



ARIZONA
THE GRAND CANYON STATE



FY21 RURAL MARKETING COOPERATIVE PROGRAM

FY21 Rural Marketing Cooperative Program Webinar

As a reminder, the guidelines/application/affidavit, instructions, media, additional opportunities and the link to the online selection form can be found here:

- Go to **Tourism.az.gov**
- At the top navigation, click on **Advertising & Branding**
- Click on **Rural Marketing Co-op Program**

Please Note: If you are not able to commit at this time to the program due to budget constraints, but you anticipate that marketing funds will be available later in the year, please submit just an application only by 8/24 so that we know you're interested in participating. If and when your marketing funds become available, you may contact us at that time and choose from remaining marketing opportunities at a 50% match.

We'll be starting momentarily. If you have questions, please use the Q&A feature at the bottom of your screen to submit your questions.

PRESENTERS

Off Madison Ave



Keri Bieber
Media Director



Kriss Scheid
Media Supervisor

Local First



Liza Noland
Director - Rural Programs

Arizona Office of Tourism



Jamie Daer
Director of Advertising



Kari Roberg
Sr. Research Manager



Becky Blaine
Deputy Director

AGENDA

- Application Process
- Program Overview
- Digital Media
- Print Media
- Out of Home Media
- Additional Opportunities



APPLICATION PROCESS

APPLICATION PROCESS OVERVIEW

Eligibility

- Arizona Rural DMOs, Tribe Entities, Regional Partnerships, Statewide Tourism Associations
- 501(c)3 or (c)6 non-profit status
- Must have a tourism website and fulfillment piece for the applicant or regional partnership

What is considered rural?

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

What is a statewide tourism association?

Arizona Dude Ranch Association

What is a regional partnership?

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

What is the benefit of participating?

Negotiated buys and a 50% match

Applications Due - August 24, 2020 by 5:00 p.m. (PST)

APPLICATION PROCESS OVERVIEW

Rates & Billing

- Partners pay half-net rate and work directly with the publishers.

Opportunity Selection Form

- The online selection form can be found here: <https://aot-rural-campaign.herokuapp.com/>
- The selection form offers media opportunities for each phase of the consumer flow at various budget ranges
- Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met.

Application Check Sheet

The application must include:

- Application form (applicant information)
- Affidavit in support of the application (1 per partner)
- Completed/submitted online selection form receipt

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

APPLICATION PROCESS DISCLAIMER

Please Note: If you are not able to commit to the program at this time due to budget constraints, but you anticipate that marketing funds will be available later in the year, **please submit just an application only by 8/24 so that we know you're interested in participating.**

If and when your marketing funds become available, you may contact us at that time and choose from **remaining marketing opportunities at a 50% match.**

PROGRAM OVERVIEW

A wide-angle photograph of a desert landscape at sunset. The sky is a vibrant mix of orange, yellow, and blue, with wispy clouds catching the low sun. In the foreground, several cholla cacti are visible, their spines glowing with the warm light. In the middle ground, several tall saguaro cacti stand prominently, some with multiple arms. The sun is positioned behind one of the cacti, creating a bright lens flare effect. The background shows a range of low mountains under the colorful sky.

FY20 RURAL MARKETING CO-OP BUDGET

FY20 Budget

Partners' Contributions:	\$767,329.95
AOT Match and Anchor Ads:	\$907,945.85
Total Campaign Spend:	\$1,675,275.80

Partners

35 partners (27 rural communities, 3 tribes, 5 regional partnerships)

FY21 Proposed Budget - \$1,000,000.00

FY20 LEARNINGS

- Partner minimums were implemented to ensure there was enough support across a publisher during any given month
- Implemented Adara and Arrivalist pixels into the Rural Campaign for tracking
- Print opportunities focused on true co-op spreadvertorials where the participating partners could tell a cohesive and engaging story along with AOT vs. one-off ads where partners may have disjointed messaging
- Out-of-home placements ran in key markets
- Community programs such as LocalFirst were added to offerings

FY21 UPDATES

- Due to the COVID-19 pandemic, we have included more local and drive/short fly market opportunities
- All digital media will continue to be tracked by implementing Arrivalist pixels where possible
- Continuation of online selection process for FY21
- Depending on participation, AOT reserves the right to lower the maximum spend per partner to ensure that there are enough funds remaining in the rural marketing budget for AOT anchor efforts
- In accordance with the program guidelines, AOT requires that our brand mark accompany the partner's logo on all partner placements* and on all partner website homepage *Exceptions apply
- Additions to this year's plan include strategy and branding packages, Spanish-language opportunities, community support opportunities and additional AOT anchor-supported programs.

FY21 PROGRAM OVERVIEW

Strategic Goals

- Increase visitation
- Return visitation
- Increase visitor spending

Objectives

- Drive overnight visitation
- Deliver a cohesive message to visitors to create a larger statewide impact
- Secure partnerships and opportunities

The Rural Marketing Co-op opportunities are offered to support and align with your overall marketing strategy

FY21 PROGRAM OVERVIEW

Partner Campaign Timing

- September 2020 – August 2021

AOT Anchor Campaign Timing

- Primary: October 2020 – April 2021
- Secondary: May – August 2021

Target Audiences

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

Target Markets

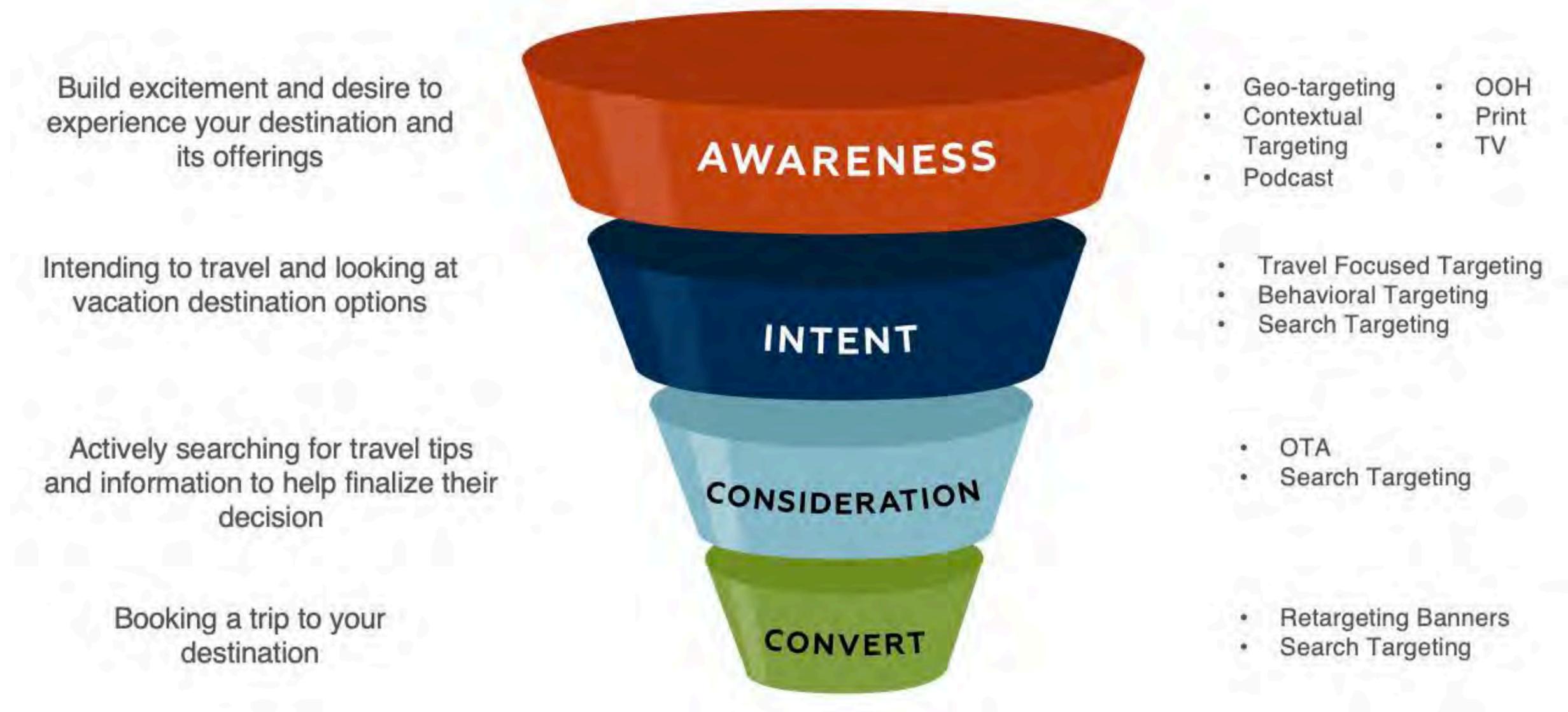
- Arizona
- Regional

FY21 PROGRAM EFFECTIVENESS

- All digital media will have an Arrivalist tracking pixel
- AOT will work with each publisher to place the tracking pixel
- Research to provide digital performance reports to each participant
- Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved, no changes or cancelations are allowed

HOLISTIC MEDIA PLAN

The Rural Marketing Co-op opportunities are offered to support and align with your overall marketing strategy



LET'S GET STARTED

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

DIGITAL MEDIA OFFERINGS

A wide-angle, nighttime photograph of a city and its surrounding mountains. The city is illuminated with warm yellow and orange lights, creating a dense glow across the valley. In the foreground, dark, silhouetted trees and rocky terrain are visible. The background features rugged mountains under a dark blue sky filled with stars and wispy clouds. The overall mood is serene and majestic.

DIGITAL OPTIONS - LOCAL & DRIVE MARKET

Overview: Email and digital banner options with local and drive market publishers

Rationale: Partners have the opportunity to place display banner ads and send emails based on audience targeting and geography to hone-in on specific target locations and reduce impression waste.

Digital is a very good option right now in-light of Covid-19 as digital is easy to pause, shift and switch messaging quickly.

Available Partners:

- AAA (multi-market)
- AZ Big Media
- AZ Highways
- LA Magazine
- Texas Monthly
- USA Today Network/AZ Republic digital

*As a reminder, details about each publisher/placement can be found on the online selection form.

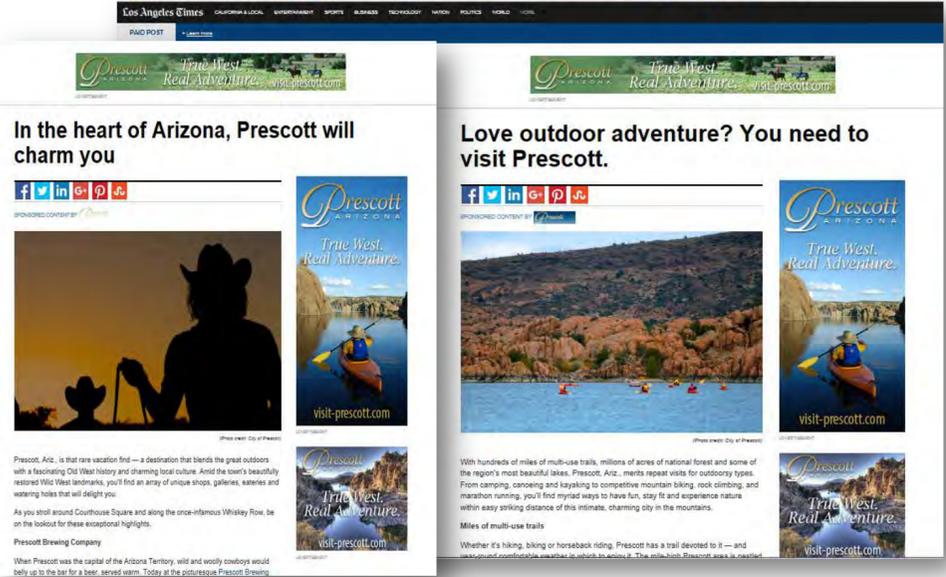
CUSTOM CONTENT

Overview: Build rich stories and content focused on your destination to inspire and engage potential travelers.

Rationale: Partners have the opportunity to create custom content stories, blogs or trip guides in conjunction with the publishers below to build awareness of their destination and its unique offerings. The publishers also distribute the custom content to their core audiences.

Available Partners:

- Matador
- Texas Monthly
- Visit USA Parks



*As a reminder, details about each publisher/placement can be found on the online selection form.

AIRLINES - DIGITAL ADS

Overview: Stay top of mind and inspire travel audiences with enewsletter and banner opportunities.

Rationale: Get in front of an audience of known travelers with digital opportunities so you are top of mind when the time is right.**

Available Partners:

- American Airline's new inspiration website
- West Jet digital enewsletters

*As a reminder, details about each publisher/placement can be found on the online selection form.

**Timing is key on these offerings as the COVID-19 situations changes frequently

AUDIENCE TARGETED DISPLAY ADS

Overview: Audience targeting with cross device display banners

Rationale: Partners have the opportunity to purchase display banners targeted to a specific audience exhibiting behaviors that indicate they are likely to travel to Arizona or are interested in specific activities Arizona can offer.

Available Partners:

- Adara
- Huddled Masses
- Madden Media
- Miles Media
- Quantcast
- Sojern
- Viant

*As a reminder, details about each publisher/placement can be found on the online selection form.

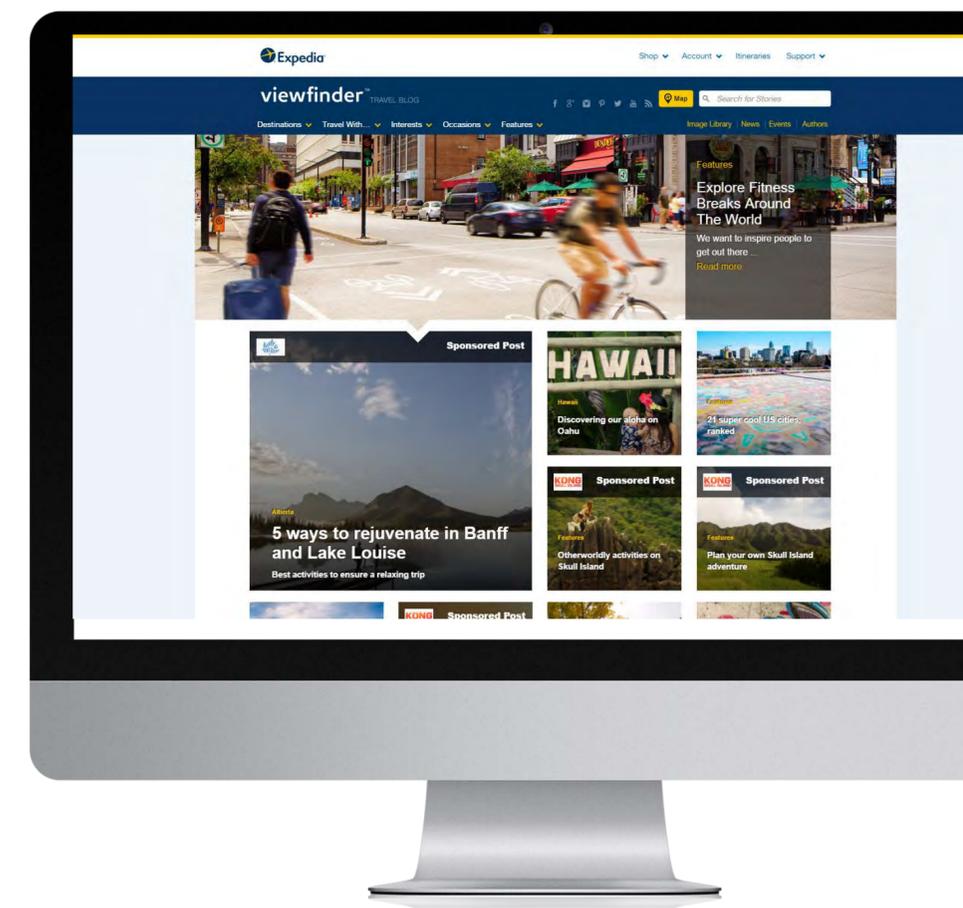
OTA DISPLAY

Overview: Custom digital media plan geo-targeting users based on their desired locations

Rationale: Target people who are in-market for travel to Arizona, or who are exhibiting signs of intent to travel to or within Arizona

Available Partners:

- Expedia



*As a reminder, details about each publisher/placement can be found on the online selection form.

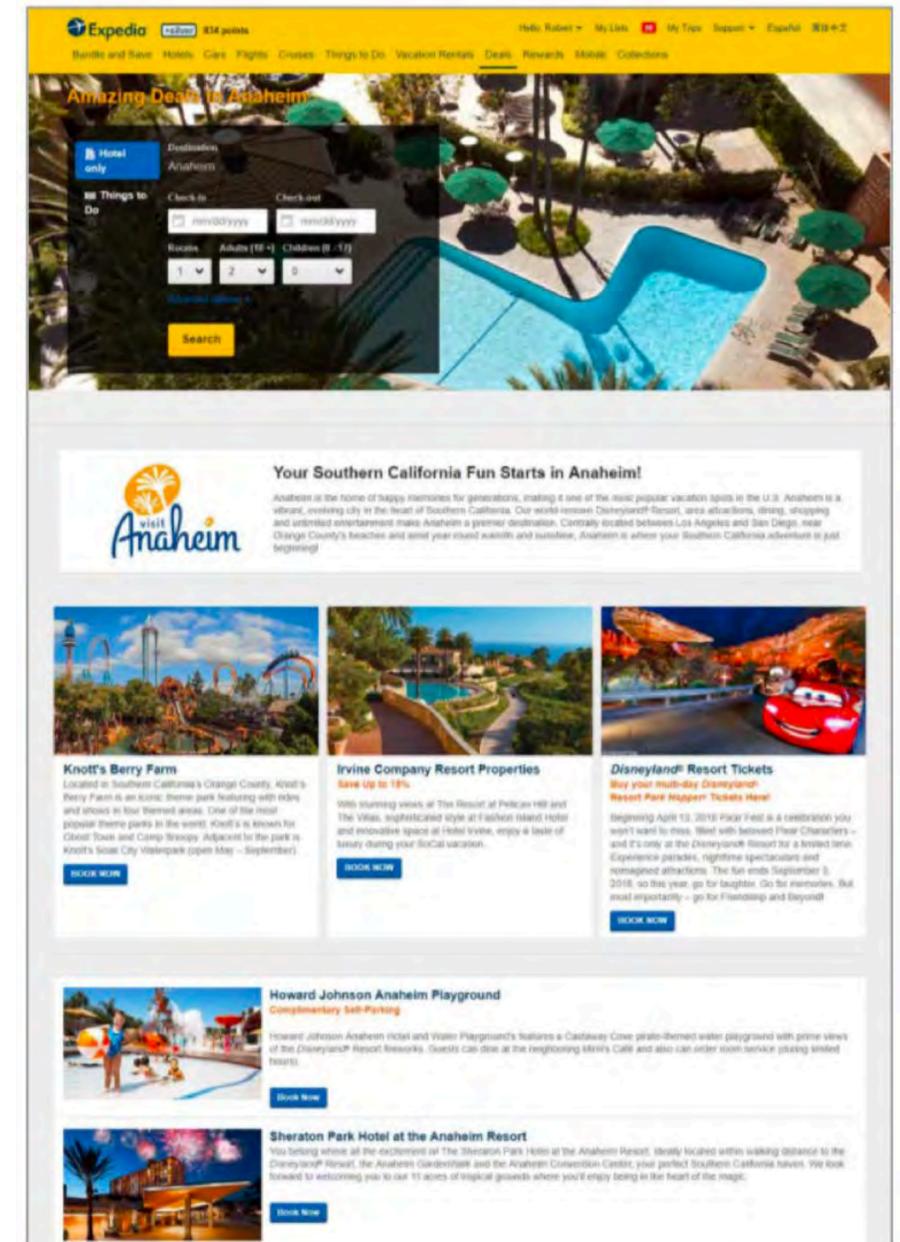
OTA CO-OP

Overview: AOT and Expedia are partnering together to offer partners a discounted marketing opportunity that will maximize marketing spend, reach and impact with a high-impact, full-funnel marketing co-op that is customized to Arizona's specific recovery needs.

- Expedia matches all investments 1:1
- Targets AZ travel intenders, in-state consumers, drive markets
- Dedicated landing page, display advertising, social media and email marketing included
- Tier levels available
- Helps promote your local hotels, businesses and attractions

Available Partners:

- Expedia Co-op



*As a reminder, details about each publisher/placement can be found on the online selection form.

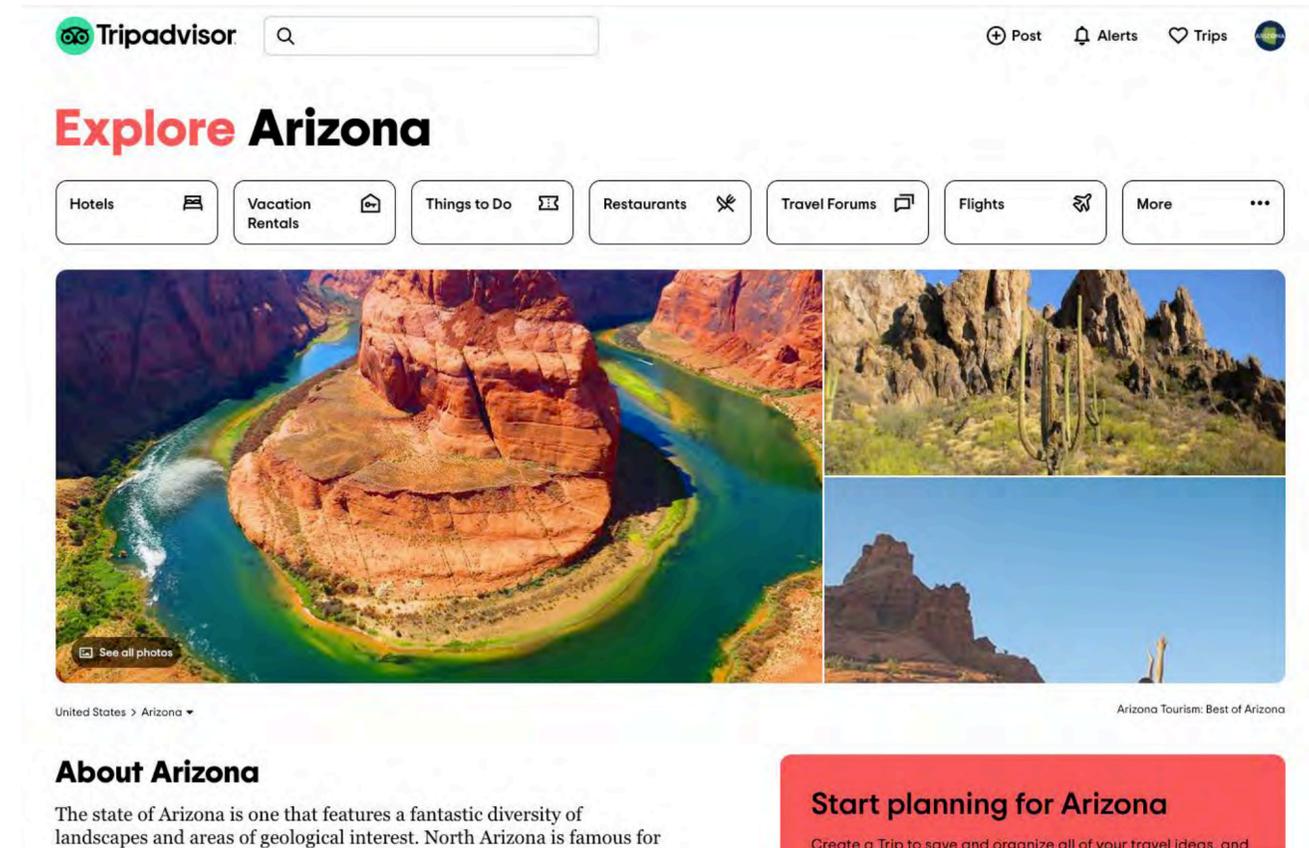
TRAVEL ENDEMIC AUDIENCE FOCUS

Overview: Contextually targeted display banners

Rationale: Intercept and inspire an engaged travel audience while they are consuming travel-related content.

Available Partners:

- TripAdvisor



*As a reminder, details about each publisher/placement can be found on the online selection form.

CONNECTED TV

Overview: Connected TV is internet connected television where the typical delivery of content is through a device like Roku. Video ads appear in the content (show) stream, very much like traditional television viewing, once a “show” is selected and played. Connected TV allows us to target an actual audience, not a program or channel.

Rationale: Inspire potential travelers while they are watching TV via connected devices. Connected TV is typically more efficient than terrestrial TV

Available Partners:

- Madden Media
- Viant



*As a reminder, details about each publisher/placement can be found on the online selection form.

STREAMING AUDIO

Overview: Streaming radio :15 or :30 audio spots

Rationale: Message your audience while they are listening to an audio streaming service like Spotify, Pandora, iHeart, etc.

Available Partners:

- Viant



*As a reminder, details about each publisher/placement can be found on the online selection form.

SPANISH LANGUAGE DIGITAL OFFERINGS

Overview: Digital banners, social and enewsletter offerings

Rationale: Reach Spanish-language preferred audiences and inspire travel to your destination.

Available Partners:

- Univision
- Telemundo



*As a reminder, details about each publisher/placement can be found on the online selection form.

CROWDRIFF

Overview: Customized content platform to acquire images and content. Available exclusively to Arizona Rural partners who have not previously used CrowdRiff. September 1, 2020 start date for annual license.

Rationale:

CrowdRiff will allow you to:

- Leverage UGC (User-Generated Content) today for your marketing: website, ads, social media & print
- Automatically tag and search across all of your visual assets, owned & earned
- Connect directly to the state of Arizona
- Increase website performance: 4X increase time on site, 30% decrease in bounce rate



PRINT OFFERINGS

TRAVEL PRINT

Overview: Shared and individual print opportunities available

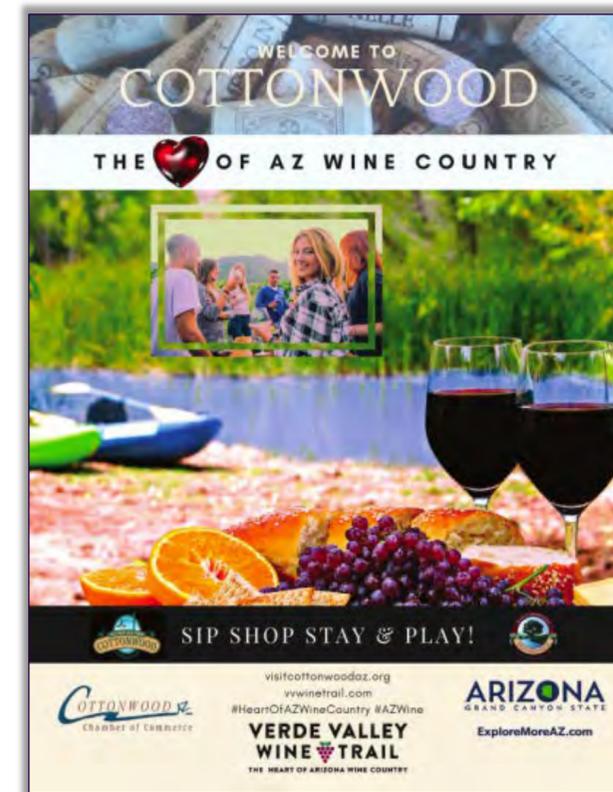
Rationale: Capture the attention of travelers who are consuming information through these travel-focused print publications

Shared Opportunities: Shared spreadvertorials allow partners to be part of larger section in the provided publications that highlight the state through ads and advertorial copy, ultimately creating one cohesive message for readers.

Available Partners:

- AAA (multi-market)
- AZ State RV Travel Guide
- Arizona Drive Guide
- AZ Highways
- AZ Republic
- AZ Official State Travel Guide
- ROVA Magazine

*As a reminder, details about each publisher/placement can be found on the online selection form.



IN-STATE PRINT

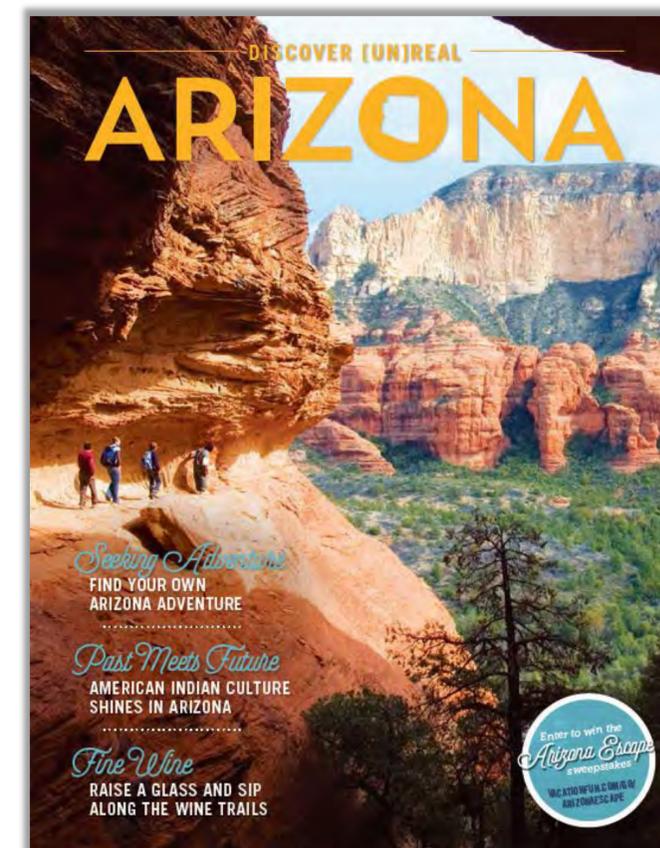
Overview: Shared and individual print opportunities available

Rationale: Reach Arizona residents and get them to explore more destinations in their own state and support local businesses.

Available Partners:

- AZ Big Media
- Experience AZ
- Tucson Lifestyle
- Valley Guide
- Visit Tucson
- Grand Canyon Journal
- Phoenix Magazine
- Pride Guide

*As a reminder, details about each publisher/placement can be found on the online selection form.



DRIVE MARKET/TARGET CITY PRINT

Overview: Shared and individual print opportunities available

Rationale: Reach potential travelers in drive markets/target cities as research is showing travelers may be more likely to travel by car vs. airline in the near future.

Available Partners:

- Denver Life
- LA Magazine
- SoCal Life Magazine
- San Diego Magazine
- Texas Monthly
- Madden Custom Regional Magazine Inserts (California, Colorado and Texas)
- Arizona Republic



*As a reminder, details about each publisher/placement can be found on the online selection form.

IN-FLIGHT PRINT

Overview: Shared and Individual print opportunities available

Rationale: In-flight magazine print to capture travelers in late fall/winter.

Available Partners:

- American Way
- West Jet - Canada



*As a reminder, details about each publisher/placement can be found on the online selection form.

INTERNATIONAL PRINT - MEXICO

Overview: Individual print opportunities available

Rationale: Reach travelers in Northern Mexico who may be more likely to travel to AZ destinations.

Available Partners:

- El Imparcial/Todo Sobre

*As a reminder, details about each publisher/placement can be found on the online selection form.



OUT OF HOME OFFERINGS

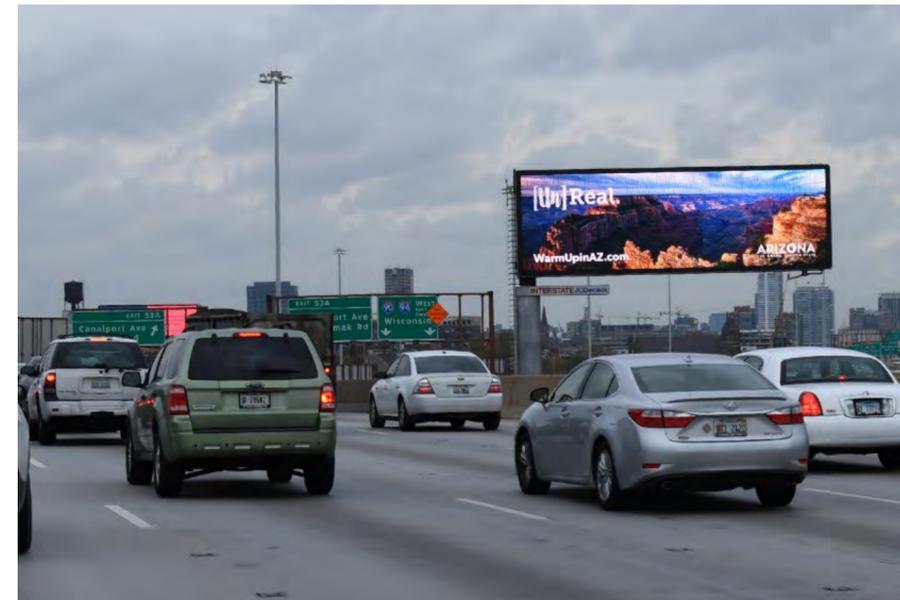
MARKET-SPECIFIC OUTDOOR

Overview: Shared rotator space on digital out of home. Partners have the opportunity to place out-of-home digital display ads with vendors in specific markets. Each month, 3 partners minimum will share a bank of impressions with creative for each partner rotating evenly.

Rationale: Digital out-of-home placements allow partners to advertise both in and out of market to capture the attention of locals, visitors, and potential visitors.

Available Partners:

- Lamar



*As a reminder, details about each publisher/placement can be found on the online selection form.

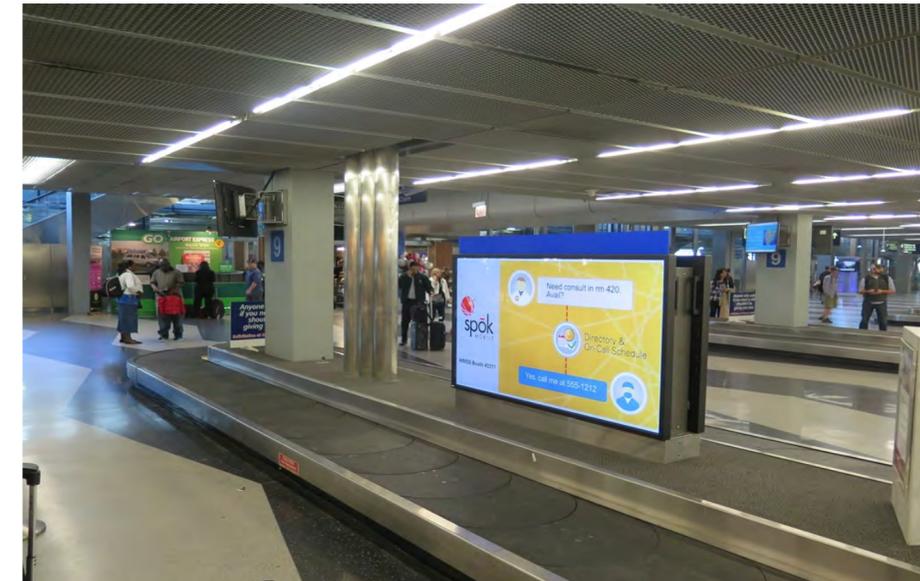
AIRPORT ADVERTISING

Overview: Shared rotator space on airport digital out of home

Rationale: Capture travelers while in the airport and inspire them to consider you for their next trip when the time is right.**

Available Partners:

- Lamar Alliance
- Clear Channel Airports



*As a reminder, details about each publisher/placement can be found on the online selection form.

**Timing is key on these offerings as the COVID-19 situations changes frequently

A person wearing a red shirt and blue shorts stands on a rocky cliff edge, looking out over a vast canyon landscape. The canyon features layered red rock formations and green vegetation. The sky is overcast with soft light. The text "TRADE & MEDIA OFFERINGS" is overlaid in white, bold, sans-serif font across the middle of the image.

TRADE & MEDIA OFFERINGS

BRAND USA TRAVEL WEEK

Date: September 21-23, 2020

Location: Virtual

Audience: UK Tour operators / there is no media component to Travel Week

Cost: TBD/Brand USA has not released revised pricing for the virtual event. AOT will cover 50% up to \$1,500 per participant

Program Summary: Join us for the 2nd Annual Brand USA Travel Week event, September 2020 VIRTUALLY. Brand USA Travel Week is an immersive celebration of the United States showcasing the diverse range of travel experiences available in the U.S. The event will consist of three major components: The Brand USA Travel Expo B2B event, Enrichment Series with educational sessions and the Brand USA Consumer Event.

U.S. TRAVEL ASSOCIATION'S IPW SHOW

Date: May 10-14, 2021

Location: Las Vegas, NV

Audience: International tourism buyers and media

Cost: \$5,000 for one delegate (\$2,500 for partner, \$2,500 for AOT), does not include travel and shipping costs*.

AOT Booth: AOT will purchase multiple booths in 2021 and offer smaller DMOs to opportunity to co-op in and share appointments with AOT. The registration cost covers the badge and shared space and is limited to one delegate per DMO. This is limited to 5 DMOs total in the AOT Booth.

Single Booth: If you wish to purchase your own booth at IPW, you can apply these rural co-op funds to your purchase, but you will have to self-register with U.S. Travel Association and pay for your booth. Upon proof of registration and payment, you can invoice AOT for up to \$2,500 and we will reimburse you. This reimbursement will apply to floor space & decor only. No travel or shipping/drayage costs.

Program Summary: IPW, organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.

***Please Note:** Participants that signed up for the cancelled FY20 IPW Show will have first right-of-refusal this year

GO WEST SUMMIT

Date: August 31-September 4, 2020 **and** March 2021 (TBD on Virtual)

Location: Virtual

AOT Division: Trade

Cost: Varies. Please register /pay at <https://www.gowestsummit.com/> and submit an invoice to AOT Accounts Payable at AccountsPayable@tourism.az.gov for up to \$900.00 (50% match

Program Summary: AOT Trade division will attend. Partners can register individually, please visit <https://www.gowestsummit.com/> for more information. AOT is a state sponsor again this year and will host a state caucus at the beginning of the summit.

AOT Contact: Jessica Mitchell at jmitchell@tourism.az.gov or 602-364-4157 or Joanna Tejeda at jtejeda@tourism.az.gov

TRIBAL TOURISM

A wide-angle landscape photograph showing a large, calm blue lake in the foreground. The water reflects the sky and the surrounding greenery. In the middle ground, there is a lush green forested hill. The sky is bright blue with scattered white clouds. The text 'TRIBAL TOURISM' is overlaid in white on the left side of the image.

22ND ANNUAL AMERICAN INDIAN TOURISM CONFERENCE

Date: September 14-18, 2020

Location: Virtual

AOT Division: Tribal Tourism

Cost: Varies depending on level of participation: \$200.00 - \$500.00/half-net rate: \$100-\$250.

Program Summary: This national conference focuses on tourism in Indian Country and shares knowledge, experience and best practices from tourism programs around the United States.

AOT Contact: Dawn Melvin at dmelvin@tourism.az.gov or 602-364-370

A scenic view of a waterfall cascading into a turquoise pool, surrounded by lush green trees and rugged, reddish-brown rock formations. The waterfall is on the right side, flowing down a steep, layered rock face. The pool below is a vibrant turquoise color, with some white foam at the base of the waterfall. The surrounding area is filled with green trees and shrubs, and the rock walls are a deep reddish-brown color. The overall scene is a beautiful natural landscape.

RESEARCH OFFERING

UBER MEDIA MOBILE LOCATION DATA RESEARCH

Overview: AOT is offering mobile location data provided by Uber Media with the intention of improving demographic and visitor behavior intelligence.

- Data will be provided in dashboard format and include visitor segments, top origin markets, top points of interest, demographics by visitor segment, audience affinity profiles, and heatmap of in-market movements.
- Data will be provided in a six-month time period (customized by community) with the option of monthly or quarterly data updates.
- Data looks at visitors who live at least 50 miles from the destination.
- Price will be based on population of destination and frequency of updates.

*Intercept studies will be offered in the FY22 program.

ADDITIONAL OFFERINGS

A composite image featuring a desert landscape at the bottom and a starry night sky with the Milky Way galaxy at the top. The desert scene shows a dirt road leading towards several prominent rock formations, including a large mesa on the right and a cluster of spires on the left. The sky is a deep blue, filled with numerous stars and the glowing, multi-colored bands of the Milky Way galaxy.

CORAGGIO

Overview: The Destination Recovery Cohort program is an intensive, facilitated process that delivers a detailed and comprehensive recovery plan for a destination, including specific ways to track recovery stages, consider new options, and form actionable strategies.

Participating destinations will work together with a cohort of other destinations to foster collaborative learning via a series of facilitated online workshops. Each destination will also be assigned a consultant coach who will work with them between workshops to ensure they stay on track through the planning process.

Six sessions:

Orientation: 1 hour

Workshop 1: 2 hours

Workshops 2-4: 3 hours each

60-day follow-up: 2 hours

Total of 14 hours of facilitated sessions, plus 1:1 coaching time in between sessions.

Cost: All 6 sessions are free to participants which is a \$25,000 Value

HOWND

Local business foot traffic and cash generation platform

Overview: Hownd is an effortless, zero-risk foot traffic & cash generating platform for merchants in the Entertainment & Tourism, F&B and Health & Beauty spaces.

Hownd is a risk-free way to promote your offers and drive foot traffic to businesses in your community.

Hownd makes it easy for people to buy **support vouchers and get promotions now**, either through your own website, social media, email or through their MyHownd mobile app.

All the proceeds from any support voucher or “Buy Now” promotion purchased, go directly to the business within 24 hours.

Once onboarded, it takes about 5 minutes a week to monitor your Hownd account. Hownd does all the work to distribute promotions and importantly helps you **automatically collect more consumer contact data - existing and new.**

For questions or more information, please contact Eric Keosky-Smith, Chief Growth Officer, eric@hownd.com, cell: 480.221.1698

LOCAL FIRST COMMUNITY BRAND DEVELOPMENT

Marketing Strategies:

Local First will provide assistance with various phases of community brand development, marketing and planning.

Placements

- Tier 1 - Development of brand including community focus group(s), competitive/historical evaluation, logo design and tagline development.
- Tier 2 - Service provided to communities with an established brand (either prior to or utilizing our branding package) that provides 50 hours of graphic design services to help build out advertising assets that MAY include print ad design, digital ad design, billboard design, brochure design, or content development.
- Tier 3 - Develop online community profile that captures lifestyle, history and culture, develop image database, and advertise digitally for 3 months.

AMERICAN TOURS INTERNATIONAL



AMERICANTOURS INTERNATIONAL, LLC

Marketing Strategies:

- ATI is committed to the USA Tourism Rebound and is happy to partner with Arizona on a joint campaign with ATI via the TravelMole platform.
- This campaign targets domestic US and Canada travel agents/advisors.
- Get in front of travel agents and tour operators who want to sell your itinerary.
- ATI offers clients the freedom to create their own Fly Drive itineraries that are unique to them.
- With thousands of hotels and attractions in cities all across North America, clients can be 100% flexible and creative in promoting and selling USA Drive America.
- Includes bookable itinerary, press release and joint webinar with travel agents & tour operators

FLEXIBLE DRIVE AMERICA 2021/22

CREATE YOUR OWN ADVENTURE!
With thousands of hotels in cities all across North America, there is no limit to the creative itineraries that can be built for your clients. Book a Flexible Fly Drive with a minimum of seven consecutive hotel nights and ATI will create a customized online welcome kit and app with driving instructions, mileage, nights to see and suggestions where to stop.

OUR FLEXIBLE DRIVE AMERICA TOURS WILL BE INVOICED AT THE PUBLISHED 2021/22 FIT RATES PLUS THE FEE BELOW

United States | Flexible Drive E-Docs
\$49 USD (FLEXED)

Canada | Flexible Drive E-Docs
\$49 CAD (FLEXED)

Book by adding the relevant booking code along with your FIT reservation online via our "FIT" direct function or email at flydrive@americantours.com

The whole itinerary with a minimum of seven consecutive nights booked through ATI is required for each Flexible Drive America Tour. Vouchers will only be provided for rooms booked via ATI.

JOIN SMITH-BEST OF THE WEST

www.americantours.com

The graphic features a scenic background of a wooden boardwalk leading through a lush green field towards a large, rocky mountain peak under a clear blue sky. In the foreground, a smartphone is shown displaying a travel itinerary. The ATI logo is visible in the top left corner of the graphic.

ARIZONA VISITOR CENTER PROGRAM (AVIC)

Overview: Visitor centers play a vital role in how we promote Arizona as a travel destination. These centers often serve as a traveler's first stop, giving communities the opportunity to provide a positive first impression of Arizona. Your center is essential to how we promote local, regional and statewide attractions, destinations, dining options and hospitality amenities.

Visitor centers that complete the application process and achieve official Arizona Visitor Information Center accreditation will be listed in the following AOT consumer-marketing resources:

- Listing on VisitArizona.com (2.8 million visits annually)
- Listing on Visit Arizona App (installed on nearly 13,000 mobile devices)
- Arizona Official State Travel Guide/map (distribution exceeding 400,000)

Additionally, you will be supplied with:

- AVIC marketing materials and resources to ensure your ability to continue to provide great visitor information.

For questions or more information, please contact Alix Ridgway, Director of Government and Community Affairs, aridgway@tourism.az.gov.

TRANSLATION SERVICES

Overview: Participants can buy translations services for:

- German
- Chinese
- French
- Spanish
- Japanese

Translated materials can include brochures, website content, ads, restaurant menus and visitor signage.

Custom quotes will be provided to fit your needs.

NEXT STEPS



ONLINE SELECTION FORM

Home **Vendors**

Welcome to the FY21 Rural Marketing Selection Form!

The goals and objectives of this campaign are to drive overnight visitation and increase visitor spending to our rural communities and regions of Arizona.

Rural Marketing participants receive a 50% match from the Arizona Office of Tourism on media selections. Partners will pay half-net rate and work directly with the publishers.

Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met.

Final submissions are due by Monday, August 24, 2020 by 5pm PST.

If you have any questions, please reach out to mediainquiry@offmadisonave.com.

Step 1: User Information

John First Name	Doe Last Name
john.doe@example.com Email	555-555-5555 Phone
Organization	Head Honcho Title
Estimated Spend	CONTINUE TO STEP TWO

Spend Overview

- Digital Media
- Print Media
- Out of Home
- Additional Offerings

SELECTION FORM TIPS & TRICKS

- Your selections will save until you close your browser so keep track of your selections!
- Your running total will tally on the right side of the form as you make your selections
- If you want to skip a section, use the grey arrows on the left
- A back button is at the bottom of each page
- Print timing is grouped by participation level
- Some programs are multi-month programs and we ask you to select the first month only
- Please be sure to read the details for your selections as there are specific notes on timing, cost and participation minimums

MEDIA OFFICE HOURS

Custom Office Hours - Schedule yours at mediainquiry@offmadisonave.com

Why Media Office Hours?

- Help strategically align rural selections with current marketing strategy and goals
- Allows partners to reach out to the OMA media team to ask any questions or get any advice on their selections
- Prevent partners from being overwhelmed while going through their selections
- Create a more streamlined process during the Rural Campaign selection process

FINAL REMINDERS

- All program forms are available at <https://tourism.az.gov/rural-marketing-co-op-program/>
- Applications, affidavit and selections are due August 24, 2020 by 5 p.m. PST
- Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved, no changes or cancellations are allowed

CONTACT DETAILS

- Deputy Director- Becky Blaine, bblaine@tourism.az.gov
- Director of Advertising - Jamie Daer, jdaer@tourism.az.gov
- Sr. Research Manager- Kari Roberg, kroberg@tourism.az.gov
- Online Selection Form Questions: Keri Bieber, keri.bieber@offmadisonave.com
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Q&A

