,000 cap for Shared Opportunities, Packaged Digital Media or Trade and Media Missions. Each opportunity has limited participation.

Subsidized rates for the Marketing Cooperative are contingent upon AOT's FY 2017 budget.

3 Program Eligibility

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

3.1 Applicants must meet the criteria of at least one of the following four categories in order to be eligible for subsidized rates:

3.1.1 An Arizona based rural Destination Marketing Organization (DMO). A DMO is defined as an incorporated not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year round basis. Only one DMO can participate per city, town or region. Rural DMOs are defined as any DMO located outside Pima and Maricopa Counties or a DMO located in Ajo, Gila Bend, Why or Wickenburg.

- 3.1.2 A tribal entity that wishes to market existing tourism attractions and tourism facilities.
- 3.1.3 An Arizona based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income.
- 3.1.4 An Arizona based regional partnership which consists of a minimum of three (3) DMOs that promote a minimum of three (3) communities as a single regional tourist destination; the number of rural or tribal DMO partners must be equal to or greater than the number of urban DMOs. For example, if a regional partnership consists of three (3) DMOs, two (2) must be rural or tribal. Only one regional partnership can participate per region. Regions are not limited to those marketing regions previously identified by AOT for promotional purposes. Each regional partner must be the designated DMO for its respective community. Regional partnerships must have a tourism website or microsite that promotes each regional partner in an equitable manner.

And

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

And

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

DMOs that do not qualify for this program are still eligible to participate with AOT on co-op marketing opportunities. Please contact Jamie Daer at jdaer@tourism.az.gov or 602-364-0783 for more information.

4 **Media Plan**

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

The Marketing Cooperative is a rural Arizona focused co-op program that utilizes a media plan designed to attract visitors from major metropolitan areas in Arizona and surrounding states. The fiscal year 2017 program will run from September 1, 2016 – August 31, 2017, and features a media plan focused on attracting the following target markets:

Target Markets

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

Primary Audience: Baby Boomers

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

Secondary Audience: Generation X

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

Secondary Audience: Generation Y (late set)

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

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

5 Application Instructions

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

The application must include all information outlined in Section A below.

5.1 Attachment A, Section A: Applicant Administrative Information

The following information must be included in the Marketing Cooperative application.

- 5.1.1 Entity Name: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
- 5.1.2 Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
- 5.1.3 Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
- 5.1.4 County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
- 5.1.5 Project Coordinator's Name and Title: The person responsible for administering the project and the day-to-day contact for AOT. This individual is also responsible for submitting all necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the Marketing Cooperative, as well as the application submitted. Provide the Project Coordinator's telephone number, fax number, and e-mail address.
- 5.1.6 Provide the tourism website that will be promoted in advertisements. Regional partnerships must have a website that promotes the region and each partner in an equitable manner.
- 5.1.7 The fulfillment piece is the tourism brochure or visitor guide that will be mailed to people that inquire about the destination. Regional partnerships must have a fulfillment piece that promotes the region and each partner in an equitable manner.
- 5.1.8 Refer to Section 2.1.4 for information on Regional Partnerships. List all Regional Partners in the designated box.
- 5.1.9 Signatures: The signatures on the application certify that the information on the form is correct to the best of the signatories' knowledge, and authorizes the participation in the Marketing Cooperative for FY 2017. Applications must bear the signatures of

the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to funding requested co-op opportunities). Both signatures are required to process the application. In some cases the Project Coordinator and the Administrative Official will be the same person.

5.2 Attachment A, Section B : Supporting Documentation

- 5.2.1 Signed FY 2017 Affidavit in Support of Application must be included (Attachment A, Section B). Applications submitted as a regional partnership must include a separate signed affidavit from each regional partner.
- 5.2.2 Fulfillment piece that will be used for the destination in FY 2017. A fulfillment piece must be provided upon request.

5.3 Attachment B: The Marketing Cooperative Opportunity Selection Sheet

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

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

- 5.3.1 Download the Excel version of the Opportunity Selection Sheet at <https://tourism.az.gov/marketing-programs/partnership-opportunities> and save the file to your computer. Check the box of every co-op opportunity requested. Partners shall select only one level of participation per opportunity. For example, if *Sunset* magazine May 2017 is selected, only one ad size shall be identified.

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

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

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

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

- 5.3.3 Save the file after filling in all your selections, and email it along with the Application form and Affidavit(s) to jdaer@tourism.az.gov.
- 5.3.4 Selections will be awarded by AOT based on the availability of funds and availability of each opportunity. **All applicants may not receive every marketing opportunity requested.**

- Destination Videos production is limited to eight (8) partners. Final selection will be by lottery if necessary. Prior to signing the contract, the community or AOT has the opportunity to cancel the project.
- Select ad opportunities are limited due to space. If space limitations are exceeded, partners will be selected by lottery.
- Trade and media missions have limited space. Applicants must demonstrate their commitment to participate by identifying the attendee, reserving the dates, and

budgeting for travel and related costs. If space limitations are exceeded, partners will be selected by lottery.

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

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

Fillable application forms are available on-line at <https://tourism.az.gov/marketing-programs/partnership-opportunities>. **The application forms must be completed and signed, and received by AOT via email at jdaer@tourism.az.gov, no later than Friday, June 17, 2016 at 5:00 p.m.** Please contact Jamie Daer if you have any questions or concerns about the application process.

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

6 Ad Placement Requirements

- 6.1 All ads must be received by AOT prior to the material deadline identified in the Marketing Cooperative Opportunity Profiles. E-mail the ad to Jamie Daer, Sr. Marketing Manager at jdaer@tourism.az.gov. AOT approval for all ad creative is mandatory and may take up to five (5) business days from the date of receipt.
- 6.2 Partner marketing tactics (banners, print ads, out-of-home, etc.) must promote visitation to Arizona only. References to other states are not allowed (e.g. promoting close proximity to another state).
- 6.3 If an ad is placed without prior written AOT approval, AOT will not be responsible to pay any portion of the ad cost. The full advertisement cost will be the responsibility of the Marketing Cooperative participant.

7 Project Effectiveness

During FY 2017, AOT shall require each participant of the Marketing Cooperative to assess the project's effectiveness by completing a mid-year progress report in January 2017, and a final report in September 2017. This information will be used to compile pertinent data regarding the effectiveness of each media buy and the program as a whole. The reports will be collected through an online survey. The following information is required:

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

Attachments



The Marketing Cooperative FY 2017 Application

- A complete and signed application must be emailed to, and received by, AOT no later than 5:00 p.m. Friday, June 17, 2016
- Incomplete and/or faxed applications will not be accepted.

Section A: Applicant Administrative Information

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

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

List Regional Partners:

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

Signature _____ Date: _____
 (Project Coordinator)
 Printed Name: _____ Title: _____ Organization: _____

Signature _____ Date: _____
 (Administrative Official)
 Printed Name: _____ Title: _____ Organization: _____



The Marketing Cooperative FY 2017 Affidavit in Support of Application

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

Organization: _____

Physical Address: _____

Amount contributing to the Marketing Cooperative: \$ _____

Source of funding: _____

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

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

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

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

(Signature of Administrative Official)

(Printed Name)

Title: _____

Section B: Opportunity Selection Sheet

Packaged Digital Media

Behavioral Targeting (Arizona Travelers)

Section B: Opportunity Selection Sheet

PACKAGED DIGITAL MEDIA						
Behavioral Targeting (Arizona Travelers)						
	Vendor Description	Sojern - Behavioral Targeting (Travelers with intent to travel to Arizona) 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, .15 or .30 pre-roll video				
	Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1 - Display Only Must run across 2 consecutive months	\$5.00	1,000,000	\$2,500.00	\$1,000.00
		Level 2 - Display Only Must run across 3 consecutive months	\$5.00	2,400,000	\$4,000.00	\$2,000.00
	Level 3 - Display Only Must run across 3 consecutive months	\$5.00	3,000,000	\$5,000.00	\$2,500.00	
	Level 4 - Display & Video Must run across 3 consecutive months	\$5.00	1,800,000	\$5,000.00	\$2,500.00	
		\$16.00	375,000			
Sold/Billed By	SOJERN					
Rep Contact	Meredith Dillon 312-480-0056 meredith.dillon@sojern.com					
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
	Vendor Description	azcentral.com/USA Today Network As experts in consumer behavior, we ensure that the right message is delivered in the right place at the right time. azcentral.com can take any campaign a step further with high-impact creative solutions that engage consumers. From games to capturing data, we encourage interaction with your business resulting in more ROI.				
	Placement Detail	azcentral.com/USA Today Network banners				
	Unit Size	320x50 (mobile), 300x250, 120x20, 168x28, 216x26, 480x48, 728x90, 300x250 (desktop), 300x600, 160x600				
	Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1 Demo/Geo: (Demo: Age, Gender, HHI, Geo: DMA, State, City or Zip Codes)	\$5.00	500,000	\$2,500.00	\$1,250.00
		Level 2 Contextual/Content: Outdoor Recreation, Family Travel	\$7.00	350,000	\$2,450.00	\$1,225.00
	Level 3 Behavior/Interest: Road-trippers, Wine Enthusiasts, Households with Children, Users interested in traveling to Arizona, Camping/Hiking Interest	\$9.00	500,000	\$4,500.00	\$2,250.00	
Sold/Billed By	Republic Media					
Rep Contact	Pam Sanchez 602-689-5225 psanchez@republicmedia.com					
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
	Vendor Description	MediaMax Network A blend of digital targeting will drive awareness among the target audience online and via mobile devices. These tactics generate exposure to consumers who are at home or on-the-go, and are likely to be interested in visiting Arizona.				
	Placement Detail	Run of Network Display and Mobile banners with Demo, Behavioral, contextual targeting and retargeting				
	Unit Size	Desktop: HTML5, GIF, JPG: 300x250, 728x90, 160x600 / Mobile: GIF, JPG: 300x250, 728x90, 320x50, 300x50				
	Markets	Phoenix, Tucson, Los Angeles, San Diego, Las Vegas				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1 (2 months)	\$4.50	2,222,222	\$10,000.00	\$5,000.00
		Level 2 (2 months)	\$4.50	2,666,667	\$12,000.00	\$6,000.00
	Level 3 (2 months)	\$4.50	3,333,333	\$15,000.00	\$7,500.00	
Sold/Billed By	MediaMax Network					
Rep Contact	Sarah Ward 914-468-8442 sward@mediamaxnetwork.com					
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 Description	Madden Media - Content Marketing General Market 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				
	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	Custom per partner				
		PRICING LEVELS	CPC	Clicks	Rate	Half Net Rate
		One story (est. 3 months of distribution)	\$139	3,807	\$5,000.00	\$2,500.00
		Two stories (est. 4 months of distribution)	\$131	7,620	\$10,000.00	\$5,000.00
		Three stories (est. 6 months of distribution)	\$125	12,033	\$15,000.00	\$7,500.00
Sold/Billed By	Madden Media					
Rep Contact	Whitney Coleman wcoleman@maddenmedia.com 520-232-2611					
Opportunity Selection Box:	Placement	Level	Start Date	Half Net Rate	Total Partner Cost	
	Content Marketing	(drop-down menu)	(drop-down menu)	(drop-down menu)	(drop-down menu)	\$0.00

Content Marketing Con't

A	B	C	D	E	F	G
Opportunity Selection Box:	Placement Content Marketing	Level (drop-down menu)		Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00
	Vendor	Madden Media - Content Marketing Spanish Language (Mexico)				
	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 program translates the story in Spanish and lives on VisitArizona.com with traffic delivered directly to the story. This approach allows for a meaningful connection with Spanish Language Audiences. Partners get a mention on the story and a link to their site. Requires a Minimum of 4 partners.				
	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.				
	Markets	Mexico				
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wooleman@maddenmedia.com 520-232-2611	*One story			
Opportunity Selection Box:	Placement Content Marketing	Level (drop-down menu)		Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00
 	Vendor	Azcentral.com				
	Description	Branded Content or Native Advertising is an online advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience. Native ad formats match both the form and the function of the user experience in which it is placed. The advertiser's intent is to make the paid advertising feel less intrusive and thus increase the likelihood users will click on it. Our native articles are published through the same system as regular editorial article, are hosted and a part of our articles and can be found on azcentral search bar. The Sponsored content is surrounded by relevant content users are looking for.				
	Placement Detail	Cross Platforms. Sponsored stories are clearly marked and can appear simultaneously on desktop, tablet, and mobile web platforms. Creative Assistance. Clients can provide their own articles or we can have our expert writers work with them to create engaging content.				
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego				
	Sold/Billed By Rep Contact	Republic Media Pam Sanchez 602-689-5225 psanchez@republicmedia.com				
Opportunity Selection Box:	Placement Content Marketing	Level (drop-down menu)		Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00
	Vendor	LA Times				
	Description	Los Angeles Times Sponsored Content empowers clients to connect with consumers in compelling, 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.				
	Placement Detail	4-6 articles written by our custom publishing team while collaborating with the designated partner, 400K - 2 Million Co-Branded w/ LATimes ROS Banners + Responsive Ad Barker, 25K-83K guaranteed article views, Fixed Article Page Sponsor				
	Markets	Los Angeles DMA				
	Sold/Billed By Rep Contact	LA Times Claire Armbruster/Audrey Beaver 818-239-9099 Claire.Armbruster@latimes.com/ Audrey.Beaver@latimes.com				
Opportunity Selection Box:	Placement Content Marketing	Level (drop-down menu)		Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00

Destination Video

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 the Partner needs to source video there is an additional (estimated) cost of \$1,500 -- a cost incurred				
	Unit Size	Partner Rate				
		\$1,500.00				
		Limited to 6 partners for FY 2015				
Sold/Billed By Rep Contact	AOT Jamie Daer jdaer@tourism.az.gov 602-364-0783					
Opportunity Selection Box:	Placement Destination Video			Partner Rate (drop-down menu)	Total Partner Cost \$0.00	

Display Ads

Display Ads						
	Vendor Description Placement Detail Unit Size Markets	VisitArizona.com Banners ADT will be offering banner placements on VisitArizona.com where partners can reach engaged consumers. Display banners on VisitArizona.com 728x90, 300x250 National/International				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Static Banners	\$5.25	100,000/quarter 480,000/annual	\$525.00	\$262.50
		Rich Media Banners	\$6.65	100,000/quarter 480,000/annual	\$665.00	\$332.50
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611				<i>3 month minimum buy</i>
Opportunity Selection Box:	Placement VisitArizona.com Banners VisitArizona.com Banners	Level Static Banners Rich Media Banners	# of Months (drop-down menu)	Which Months	Half Net Rate \$268.00 \$333.00	Total Partner Cost \$0.00 \$0.00
A	B	C	D	E	F	G
	Vendor Description Placement Detail Unit Size Markets	AZCentral.com Banners AZCentral.com Today Ad Network 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! - reaching 86% of				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1: Desktop/mobile blended	\$9.00	300,000	\$2,700.00	\$1,350.00
		Level 2: Desktop/mobile blended	\$9.00	400,000	\$3,600.00	\$1,800.00
	Placement Detail Unit Size Markets	Level 3: Desktop/mobile blended \$9.00 500,000 \$4,500.00 \$2,250.00 Pre-roll Video Fun of Site - A unit that lives on AZCentral site and plays a video Metropolitan Phoenix				
	Sold/Billed By Rep Contact	Republic Media Pam Sanchez 602-689-5225 psanchez@republicmedia.com				
Opportunity Selection Box:	Placement AZCentral - Banners AZCentral - Video	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00 \$0.00
	Vendor Description Placement Detail Unit Size Markets	AZDailyStar (Tucson.com) News, Entertainment, Sports, Lifestyles or Opinion section banners. 300x250, 728x90, 320x50 Metropolitan Tucson				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1	\$8.00	300,000	\$2,400.00	\$1,200.00
		Level 2	\$8.00	400,000	\$3,200.00	\$1,600.00
	Placement Detail Unit Size Markets	Level 3 \$8.00 500,000 \$4,000.00 \$2,000.00 AZ Daily Star				
	Sold/Billed By Rep Contact	Tom Birmingham tbirming@tucson.com				
Opportunity Selection Box:	Placement AZDailyStar Banners	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00
	Vendor Description Placement Detail Unit Size Markets	Greenspun Media Group Display banner ads to run on LasVegasSun.com, VegasInfo.com, LasVegasWeekly.com and LasVegasMagazine.com geo-targeted to Las Vegas DMA 300x250, 728x90, 160x600, 1000x40, 180x150 Phoenix, Los Angeles, Tucson, San Diego, Las Vegas				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1 - Less than \$50k annually	\$12.50	100,000	\$1,250.00	\$625.00
		Level 2 - \$50k-\$100k annually	\$11.00	250,000	\$2,750.00	\$1,375.00
	Placement Detail Unit Size Markets	Level 3 - \$100k+ annually \$10.00 500,000 \$5,000.00 \$2,500.00 geo-targeted to Las Vegas DMA 300x600 Phoenix, Los Angeles, Tucson, San Diego, Las Vegas				
	Sold/Billed By Rep Contact	Greenspun Media Group (Las Vegas Sun) Katie Horton Katie.Horton@gmgvegas.com				
Opportunity Selection Box:	Placement Las Vegas Sun Banners Las Vegas Sun 300x600 banners Las Vegas Sun Homepage sliding billboard Las Vegas Sun Homepage 300x600	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost \$0.00 \$0.00 \$0.00 \$0.00

Display Ads Con't

	Vendor Description Placement Detail Unit Size Markets	Pandora - Streaming Radio 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 mobile and/or web audio with display banner companions. This unit is an audio spot with an added value 300x250 companion banner. The banner shows on the screen while music is playing and stays as a leave behind after the audio ends until the Pandora user engages with Pandora by skipping or liking a song etc. or until the next advertising break. :15 and/or :30 audio spot, 500x500 tile, and 300x250 companion banner Phoenix, Tucson, Los Angeles, Las Vegas, San Diego - Recommended to focus on 1 or 2 target markets					
	Placement Detail Unit Size Markets	Stand Alone Mobile Display without audio spot. This display unit is served only when a Pandora user is actively engaging with Pandora visually by skipping a song, liking a song, etc. This helps to ensure the user is looking at the Pandora screen and able to view the banner. Should run in conjunction with the mobile/web audio and companion banner. 300x250 Phoenix, Tucson, Los Angeles, Las Vegas, San Diego - Recommended to focus on 1 or 2 target markets					
	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month		
	Level 1	\$16.00	250,000	\$4,000.00	\$2,000.00		\$2,000.00
	Level 2	\$16.00	312,500	\$5,000.00	\$2,500.00		\$2,500.00
	Level 3	\$16.00	437,500	\$7,000.00	\$3,500.00		\$3,500.00
	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month		
	Level 1	\$10.00	100,000	\$1,000.00	\$500.00		\$500.00
	Level 2	\$10.00	250,000	\$2,500.00	\$1,250.00		\$1,250.00
	Level 3	\$10.00	300,000	\$3,000.00	\$1,750.00		\$1,750.00
Sold/Billed By Rep Contact	Pandora Ashlee Manuel 480-628-1032 amanuel@pandora.com						
Opportunity Selection Box:	Placement Mobile and/or web audio with display banner companion Stand alone mobile display without audio spot	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost	
						\$0.00	
						\$0.00	
	Vendor Description Placement Detail Unit Size Markets	TripAdvisor TripAdvisor is the world's largest travel site with a heavy focus on travel planning/research. Arizona content target display banners 160x600, 300x250, 300x600, 728x90, 320x50 mobile unit National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)					
	Placement Detail Unit Size Markets	TX, NM, UT, CO, CA content target 160x600, 300x250, 300x600, 728x90, 320x50 mobile unit National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)					
	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month		
	Level 1	\$17.00	117,647	\$2,000.00	\$1,000.00		\$1,000.00
	Level 2	\$17.00	235,294	\$4,000.00	\$2,000.00		\$2,000.00
	Level 3	\$17.00	411,765	\$7,000.00	\$3,500.00		\$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		\$1,000.00
	Level 2	\$17.00	235,294	\$4,000.00	\$2,000.00		\$2,000.00
	Level 3	\$17.00	411,765	\$7,000.00	\$3,500.00		\$3,500.00
Placement Detail Unit Size Markets	Outdoor segment target banners 160x600, 300x250, 300x600, 728x90, 320x50 mobile unit National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)						
PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month			
Level 1	\$13.00	153,846	\$2,000.00	\$1,000.00		\$1,000.00	
Level 2	\$13.00	307,692	\$4,000.00	\$2,000.00		\$2,000.00	
Level 3	\$13.00	538,462	\$7,000.00	\$3,500.00		\$3,500.00	
Sold/Billed By Rep Contact	TripAdvisor Phil Giudice 310-503-0848 pgiudice@tripadvisor.com	*added value: 5% ROS bonus					
Opportunity Selection Box:	Placement TripAdvisor - AZ Content TripAdvisor - TX, NM, UT, CO, CA TripAdvisor - Outdoor Segment	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost	
						\$0.00	
						\$0.00	
						\$0.00	

eNewsletters						
	Vendor	ADT eNewsletter				
	Description	ADT'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	Monthly eNewsletters offer one banner ad and three featured sponsorships				
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77				
	Markets	300,000 opt-in subscribers				
	Placement Detail	December Specialty eNewsletter - Relax and Recharge				
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77				
	Markets	Niche market				
	Placement Detail	March Specialty eNewsletter - Final Four				
	Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77				
Markets	300,000 opt-in subscribers					
Placement Detail	April Specialty eNewsletter - Culinary Arizona					
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77					
Markets	300,000 opt-in subscribers					
Placement Detail	June Specialty eNewsletter - Summer Deals					
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77					
Markets	Niche market					
Placement Detail	September 2016 Specialty eNewsletter - National Parks 100th Anniversary					
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77					
Markets	300,000 opt-in subscribers					
Sold/Billed By	Madden Media					
Rep Contact	Whitney Coleman wcoleman@maddenmedia.com 620-232-2611					
			PRICING LEVELS	Rate	Half Net Rate	
			Banner	\$1,575.00	\$788.00	
			Feature Sponsorship	\$2,625.00	\$1,313.00	
			PRICING LEVELS	Rate	Half Net Rate	
			Banner	\$500.00	\$250.00	
			Feature Sponsorship	\$1,160.00	\$580.00	
			PRICING LEVELS	Rate	Half Net Rate	
			Banner	\$1,575.00	\$788.00	
			Feature Sponsorship	\$2,625.00	\$1,313.00	
			PRICING LEVELS	Rate	Half Net Rate	
			Banner	\$300.00	\$150.00	
			Feature Sponsorship	\$450.00	\$225.00	
			PRICING LEVELS	Rate	Half Net Rate	
			Banner	\$1,575.00	\$788.00	
			Feature Sponsorship	\$2,625.00	\$1,313.00	
Opportunity Selection Box:	Placement	Level (drop-down menu)	Month (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost	
	Monthly eNewsletter				\$0.00	
	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 2016 (Relax and Recharge)		\$0.00	
			March 2017 (Final Four)		\$0.00	
	April Specialty		April 2017 (Culinary Arizona)		\$0.00	
	June Specialty		June 2016 (Summer Deals)		\$0.00	
	Sept Specialty		September 2016 (National Parks 100th)		\$0.00	

Mobile

Mobile						
	Vendor	Millennial Media/AOL - 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	300x250, 480x75, 480x60, 320x50, 300x50				
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego				
		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
	Placement Detail	Mobile Video targeting Baby Boomers, Gen X, Gen Y, and Millennials on a cost per completed view pricing				
Unit Size	:15 and/or :30 video spot (16:3; MP4 or MOV)					
Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego					
	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	
Sold/Billed By	Millennial Media					
Rep Contact	Tyler Moore 617-934-2085 tyler.moore@teamaol.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				\$0.00	
	Millennial Media - Mobile Video Banners				\$0.00	
	Vendor	azcentral.com/USA Today Network				
	Description	With more people using smartphones and tablets than ever before, mobile advertising gives you access to a captive audience in a hyper-targeted way, producing more immediate responses and higher response rates. Combined with azcentral.com's reach and frequency, azcentral.com mobile averages more than 14 million page views per month. Geo-fence locations where the target audience is like: State/National Parks, Popular Hiking/Camping Locations, Hiking/Campaign Retail Stores like REL, the locations are limitless. 30-50 recommended to start. Can also geo-fence a city/DMA/radius around a location. Conversion zone placed at the intended location/city. For example, if we geo-fence the Grand Canyon to attract visitors to Sedona...we will ping/cookie users' with phones for being in the "fence" at the GC via location services (any app that "knows" the user's location). For the next 30 days, ads will be served to them on their mobile while within the mesh with their phone. During that time, with a Conversion Zone, we can track the first traffic conversion to the City of Sedona (or Prescott or a specific winery - any physical location).				
	Placement Detail	Mobile Display Banners - Geo-fencing is on a cost per click pricing				
	Unit Size	Required sizes: 320x50, 300x250 Optional sizes: 120x20, 168x28, 216x26, 480x48				
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego				
		Pricing Levels	CPM	Est. Impressions	Rate/Month	Half Net Rate/Month
		Banner Ads	\$17.00	200,000	\$2,550.00	\$1,275.00
		Geo-Fencing (3 months minimum)	\$15.00	50,000	\$750.00	\$375.00
	Sold/Billed By	Republic Media				
	Rep Contact	Pam Sanchez 602-689-5225 psanchez@republiimedia.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.com - Mobile Banners				\$0.00	
	azcentral.com Mobile banners with geo-fencing				\$0.00	

Mobile Con't

	Vendor Description	Greenspun Media Group				
	Placement Detail	Mobile Display banner ads to run on LasVegasSun.com, VegasInc.com, LasVegasWeekly.com and LasVegasMagazine.com geo-targeted to Las Vegas DMA				
	Unit Size	320x50				
	Markets	Las Vegas DMA				
	Sold/Billed By Rep Contact	Greenspun Media Group Katie Horton Katie.Horton@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
	Mobile display banner ads					\$0.00

Retargeting

	Vendor Description	VisitArizona.com Retargeting				
	Placement Detail	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 Display banners that retarget VisitArizona.com site visitors				
	Unit Size	728x90, 300x250				
	Markets	Dependent on consumers visiting VisitArizona.com				
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wooleman@maddenmedia.com 520-232-2611				
Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	VisitArizona.com -					\$0.00

Search Marketing

	Vendor Description	Madden Media - Paid Search Campaign				
	Placement Detail	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 on keywords and ad copy to reach potential travelers. Custom search campaign based on individual partner's needs				
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego				
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wooleman@maddenmedia.com 520-232-2611				
	Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)
	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

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 Description	Southwest: The Magazine (Formerly Spirit)				
	Circulation	447,340	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	monthly	Full page, 4C	\$23,750.00	\$14,875.00	Ad directory, eNewsletter, digital edition video +66% off the open rate + Full Page Advertorial
	Median Age	49	1/2 page, 4C	\$18,824.00	\$9,412.00	Ad directory, eNewsletter + 66% off the open rate + 1/2 Page of
	Median HHI	\$111,679	1/4 page, 4C	\$13,642.00	\$6,821.00	Ad directory + 61% off the open rate + 1/4 Page Advertorial
Markets Reached	National					
Sold/Billed By Rep Contact	Pace Communications					
Rep Phone Number	Elynn Adoue					
Rep Email	940-483-9223					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Southwest: The Magazine (Formerly Spirit)	October 2016			\$0.00	
	Southwest: The Magazine (Formerly Spirit)	March 2017			\$0.00	

Print – Inflight Con't

	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. WestJet 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 were calculated on Exchange rates as of April 2016				
	Circulation					
	Issuance					
	Median Age	48	1/2 Page 4 Color	\$3,280.00	\$1,640.00	WestJet Magazine will provide a 1/2 page advertorial with 100 words, 2.5" x 2.5" image/photo
	Median HHI	\$91,000	1/3 Page 4 Color	\$2,200.00	\$1,100.00	WestJet Magazine will provide a 1/3 page advertorial with 50 words 2.2" x 2.2" image/photo
	Markets Reached	Canada, USA, International	<i>The section requires a minimum of 2 full page buy-in (whichever is greater). If the minimum is not met, the section will be canceled. WestJet will match each Partner investment to be distributed proportionally to the partners based on their ad size.</i>			
Sold/Billed By	Red Point Media	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Lindy Neustaeder	October 2016	8/19/2016	8/26/2016		
Rep Phone Number	403-837-7718					
Rep Email	lindyn@redpointmedia.ca					
Opportunity Selection Box:	Publication	Issue Date	Size	Half Net Rate	Total Partner Cost	
	WestJet	October 2016	(drop down menu)	(drop down menu)	\$0.00	

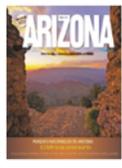
Print – Magazine

	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. Endless Vacation is the ultimate trip planning resource for avid travelers, with award winning content across multiple platforms. RCI Members have a high propensity to travel and stay in both timeshares and hotels.				
	Circulation	492,363 Western Region	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	3x per year	Full Page 4 Color Bleed	\$13,150.00	\$6,575.00	Bonus matched advertorial space equal to the size of the ad + Lead generation reader service + BPC card in print, tablet and digital and - Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% = reduction in open rate
	Median Age	52	1/2 Page 4 Color	\$7,235.00	\$3,617.50	Bonus matched advertorial space equal to the size of the ad + Lead generation reader service + BPC card in print, tablet and digital and - Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% = reduction in open rate
	Median HHI	\$115,847	1/3 Page 4 Color	\$4,820.00	\$2,410.00	Bonus matched advertorial space equal to the size of the ad + Lead generation reader service + BPC card in print, tablet and digital and - Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% = reduction in open rate
	Markets Reached	<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. Maricopa and Pima partners qualify for rates or no match from AOT.</i>				
Sold/Billed By	Endless Vacation Magazine	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Lisa Sowatz	Spring '17 Issue (2/22/17)		12/9/2016	12/16/2016	
Rep Phone Number	206-679-1930	Fall'17 (7/26/17) Exact TBD		5/19/2017	5/26/2017	
Rep Email	lisa@mediawest-adsales.com					
Opportunity Selection Box:	Publication	Issue Date	Size	Half Net Rate	Total Partner Cost	
	Endless Vacation	Spring 2017	(drop down menu)	(drop down menu)	\$0.00	
	Endless Vacation	Fall 2017	(drop down menu)	(drop down menu)	\$0.00	
	Publication	National Geographic Traveler				
	Description	NGT reaches a young and active audience, inspiring millions of people with the means and mindset to explore. Our content shares authentic experiences that reveal a true sense of place - turning vacations, family trips, and weekend getaways into transformative journeys.				
	Circulation	225,000 (West of the MS)	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	6x	Full Page	\$28,600.00	\$14,300.00	33% reduction from open rate + advertorial copy equal to space amount + bonus reader service listing
	Median Age	43	1/2 page	\$14,300.00	\$7,150.00	44% reduction from open rate + advertorial copy equal to space amount + bonus reader service listing
	Median HHI	\$88,443	1/3 page	\$9,720.00	\$4,860.00	43% reduction from open rate + advertorial copy equal to space amount + bonus reader service listing
	Markets Reached	AK,AZ,AR,CA,HI,IA,KLSA,MN,MO,MT,NE,NV,NM,ND,OK,OR,SD,TX,UT,VA,WY <i>The section requires a minimum of 3 partners or 1 full page buy-in (whichever is greater) rates qualify for Maricopa and Pima partners at no match from AOT</i>				
Sold/Billed By		Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Tanya Scribner	Feb/Mar		12/7/2017	12/7/2017	
Rep Phone Number	940.387.7711	April/May		2/8/2017	2/8/2017	
Rep Email	tanya@scribmedia.com					
Opportunity Selection Box:	Publication	Issue Date	Size	Half Net Rate	Total Partner Cost	
	National Geographic Traveler	Feb/Mar	(drop down menu)	(drop down menu)	\$0.00	
	National Geographic Traveler	April/May	(drop down menu)	(drop down menu)	\$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	Half Net Rate	Added Value
	Issuance	12x per year	Full Page 4 Color Bleed	\$15,500.00	\$7,750.00	Includes online lead generation
	Median Age	45	1/2 Page 4 Color	\$7,750.00	\$3,875.00	Includes online lead generation
	Median HHI	\$94,050	1/3 Page 4 Color	\$5,166.00	\$2,583.00	Includes online lead generation
	Markets Reached	Western Circulation: MT, AZ, CO, ID, NM, NV, UT, WY, AK, CA, HI, OR, WA, Western Canada	1/4 Page 4 Color	\$3,875.00	\$1,937.50	Includes online lead generation
Sold/Billed By	Outside Magazine	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Cici Shick	May National Parks Issue		2/24/2017	3/10/2017	
Rep Phone Number	303-440-2722					
Rep Email	cshick@outsidemag.com					
Opportunity Selection Box:	Publication	Issue Date	Size	Half Net Rate	Total Partner Cost	
	Outside Magazine	May 2017	(drop down menu)	(drop down menu)	\$0.00	

Print – Local/Regional Magazine

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	\$16,065.00	\$8,032.50	Listing included
	Median Age	46.9	2/3 Page 4 Color	\$11,815.00	\$5,907.50	Listing included
	Median HHI	\$70,520	1/2 Page 4 Color	\$8,840.00	\$4,420.00	Listing included
	Markets Reached	National/International	1/3 Page 4 Color	\$6,027.00	\$3,013.50	Listing included
			1/8 Page 4 Color	\$4,059.00	\$2,029.50	Listing included
			Listing	\$425.00	\$212.50	
			Additional Listing	\$150.00	\$75.00	
Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Whitney Coleman		12/1/2016	9/9/2016	9/16/2016	
Rep Phone Number	520-232-2611					
Rep Email	wcoleman@maddenmedia.com					
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	\$12,729.00	\$6,364.50	
	Median Age	46.9	1/2 Panel	\$7,217.00	\$3,608.50	
	Median HHI	\$70,520	Listing	\$635.00	\$317.50	
	Markets Reached	National/International				
	Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Whitney Coleman		12/21/2016	9/11/2016	9/18/2016
	Rep Phone Number	520-232-2611				
Rep Email	wcoleman@maddenmedia.com					
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	2x/year (AOT features in November/December March/April 17)	Full Page 4 Color Bleed	\$8,500.00	\$4,250.00	Advertiser directory both in book and online. eNewsletter, Digital edition video, average reduction from open rate is 60%.
	Median Age	48	1/2 Page 4 Color	\$4,500.00	\$2,250.00	Advertiser directory both in book and online. eNewsletter, Digital edition video, average reduction from open rate is 60%.
	Median HHI	\$128,524	1/4 Page 4 Color	\$3,000.00	\$1,500.00	Advertiser directory both in book and online. eNewsletter, Digital edition video, average reduction from open rate is 60%.
	Markets Reached	Southern California	*Minimum of 4 page supplement to run (AOT + 3 partner pages) with a bonus advertorial, rates are extended to Pima & Maricopa County DMO's with no match funding			
	Sold/Billed By	AAA Westways	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Kevin McCaw	November/December 2016		8/19/2016	8/28/2016
	Rep Phone Number	623-551-6350	March/April 2017		12/16/2016	12/22/2016
Rep Email	kevin@aaawestern.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	AAA Westways	November/December 2016			\$0.00	
	AAA Westways	March/April 2017			\$0.00	
	Publication	Los Angeles Magazine				
	Description	Los Angeles magazine is the single-most powerful media resource in the region, defining L.A. through thought provoking lifestyle and investigative journalism. With our authoritative voice, we deliver award-winning content and events that encourage Angelenos to discover and engage in our city in ways that are most meaningful to them. It is our mission to support Los Angeles in the endeavor to become one of the most dynamic global cities of the 21st century.				
	Circulation	140,062	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	12	Full-page	\$9,070.00	\$4,535.00	full-page advertisers receive 250 words of advertorial in the Arizona advertising sections in November 2016 and March 2017 + 51% reduction from open rate
	Median Age	55	1/2-pg	\$6,076.00	\$3,038.00	1/2-page advertisers receive 100 words of advertorial in the Arizona advertising sections in November 2016 and March 2017 + 43% reduction from open rate
	Median HHI	\$128,600	1/4-pg	\$2,590.00	\$1,295.00	1/4-page advertisers receive 100 words of advertorial in the Arizona advertising sections in November 2016 and March 2017 + 33% reduction from open rate
	Markets Reached	Primarily Los Angeles and Orange County				
	Sold/Billed By	Los Angeles Magazine	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Jennifer Sotelo	Nov. 2016		9/2/2016	9/9/2016
	Rep Phone Number	(323) 801-0030	Mar. 2017		1/8/2017	1/15/2017
Rep Email	jsotelo@lamag.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Los Angeles Magazine	November 2016			\$0.00	
	Los Angeles Magazine	March 2017			\$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	49,147	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Monthly	Full Page 4 Color Bleed	\$4,858.00	\$2,429.00	37% off the open rate as well as the Following:
	Median Age	54	1/2 Page 4 Color	\$2,927.00	\$1,463.50	37% off the open rate as well as the Following:
	Median HHI	\$157,000	1/4 Page 4 Color	\$2,192.00	\$1,096.00	37% off the open rate as well as the Following:
	Markets Reached	San Diego Metropolitan	*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.			
	Sold/Billed By	San Diego Magazine	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Julie Davis	Nov-16		9/10/2016	9/20/2016
	Rep Phone Number	619-744-0533	Feb-17		12/10/2016	12/20/2016
Rep Email	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	November 2016			\$0.00	
	San Diego Magazine	February 2017			\$0.00	

Print – Local/Regional Magazine Con't.

	Publication Description	Sunset Magazine - Southern California Only Edition				
	Circulation	285,000	Unit Size	Rate	Half Net Rate	
	Issuance	12	Full Page	\$22,260.00	\$11,130.00	
	Median Age	55.7	Half Page	\$11,130.00	\$5,565.00	
	Median HHI	\$97,090	1/3 Page	\$7,420.00	\$3,710.00	
	Markets Reached	Southern California: edition includes Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura counties, and Hawaii.				
	Sold/Billed By	Sunset Magazine	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Tara Salcido	Nov 2016 (Sunset Idea House)	9/1/2016	9/9/2016	
	Rep Phone Number	310-268-7585	March 2017 (Color Issue)	1/6/2017	1/13/2017	
	Rep Email	tara.salcido@timeinc.com				
Opportunity Selection Box:	Publication	Sunset Magazine	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Sunset Magazine	November 2016			\$0.00	
	Sunset Magazine	March 2017			\$0.00	
	Publication Description	El Imparcial - Todo Sobre Arizona Magazine				
	Circulation	40,000	Unit Size	Rate	Half Net Rate	
	Issuance	6/year	Full Page 4 Color	\$3,940.00	\$1,970.00	
	Median Age	37	1/2 Page 4 Color	\$1,900.00	\$950.00	
	Median HHI	\$50,000	1/4 Page 4 Color	\$1,010.00	\$505.00	
	Markets Reached	Hermosillo, Sonora, Mexico				
	Sold/Billed By	El Imparcial	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Leyla Cattán	September 25, 2016 (AOT/Arizona Shop & Play)	9/5/2016	9/9/2016	
	Rep Phone Number	520-297-5442	November 18, 2016 (Arizona Thanksgiving)	10/31/2016	11/4/2016	
	Rep Email	lcattan@elimparcial.com	December 9, 2016 (Arizona Holidays)	11/14/2016	11/18/2016	
Opportunity Selection Box:	Publication	El Imparcial	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	El Imparcial	September 27, 2016			\$0.00	
	El Imparcial	November 15, 2016			\$0.00	
	El Imparcial	December 4, 2016			\$0.00	
	El Imparcial	March 2017			\$0.00	
	El Imparcial	June 9, 2017			\$0.00	

Print – Newspaper

	Publication Description	Arizona Tourism Insert - The Arizona Republic and Arizona Daily Star				
	Circulation	418,810	Unit Size	Rate	Half Net Rate	
	Issuance	Daily (insert on Sunday's)	Full Page 4 Color	\$5,842.00	\$3,421.00	
	Median Age	55.7	1/2 Page 4 Color	\$3,421.00	\$1,710.50	
	Median HHI	\$97,090	1/4 Page 4 Color	\$1,710.50	\$1,000.00	
	Markets Reached	Phoenix & Tucson				
	Sold/Billed By	Republic Media	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Pam Sanchez	October 2016	30 days prior	21 days prior	
	Rep Phone Number	602.689.5225	January 2017	30 days prior	21 days prior	
	Rep Email	psanchez@republicmedia.com	April 2017	30 days prior	21 days prior	
		June 2017	30 days prior	21 days prior		
Opportunity Selection Box:	Publication	The Arizona Republic & Arizona Daily Star	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	The Arizona Republic & Arizona Daily Star	October 2016			\$0.00	
	The Arizona Republic & Arizona Daily Star	January 2017			\$0.00	
	The Arizona Republic & Arizona Daily Star	April 2017			\$0.00	
	The Arizona Republic & Arizona Daily Star	June 2017			\$0.00	
	Publication Description	Las Vegas Review Journal				
	Circulation	165,000	Unit Size	Rate	Half Net Rate	
	Issuance	Daily (insert on Sundays)	Full Page 4 Color	\$11,750.00	\$5,875.00	
	Median Age	51	1/2 Page 4 Color	\$5,000.00	\$3,000.00	
	Median HHI	\$60,800	1/4 Page 4 Color	\$3,200.00	\$1,600.00	
	Markets Reached	Southern Nevada - Las Vegas				
	Sold/Billed By	Las Vegas Review Journal	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Rhonda Marshall	March 2017	3 weeks prior	2.5 weeks prior	
	Rep Phone Number	702-387-5272				
	Rep Email	rmarshall@reviewjournal.com				
Opportunity Selection Box:	Publication	Las Vegas Review Journal	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Las Vegas Review Journal	March 2017			\$0.00	
	Publication Description	Los Angeles Times - 4 Page Tab Insert				
	Circulation	4,000,000	Unit Size	Rate	Half Net Rate	
	Issuance	Daily	Full Page	\$16,000.00	\$8,000.00	
	Median Age	47	1/2 Page Vertical or Horizontal 4 Color	\$8,000.00	\$4,172.00	
	Median HHI	\$70,000	1/4 Page 4 Color	\$4,000.00	\$2,086.00	
	Markets Reached	Southern California				
	Sold/Billed By	Los Angeles Times	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Claire Armbruster	November 2016	6 weeks prior	1 week prior	
	Rep Phone Number	818-239-9099	March 2017	7 weeks prior	2 week prior	
	Rep Email	claire.armbruster@latimes.com				
Opportunity Selection Box:	Publication	Los Angeles Times	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Los Angeles Times	November 2016			\$0.00	
	Los Angeles Times	March 2017			\$0.00	

Print – Newsprint Con't

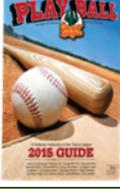
	Publication	Madden - Arizona Canadian Newspaper Insert			
	Description	This customized insert program targets the Canadian market through specific newspapers (Ottawa Citizen, Toronto Star, Calgary Herald, Vancouver Sun, Vancouver Province, Montreal Gazette) and Air Canada's En Route magazine.			
	Circulation	685,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Full Page 4 Color	\$21,850.00	\$10,925.00
	Markets Reached	Canada	1/2 Page 4 Color	\$13,100.00	\$6,550.00
			1/3 Page 4 Color	\$8,200.00	\$4,100.00
	Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline
Rep Contact	Whitney Coleman	October/December 2016	7/15/2016	7/22/2016	
Rep Phone Number	520-232-2611				
Rep Email	wcoleman@maddenmedia.com				
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Madden - Arizona Canadian Newspaper Insert	October/December 2016			\$0.00

Individual Ad Buys – As a reminder, these ad buys shall not exceed \$15,000 half net rate.

Print - Magazine

INDIVIDUAL AD BUYS					
Print - Magazine					
	Publication	AAA Arizona Highroads			
	Description	AAA Arizona's membership magazine for just Arizona, published in print and augmented with a mirrored digital edition, it contains features on travel, auto and lifestyle, along with a very popular statewide community event calendar. Highroads is supported by AAA's other channels, including their own AAA Travel Agency, and 10 Storefront locations where the magazine is also available.			
	Circulation	511,000	Unit Size	Rate	Half Net Rate
	Issuance	Bi-monthly	Full Page 4 Color Bleed	\$8,007.00	\$4,003.50
	Median Age	45.8	1/2 Page 4 Color	\$4,667.00	\$2,333.50
	Median HHI	\$63,500	1/3 Page 4 Color	\$3,043.00	\$1,521.50
	Markets Reached	Arizona			
Sold/Billed By	AAA Arizona Highroads	Issue Date	Space Deadline	Materials Deadline	
Rep Contact	Kevin McCaw	November/December 2016	9/1/2016	9/8/2016	
Rep Phone Number	480-661-2122	March/April 2017	1/5/2017	1/9/2017	
Rep Email	kevin@AAAWestern.com	May/June 2017	3/1/2017	3/8/2017	
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	AAA Arizona Highroads	November/December 2016			\$0.00
	AAA Arizona Highroads	March/April 2017			\$0.00
	AAA Arizona Highroads	May/June 2017			\$0.00
	Publication	Arizona Highways			
	Description	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 - is unmatched. Imagine the impact to your business by advertising in this award-winning publication and reach a fresh audience of dedicated readers truly interested in everything about Arizona.			
	Circulation	166,000	Unit Size	Rate	Half Net Rate
	Issuance	Monthly	Full Page 4 Color Inside Back Cover	\$3,600.00	\$1,800.00
	Median Age	55	Full Page 4 Color Page 15	\$7,200.00	\$3,600.00
	Median HHI	\$110,000	<i>Limited to 2 partners per month</i>		
	Markets Reached	National/International			
Sold/Billed By	On Media	Issue Date	Space Deadline	Materials Deadline	
Rep Contact	Teresa Strunk	Monthly	80 days prior to pub date	70 days prior to pub date	
Rep Phone Number	602-445-7166				
Rep Email	tstrunk@onmediaaz.com				
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	AZ State RV Guide			
	Description	The annual resource guide serving the RV industry in Arizona both print and online			
	Circulation	120,000	Unit Size	Rate	Half Net Rate
	Issuance	Annual	Full Page Bleed	\$1,500.00	\$750.00
	Median Age	60	Half Page	\$1,000.00	\$500.00
	Median HHI	\$75,000+	1/4 Page	\$650.00	\$325.00
	Markets Reached	Arizona, Northern States & Canada	Issue Date	Space Deadline	Materials Deadline
Sold/Billed By	Compass Marketing Group, LLC	9/10/2016	8/2/2016	8/16/2016	
Rep Contact	Ron Sleight				
Rep Phone Number	480-513-8147				
Rep Email	cmg2@outlook.com				
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona State RV Guide	2016 - 2017			\$0.00
	Publication	Arizona Drive Guide			
	Description	For more than 20 Years Arizona Drive Guide has been informing Arizona visitors on Where to Go, What to See, What to Do & How to Get There while experiencing the best that Arizona has to offer.			
	Circulation	124,000	Unit Size	Rate	Half Net Rate
	Issuance	Quarterly	Full Page	\$1,600.00	\$800.00
	Median Age	48	Half Page	\$1,000.00	\$500.00
	Median HHI	\$73,000	1/3 Page	\$700.00	\$350.00
	Markets Reached	Domestic & International	Issue Date	Space Deadline	Materials Deadline
Sold/Billed By	Cyndi Turer	Sept. - Nov. 2016	7/28/2016	8/5/2016	
Rep Contact	Compass Marketing Group, LLC	Dec. - Feb. 2016/17	10/27/2016	11/4/2016	
Rep Phone Number	480-860-0328	March - May 2017	1/27/2017	2/3/2017	
Rep Email	Cyndi@driveguideus.com	June - August 2017	4/26/2017	5/5/2017	
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Drive Guide	September-November 2016			\$0.00
	Arizona Drive Guide	December 2016-February 2017			\$0.00
	Arizona Drive Guide	March-May 2017			\$0.00
	Arizona Drive Guide	June-August 2017			\$0.00

	Publication	Edible Baja Arizona				
	Description	A bi-monthly publication that celebrates the intersection of gastronomy and culture in Tucson and the borderlands. Regular advertising sections feature Bisbee, Tubac, Oracle, Mount Lemmon and other rural destination markets. <i>Edible Baja Arizona</i> provides highly subsidized rates, design and complementing advertorial as value-added to individual businesses advertising in rural travel sections. Tucson was designated the first UNESCO World City of Gastronomy in the United States in December 2015. <i>Edible Baja Arizona</i> is the official media partner.				
	Circulation	25,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Bi-Monthly	Full Page	\$1,700.00	\$850.00	RDS ads on website +23% reduction in open rate + matching advertorial
	Median Age	52	Half Page	\$1,000.00	\$500.00	RDS ads on website +23% reduction in open rate + matching advertorial
	Median HHI	\$64,000	Quarter Page	\$600.00	\$300.00	RDS ads on website +23% reduction in open rate + matching advertorial
	Markets Reached	Tucson, Southern AZ (90% in metro Tucson, the remainder in Cochise and Santa Cruz counties.)	Issue Date	Space Deadline	Materials Deadline	
	Sold/Billed By	Edible Baja Arizona	September 2016	7/22/2016	7/29/2016	
	Rep Contact	John Hankinson	November 2016	9/23/2016	9/30/2016	
	Rep Phone Number	520-373-5196, ext. 1	January 2017	11/23/2016	11/30/2016	
Rep Email	john@ediblebajaarizona.com	March 2017	1/20/2017	1/27/2017		
		May 2017	3/24/2017	4/1/2017		
		July 2017	5/28/2017	6/2/2017		
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Edible Baja Arizona	September 2016			\$0.00	
	Edible Baja Arizona	November 2016			\$0.00	
	Edible Baja Arizona	January 2017			\$0.00	
	Edible Baja Arizona	March 2017			\$0.00	
	Edible Baja Arizona	May 2017			\$0.00	
	Edible Baja Arizona	July 2017			\$0.00	
	Publication	El Imparcial - Sunday Arizona Section				
	Description	THE GATEWAY TO NORTHWEST MEXICO'S MARKET				
	Circulation	40,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Every Sunday	3cols3"	\$436.00	\$218.00	Social media posts - Facebook and Twitter Website ad with 300x250 200,000 impressions + 3 mentions on Facebook and Twitter
	Median Age	37	3cols5.5"	\$800.00	\$400.00	Feature Story/AZ.MAG. +20% off the open rate
	Median HHI	\$50,000	4cols5.5"	\$1,454.00	\$727.00	Feature Story/AZ.MAG. +20% off the open rate
	Markets Reached	Hermosillo, Sonora, Mexico	Issue Date	Space Deadline	Materials Deadline	
	Sold/Billed By	El Imparcial - Healy Newspaper	Every Sunday	1 week prior to pub date	1 week prior to pub date	
	Rep Contact	Leyla Cattán				
		520-297-5442				
	lcattan@elimparcial.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	El Imparcial				\$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	\$2,000.00	\$1,000.00	Social media posts - Facebook and Twitter Website ad with 300x250 200,000 impressions + 3 mentions on Facebook and Twitter
	Median Age	43.5	1/2 Page 4 Color	\$1,400.00	\$700.00	Social media posts - Facebook and Twitter Website ad with 300x250 200,000 impressions + 1 mention on Facebook and Twitter
	Median HHI	\$65,000	Issue Date	Space Deadline	Materials Deadline	
	Markets Reached	Arizona	Fall/Winter 2016 (November)	9/9/2016	9/16/2016	
	Sold/Billed By	AZ Big Media	Spring/Summer 2017 (April)	3/10/2017	3/17/2017	
	Rep Contact	Cheryl Green				
	Rep Phone Number	602-277-6045				
Rep Email	Cheryl.Green@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 2016			\$0.00	
	Experience AZ	Spring/Summer 2017			\$0.00	
	Publication	Grand Canyon Journal				
	Description	The 2017 edition of Grand Canyon Journal will feature 5 key multi-state road trip itineraries that culminate in Grand Canyon National Park. We'll showcase all of the regional gateway towns, National Parks & Monuments and can't miss things to see & do throughout the entire State of Arizona. The 100 page planning guide will also include: a detailed regional map, lodging, must-see destinations and attractions, outdoor activities, family adventures, natural wonders, recreational hotspots, an in-depth wildlife guide, a guide to photographing the region and more.				
	Circulation	100,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Annually	Full Page 4 Color Bleed	\$5,995.00	\$2,997.50	Complimentary advertorial: 150 words + photo(s), Online integration: dedicated page for advertorial, photo(s), video, social media links, etc. on MyGrandCanyonPark.com, iPad, Kindle & Nook integration of ad, advertorial & editorial, integration in one itinerary - in Grand Canyon Journal & MyGrandCanyonPark.com, Featured listing in one NPT newsletter, Four Boosted Facebook Posts
	Median Age	52	1/2 Page 4 Color	\$3,995.00	\$1,997.50	Complimentary advertorial: 75 words + photo, Online integration: dedicated page for advertorial, photo(s), video, social media links, etc. on MyGrandCanyonPark.com, iPad, Kindle & Nook integration of ad, advertorial & editorial, integration in one itinerary - in Grand Canyon Journal & MyGrandCanyonPark.com, Featured listing in one NPT newsletter, Two Boosted Facebook Posts
	Median HHI	\$100,000	1/4 Page 4 Color	\$2,995.00	\$1,497.50	Complimentary advertorial: 50 words + photo, Online integration: dedicated page for advertorial, photo(s), video, social media links, etc. on MyGrandCanyonPark.com, iPad, Kindle & Nook integration of ad, advertorial & editorial, integration in one itinerary - in Grand Canyon Journal & MyGrandCanyonPark.com.
	Markets Reached	Southern California, Las Vegas, Arizona, New Mexico	Issue Date	Space Deadline	Materials Deadline	
	Sold/Billed By	Active Interest Media	November 1, 2016	September 14, 2016	September 21, 2016	
	Rep Contact	David Krause				
	Rep Phone Number	720-437-0508				
Rep Email	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 2016 - August 2017			\$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	78,489	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Monthly	Full Page 4 Color Bleed	\$5,100.00	\$2,550.00	12 Issues RDS Banners on Phoenixmag.com
	Median Age	56	2/3 Page	\$4,080.00	\$2,040.00	3 Issues RDS Banners + Travel Page on Phoenixmag.com
	Median HHI	\$179,737	1/2 Page	\$3,315.00	\$1,657.50	
	Markets Reached	Phoenix	1/3 Page	\$2,295.00	\$1,147.50	
			1/4 Page	\$1,530.00	\$765.00	
	Sold/Billed By	Phoenix Magazine	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Joel Klasky	November - Get out of Town Guide	9/15/2016	9/20/2016	
Rep Phone Number	480-684-3960	February - 52 Weekend Adventures	12/15/2016	12/20/2016		
Rep Email	jkasky@phoenixmag.com	June - Summer Getaways	4/15/2017	4/20/2017		
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Phoenix Magazine	November 2016			\$0.00	
	Phoenix Magazine	February 2017			\$0.00	
	Phoenix Magazine	June 2017			\$0.00	

	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	78,489	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Monthly	Full Page 4 Color Bleed	\$5,100.00	\$2,550.00	1-2 Issues RDS Banners on Phoenixmag.com
	Median Age	55	2/3 Page	\$4,080.00	\$2,040.00	3 Issues RDS Banners + Travel Page on Phoenixmag.com
	Median HHI	\$179,737	1/2 Page	\$3,315.00	\$1,657.50	
	Markets Reached	Phoenix	1/3 Page	\$2,235.00	\$1,117.50	
			1/4 Page	\$1,530.00	\$765.00	
			Issue Date	Space Deadline	Materials Deadline	
	Sold/Billed By	Phoenix Magazine	November - Get out of Town Guide	9/15/2016	9/29/2016	
	Rep Contact	Joel Klasky	February - 52 Weekend Adventures	12/15/2016	12/29/2016	
Rep Phone Number	480-664-3960	June - Summer Getaways	4/15/2017	4/29/2017		
Rep Email	jklasky@phoenixmag.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Phoenix Magazine	November 2016			\$0.00	
	Phoenix Magazine	February 2017			\$0.00	
	Phoenix Magazine	June 2017			\$0.00	
	Publication	2016-2017 Official Travel Guide to Greater Phoenix				
	Description	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.				
	Circulation	250,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Annual	Full Page 4 Color Bleed	\$8,507.00	\$4,253.50	Ad featured in digital version 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
	Median Age	46.2	1/2 Page 4 Color	\$5,523.00	\$2,761.50	
	Median HHI	\$72,540	1/3 Page 4 Color	\$4,183.00	\$2,091.50	
	Markets Reached	National/International				
	Sold/Billed By	Madden Media				
	Rep Contact	Whitney Coleman	Issue Date	Space Deadline	Materials Deadline	
	Rep Phone Number	520-232-2611	12/1/2016		9/14/2016	
Rep Email	wcolem@addenmedia.com					
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 CYBs, hotels, retail outlets, and Sky Harbor International Airport.				
	Circulation	100,000	Unit Size	Rate	Half Net Rate	Added Value
	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	\$85,000				
	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	Cheryl Green	January 2017		12/2/2016	12/18/2016
	Rep Phone Number	602-277-6045				
Rep Email	Cheryl.Green@azbigmedia.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Play Ball	January 2017			\$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	Added Value
	Issuance	Monthly	Full Page 4 Color Bleed	\$2,883.00	\$1,441.50	
	Median Age	58	2/3 Page	\$1,992.00	\$996.00	All AZ ADT partner ads will be included within editorial AZ history feature special section + Average 25% off of the open rate
	Median HHI	\$74,000	1/2 Page 4 Color	\$1,658.00	\$829.00	
	Markets Reached	National	1/3 Page 4 Color	\$1,054.00	\$527.00	
	Sold/Billed By	True West Magazine	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Greg Carroll	Annual Travel Issue (April 2017)		12/28/2016	2/8/2017
	Rep Phone Number	480-575-1891				
Rep Email	greg@twmag.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	True West Magazine	April 2017			\$0.00	
Print - Local/Region * Make sure to call out what the Open rates are as well as proposed rates						
	Publication	2017 Tucson Official Travel Guide				
	Description	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.				
	Circulation	300,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Annually	Full Page 4 Color Bleed	\$8,394.00	\$4,197.00	Ad featured in digital version of the guide Hyperlink to your website from VacationFun.com
	Median HHI	\$123,000	1/2 Page 4 Color	\$4,950.00	\$2,475.00	Online distribution for desktop and mobile users at VisitPhoenix.com and VacationFun.com with combined traffic of 2 million+ annual unique visitors
	Markets Reached	National/International	1/3 Page 4 Color	\$3,321.00	\$1,660.50	Reader service listing for direct qualified leads
	Sold/Billed By	Madden Media				
	Rep Contact	Whitney Coleman	Issue Date	Space Deadline	Materials Deadline	
	Rep Phone Number	520-232-2611	2/1/2017		10/2/2016	10/28/2016
	Rep Email	wcolem@addenmedia.com				
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Tucson Official Travel Guide	2017			\$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	Added Value
	Issuance	2x/year	Full Page 4 Color Bleed	\$2,840.00	\$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	Fall/Winter Issue - September 2016		6/17/2016	8/22/2016
	Rep Phone Number	520-232-2611	Spring/Summer Issue - March 2017		1/6/2017	1/11/2017
Rep Email	wcolem@addenmedia.com					
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Tucson Guide	Fall/Winter 2016			\$0.00	
	Tucson Guide	Spring/Summer 2017			\$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				
	Circulation	60,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Quarterly	Full Page 4 Color Bleed	\$3,435.00	\$1,717.50	
	Median Age	46.9	1/2 Page 4 Color	\$1,850.00	\$940.00	
	Median HHI	\$70,520	1/4 Page 4 Color	\$940.00	\$470.00	
	Markets Reached	Metropolitan Phoenix				
	Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Whitney Coleman	Fall Issue - September 2016		7/8/2016	7/13/2016
	Rep Phone Number	520-232-2611	Winter Issue - December 2016		10/14/2016	10/17/2016
Rep Email	wcolem@addenmedia.com	Spring Issue - March 2017		1/13/2017	1/18/2017	
		Summer Issue - June 2017		4/14/2017	4/19/2017	
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost	
	Valley Guide	Fall Issue - September 2016			\$0.00	
	Valley Guide	Winter Issue - December 2016			\$0.00	
	Valley Guide	Spring Issue - March 2017			\$0.00	
	Valley Guide	Summer Issue - June 2017			\$0.00	

	Publication Description Circulation Issuance Median Age Median HHH Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	Experience Scottsdale (Destination Guide for Scottsdale CVB) 127,000 Annual 58 \$110,000.00 National & International Brent Gumbert 480-889-2706 bgumbert@scottsdalecvb.com	Unit Size Full Page 4 Color 1/2 Page (Horizontal Only) 1/3 Page (Vertical or Horizontal)	Rate \$5,831.00 \$3,200.00 \$2,650.00	Half Net Rate \$2,915.50 \$1,600.00 \$1,325.00	Added Value Online distribution at ExperienceScottsdale.com	
	Issue Date 1/1/2017	Space Deadline 7/23/2016	Materials Deadline 8/14/2016				
	Opportunity Selection Box:	Publication Experience Scottsdale	Issue Date 2017	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost \$0.00	

Out-of-Home

Out of Home							
	Vendor Lamar 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 120,000 passengers travel through Sky Harbor on a daily basis, 44 million on an annual basis.					
	Placement Description Baggage Claim - Digital 10 seconds - all baggage carousels, all terminals, still image or video	Rate \$10,000 per month, plus 1x \$300 digital upload fee per creative	Half Net Rate \$5,000 per month; plus 1x \$300 digital upload fee per creative				
	Placement Description Backlit 6'x6' Extra Large Wall Signs - available in all terminals	Rate \$4,000 per unit, per month; printing hard costs not included	Half Net Rate \$2,000 per unit, per month; printing hard costs not included				
	Placement Description Backlit 5'x5' Large Wall Signs - available in all terminals	Rate \$3,000 per unit, per month; printing hard costs not included	Half Net Rate \$1,500 per unit, per month; printing hard costs not included				
	Placement Description Standard Wall Signs - available on Passenger Level of Terminal 4 only	Rate \$2,500 per unit, per month; printing hard costs not included	Half Net Rate \$1,250 per unit, per month; printing hard costs not included				
	Markets Reached Sold/Billed By Rep Contact	Sky Harbor International Airport Lamar Alliance Airport Advertising Sheila Vaughn 602-750-6372 svaughn@lamar.com	Issue Date Monthly	Space Deadline 4 weeks prior	Materials Deadline 4 weeks prior		
	Opportunity Selection Box:	Vendor Alliance Airport Advertising Alliance Airport Advertising Alliance Airport Advertising Alliance Airport Advertising	Placement Baggage Claim Backlit 6x6 Backlit 5x5 Standard Wall Signs	# of Months	Which Months	Half Net Rate \$5,000.00 \$2,000.00 \$1,500.00 \$1,250.00	Total Partner Cost \$0.00 \$0.00 \$0.00 \$0.00
		Vendor Phoenix-Mesa Gateway Airport Advertising	Description 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.				
		Placement Description :30 digital ad runs in 15-minute loop simultaneously on four monitors above the two belts	Rate \$400 per month	Half Net Rate \$200 per month			
		Placement Description Light box (4' w x 3' h) single-sided duratex polyester poster	Rate \$750 per unit, per month; printing hard costs not included	Half Net Rate \$375 per unit, per month; printing hard costs not included			
Placement Description Floor graphic (9' w x 9' h) adhesive vinyl ad near secure area exit / baggage claim entrance		Rate \$1,215 per unit, per month; printing hard costs not included	Half Net Rate \$607.50 per unit, per month; printing hard costs not included				
Placement Description Wall graphic (10' w x 5' h) above baggage belt one, adhesive vinyl		Rate \$1,500 per unit, per month; printing hard costs not included	Half Net Rate \$750 per unit, per month; printing hard costs not included				
Markets Reached Sold/Billed By Rep Contact		Las Vegas Phoenix-Mesa Gateway Airport Authority Tiffany Johnson 480-988-7606 tjohnson@phxmesagateway.org	Issue Date Monthly	Space Deadline 4 weeks prior	Materials Deadline 4 weeks prior		
Opportunity Selection Box:		Vendor Phoenix-Mesa Gateway Airport Advertising Phoenix-Mesa Gateway Airport Advertising Phoenix-Mesa Gateway Airport Advertising Phoenix-Mesa Gateway Airport Advertising	Placement :30 digital ad Light Box Floor Graphic Wall Graphic	# of Months	Which Months	Half Net Rate \$200.00 \$375.00 \$607.50 \$750.00	Total Partner Cost \$0.00 \$0.00 \$0.00 \$0.00
		Vendor Clear Channel Airports	Description Reach passengers traveling into Tucson through static signage in the baggage claim area and additional locations throughout the terminal.				
		Placement Description (2) Tension fabric displays (8' w x 5' h) on bag claim carousel. Exposure on A & B sides of bag claim	Rate \$4,000 per unit, per month; printing and installation hard costs not included	Half Net Rate \$2,000 per unit, per month; printing and installation hard costs not included			
		Placement Description Product Cases (8' w x 6' h x 2' d) in hallway toward rental cars. Ability to promote physical products on display	Rate \$700 per unit, per month; printing and installation hard costs not included	Half Net Rate \$350 per unit, per month; printing and installation hard costs not included			
	Placement Description Wall Wraps in Bus Shelter (4 Total). Ability to target arriving and departing traffic	Rate \$2,200 per unit, per month; printing and installation hard costs not included	Half Net Rate \$1,100 per unit, per month; printing and installation hard costs not included				
	Markets Reached Sold/Billed By Rep Contact	Tucson International Airport via Phoenix, San Diego, Las Vegas and Los Angeles Clear Channel Airports Cheryl Crauen 310-755-7280 cherylcraven@clearchannel.com	Issue Date Monthly	Space Deadline 4 weeks prior	Materials Deadline 4 weeks prior		
	Opportunity Selection Box:	Vendor Clear Channel Airport Advertising Clear Channel Airport Advertising Clear Channel Airport Advertising	Placement Tension Fabric Displays at baggage claim Product Cases near rental cars Wall Wraps in Bus Shelter	# of Months	Which Months	Half Net Rate \$2,000.00 \$350.00 \$1,100.00	Total Partner Cost \$0.00 \$0.00 \$0.00

Digital Outdoor Billboards

Digital Outdoor Billboards							
	Vendor Markets Reached	Branded Cities	Open Rate	Rate	Half Net Rate	Added Value	
	Program Description	Glendale - Westgate	\$3,500	\$2,500	\$1,250	28% Reduction in rate	
	Average 4 Week Imps.	Digital rotary, actual locations TBD - 30x50 LED 750,000 (Based on 9 Million Annual Visitors)	Run Date	Space Deadline	Materials Deadline	*Rate would be extended to all DMO partners in Pima and Maricopa County	
	Sold/Billed By	Jason Watts	Monthly	2 months prior	1 Week Prior to Launch		
Rep Contact	602.224.3121 jwatts@brandedcities.com						
	Vendor Markets Reached	Clear Channel Outdoor	Open Rate	Rate	Half Net Rate	Added Value	
	Placement Description	Metropolitan Phoenix <i>Digital Bulletin. One Digital Spot equates to an ad on one billboard that rotates with 7 other advertisers. Spots are up for .08 and they rotate in a .64 cycle. Size of board - 14 x 48.</i>	Unit Size	Rate	Half Net Rate	Added Value	
	Average 4 Week Impressions	1,062,203	Hx48	\$1,000 per 4 week contract	\$500 per 4 week contract	Can deliver bonus pre-empt Run of Plant Digital Boards if pre-agreed to spending thresholds are met	
	Sold/Billed By	Clear Channel Outdoor	Run Date	Space Deadline	Materials Deadline		
Rep Contact	Steve Clement 602-381-5707 steveclement@clearchannel.com	Monthly	3 months prior	1 week prior			
	Vendor Markets Reached	Legends Entertainment	Open Rate	Rate	Half Net Rate	Added Value	
	Placement Description	Location 1 which is located on Southeast corner of Jefferson St. and 1st St. on the property of Talking Stick Arena. This unit includes four (4) individual digital elements (three (3) faces and one (1) 360" upper halo/ring). (Bottom halo/ring is not Three (3) 13"x22" main displays and one (1) 4"x90" halo ring	\$2,000.00	\$1,500.00	\$750.00	25% Rate Reduction	
	Placement Description	Location 13 is located on the Southwest corner of Jefferson St. and 7th St. on the property of Chase Field. This unit includes four (4) individual digital elements (three (3) 13"x22" main displays and one (1) 4"x90" halo ring	\$2,000.00	\$1,500.00	\$750.00	25% Rate Reduction	
	Placement Description	Location 1 & 13 Combo	\$1,500.00	\$1,400.00	\$700.00	30% Rate Reduction	
Markets Reached	Phoenix						
Sold/Billed By	Legends Entertainment					*Qualifies for Pima/Maricopa rate extension	
Rep Contact	David Soble 602-462-6760 dsoble@legendsphx.com	Run Date	Space Deadline	Materials Deadline			
	4-Week	1 week prior to start	1 week prior to start				
	Vendor Markets Reached	Outfront Media	Open Rate	Rate	Half Net Rate	Added Value	
	Placement Description	1 Digital Rotary Bulletin - Market wide (sizes are 12x41, Hx48, 20x60) *Outfront has location flexibility	1,171,932	\$3,500.00	\$1,000.00	\$500.00	71% Reduction in rate
	Average 4 Week Imps.						
	Placement Description	1 Digital Rotary Poster - Market wide (size is 10.5x22.8) *Outfront has location flexibility	134,460	\$750.00	\$500.00	\$250.00	50% Reduction in rate
Average 4 Week Imps.							
Placement Description	1 Static Rotary Bulletin - Market wide (size is 14x48) *Outfront has location flexibility	758,404	\$5,000.00	\$2,000.00	\$1,000.00	60% Reduction in Rate	
Average 4 Week Imps.							
Sold/Billed By	Outfront Media						
Rep Contact	Carly Cunningham 602-477-3042 carly.cunningham@outfrontmedia.com	Run Date	Space Deadline	Materials Deadline			
	4-Week	3 months prior	1 week prior - digital				
Opportunity Selection Box:	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost	
	Branded Cities	Branded Cities			\$1,250.00	\$0.00	
	Clear Channel Outdoor	Clear Channel Outdoor			\$500.00	\$0.00	
	Legends Entertainment	Location 1			\$750.00	\$0.00	
	Legends Entertainment	Location 13			\$750.00	\$0.00	
	Legends Entertainment	Location 1 & 13 Combo			\$700.00	\$0.00	
	Outfront Media	Outfront Media			\$500.00	\$0.00	
	Outfront Media	Outfront Media			\$250.00	\$0.00	
	Outfront Media	Outfront Media			\$1,000.00	\$0.00	

Trade & Media Missions – As a reminder, these rates do not include travel and shipping expenses.

SALES AND MEDIA MISSIONS						
	Mission Description	China Trade & Media Mission				
	Audience	This mission will target tour operators, travel agents and media during appointments, destination trainings and VIP events in targeted cities.				
	Participants	Travel trade professionals and media representatives in Beijing, Guangzhou, and Shanghai				
	Location	Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers				
Date	TBD, Q3 2017					
Sold/Billed By	ADT					
Rep Contact	Jennifer Sutcliffe - TRADE jsutcliffe@tourism.az.gov 602-364-3693	Kim Todd - MEDIA ktodd@tourism.az.gov 602-364-3305	Rate	Partner Rate		
			\$2,500 plus travel and shipping expenses	\$1,250 plus travel and shipping expenses		
	Mission Description	Los Angeles Media Marketplace				
	Audience	ADT conducts a media event in New York every other year. ADT 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.				
	Participants					
	Location	Los Angeles, CA				
Date	January 2017 (Tentative)					
Sold/Billed By	ADT					
Rep Contact	Tong Alba talba@tourism.az.gov 602-364-3715					
			Rate	Partner Rate		
			\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses		
Opportunity Selection Box:	Vendor	Mission	Select "Yes" to add	Partner Rate	Total Partner Cost	
	ADT	China Trade & Media Mission	(drop-down menu)	\$1,250.00	\$0.00	
	ADT	Los Angeles Media Marketplace	(drop-down menu)	\$500.00	\$0.00	

Trade & Media Missions Con't.

	Mission	<i>Vancouver Media Marketplace</i>			
	Description	ADT 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				
	Participants	Vancouver, BC		Rate	Partner Rate
	Location			\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses
Date	August 16, 2016				
Sold/Billed By	ADT				
Rep Contact	Tony Alba talba@tourism.az.gov 602-364-3715				
Opportunity Selection Box:	Vendor	Mission	Select "Yes" to add (drop-down menu)	Partner Rate	Total Partner Cost
	ADT	Vancouver Media Marketplace		\$500.00	\$0.00
	Mission	<i>UK Media Mission</i>			
	Description	ADT'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		Rate	Partner Rate
	Location	London, England and Dublin, Ireland or Glasgow, Scotland (TBC)		\$2,000 per delegate, plus travel and shipping expenses	\$1,000 per delegate, plus travel and shipping expenses
Date	TBD, Q4 2014				
Sold/Billed By	ADT				
Rep Contact	Kim Todd ktodd@tourism.az.gov 602-364-3305				
Opportunity Selection Box:	Vendor	Mission	Select "Yes" to add (drop-down menu)	Partner Rate	Total Partner Cost
	ADT	UK Media Mission		\$1,000.00	\$0.00
	Mission	<i>Arizona Showcase</i>			
	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.			
	Audience	Sonoran consumers, travel agents and media			
	Participants	Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers		Rate	Partner Rate
	Location	Hermosillo, Sonora, Mexico		\$2,500 for DMOs, plus travel and shipping expenses	\$1,250 for DMOs, plus travel and shipping expenses
Date	October 6, 2016				
Sold/Billed By	ADT				
Rep Contact	Becky Blaine bblaine@tourism.az.gov 602-364-3696				
Opportunity Selection Box:	Vendor	Mission	Select "Yes" to add (drop-down menu)	Partner Rate	Total Partner Cost
	ADT	Arizona Showcase		\$1,250.00	\$0.00
				Packaged Digital Media Subtotal	\$0.00
				Shared Opportunities Subtotal	\$0.00
				Individual Ad Buys Subtotal	\$0.00
				Sales and Media Missions Subtotal	\$0.00
				Partner Cost Grand Total	\$0.00

Individual Ad Buys cannot exceed \$15,000