



FY12  
Media Plan



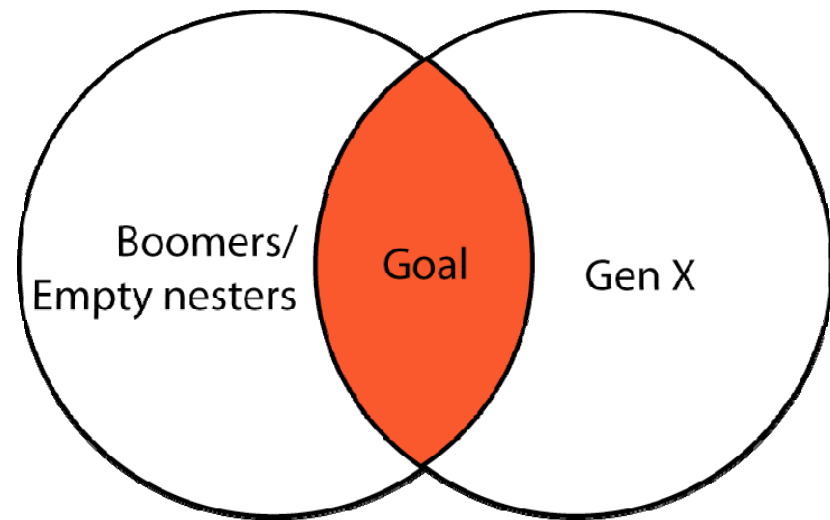
# Key Target Markets - Demographics

## Primary Target:

- Affluent Boomers/Empty Nesters
  - Age: mid 40's to mid 60's
  - HHI: \$75,000 +, emphasis \$125,000 +
  - Older Children or No Children

## Secondary Target:

- Gen X
  - Age: early 30's to mid 40's
  - HHI: \$75,000 +
  - No Children
  - Subset: Gen X Families with younger children



# Key Target Markets - Psychographics

## **Lifestyle Characteristics:**

- Immersion / Entertainment Tourist
- Outdoor Tourist
- Relaxation Tourist

# FY12 Target Cities Selection

## Primary

- Chicago

- Los Angeles

## Secondary

- New York City

- Denver

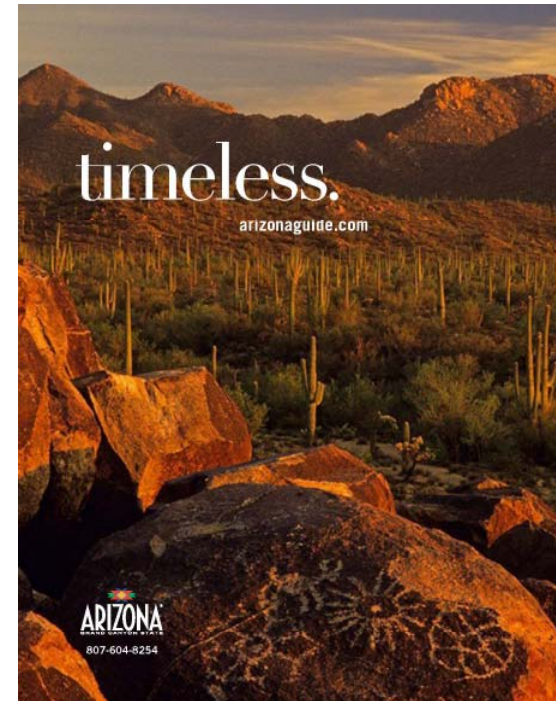
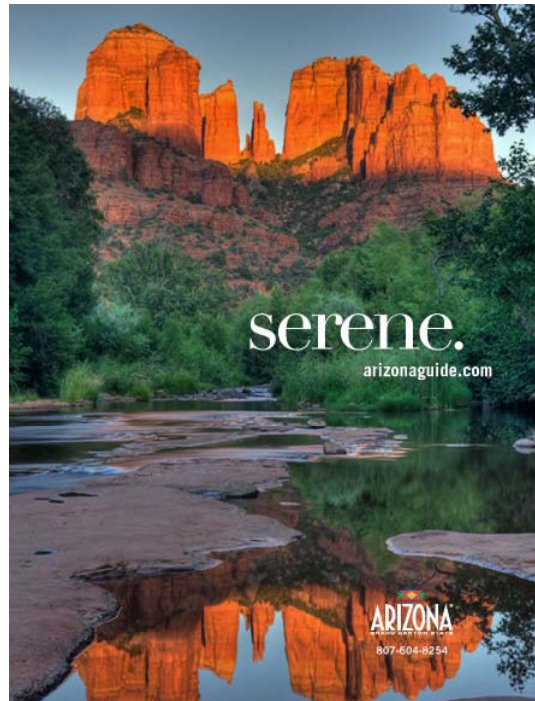
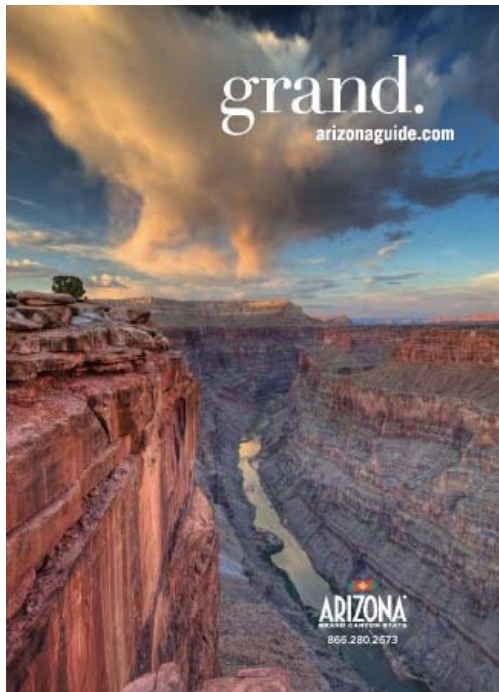
- Minneapolis

- San Diego

- Seattle

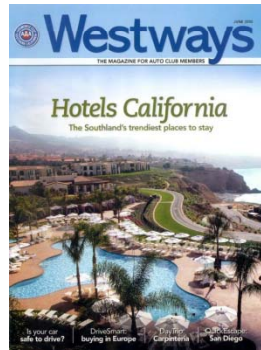
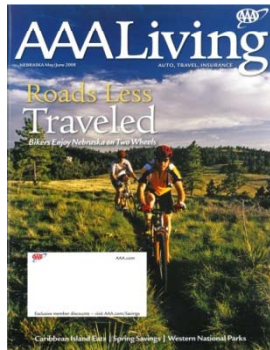
- San Francisco

# Campaign: In One Word - Arizona



# FY 12 Media Plan

## FY12 Advertising Mix - Magazine



# FY 12 Media Plan

## FY12 Advertising Mix – Newsprint, Broadcast, Outdoor

Chicago Tribune

CHICAGO SUN-TIMES 

Los Angeles Times

madden  
media  
connecting people to places

NCC

ESPN  
RADIO

CBS  
OUTDOOR



ESPN

CNN

 NATIONAL  
GEOGRAPHIC  
CHANNEL

  
ARIZONA  
OFFICE OF TOURISM

# FY 12 Media Plan

## FY12 Advertising Mix - Online

BudgetTravel

 tripadvisor®

  
Expedia.com®

Chicago Tribune

Los Angeles Times

  
www.frommers.com



  
SOUTHWEST  
AIRLINES

POSTMEDIA/

  
MEDIA NETWORKS, INC.

conciierge.com /

TRAVEL  
+LEISURE



  
SOJERN™  
Now you're going places

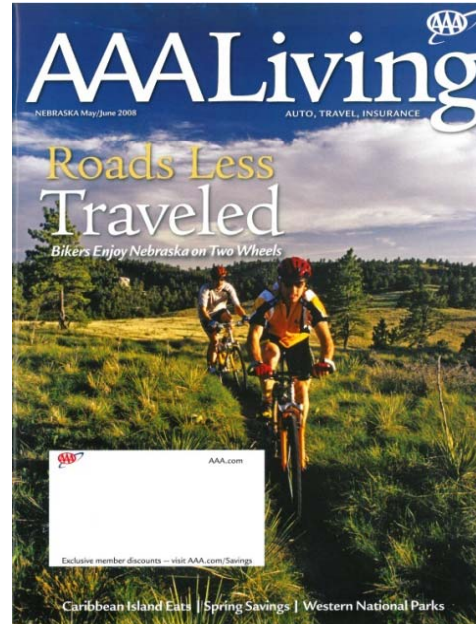
  
Tribal FUSION®

  
ARIZONA®  
OFFICE OF TOURISM

# FY 12 Media Plan

## AAA Living

- Jan/Feb 2012
- Full Page Ad
- Full Page Advertorial
- Geotargeted to IL



•Total Impressions: 525,487

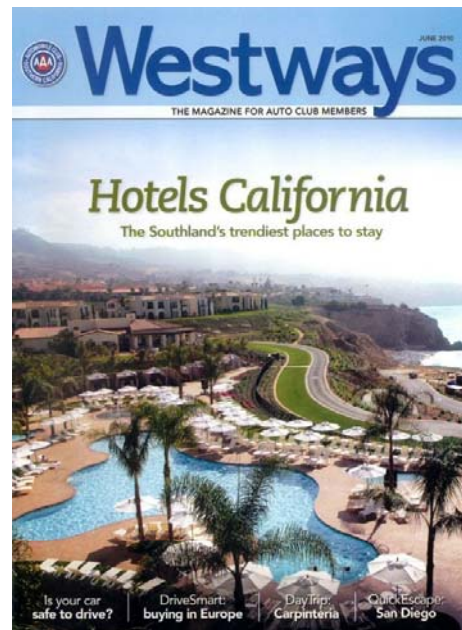


  
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# FY 12 Media Plan

## AAA Westways

- Jan/Feb 2012
- Full Page Ad
- Geotargeted So Cal



- Total Impressions: 3.8 million

# FY 12 Media Plan

## **AFAR Magazine**

- Sep/Oct 2011, Jan/Feb 2012
- Full Page Ad
- National Circulation

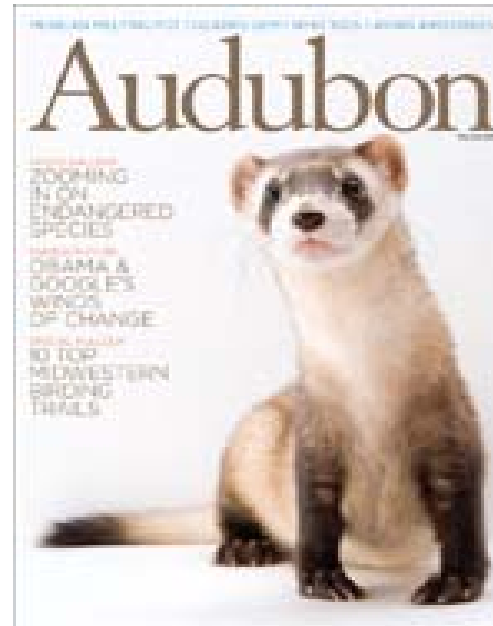


•Total Impressions: 375,000

# FY 12 Media Plan

## Audubon Magazine

- Nov/Dec 2011
- Full Page Ad
- Full Page Editorial
- National Circulation



•Total Impressions: 420,000



# FY 12 Media Plan

## Budget Travel Magazine

- Oct 2011, Dec/Jan, March 2012
- Full Page Ad, Front and Back
- Custom Illustrated Gatefold Map
- Geotargeted to CA and IL



- Total Impressions: 369,000

# FY 12 Media Plan

## **BudgetTravel.com**

- October – March
- Banner Advertising
  - Geo-Targeted
  - Contextual ROS

The logo for BudgetTravel, featuring the words "BudgetTravel" in a bold, blue, sans-serif font. The "B" and "T" are significantly larger than the other letters, and the "u" and "l" are also larger than the "e" and "t". The logo is set against a white background with a subtle drop shadow.

- Total Impressions: 1 million

# FY 12 Media Plan



## Chicago Tribune

- Oct 2011- March 2012
- ½ Page Ads, Front Page Strip
- Sunday Travel Section

- Total Impressions: 10 million

# FY 12 Media Plan

## Chicago Sun-Times

- Oct 2011- March 2012
- ½ Page Ads, Weather Page Strip
- Sunday Travel Section



- Total Impressions: 6.5 million

# FY 12 Media Plan

## Conde Nast Traveler

- Oct 2011, Jan, Feb 2012
- Full Page Ad, Front and Back
- Geotargeted to So Cal, IL, NV  
*(Jan/Feb includes No Cal, NY)*



- Total Impressions: 1.1 million

# FY 12 Media Plan

## **Concierge.com**

- October – March
- Home Page Takeover
- Mobile Ads
- Banner Advertising
  - Geo-Targeted ROS
  - Destination guide – US Southwest

• Total Impressions: 800k

The logo for Concierge.com, featuring the text "concierge.com" in a white, lowercase, sans-serif font, followed by a forward slash, all set against a dark grey rectangular background.

# FY 12 Media Plan

## Expedia

- October - March
  - Vacation package page
    - 20% SOV in primary markets
  - Weekly newsletter (4)
    - Primary markets
  - Deals & offers
  - Retargeting ROS
- Total Impressions: 1.3 million



**Expedia.com®**

# FY 12 Media Plan

## **Fodors.com**

- November - February
- Geo-targeted high impact push down unit and floating page overlay
- Dedicated Email blast to opted in database
- Destinations & Trip Ideas



- Total Impressions: 1.1 million

# FY 12 Media Plan

## **Frommers.com**

- October - April
- Banner Advertising
  - Geo-targeted to primary and secondary markets
  - Destination Arizona – targeted to destination searches for AZ
- Total Impressions: 1.5 million



# FY 12 Media Plan



## Los Angeles Times

- Oct 2011- March 2012
- ½ Page Ads, ½ Page Advertorial
- Sunday Travel, Sports Section
- Los Angeles Magazine

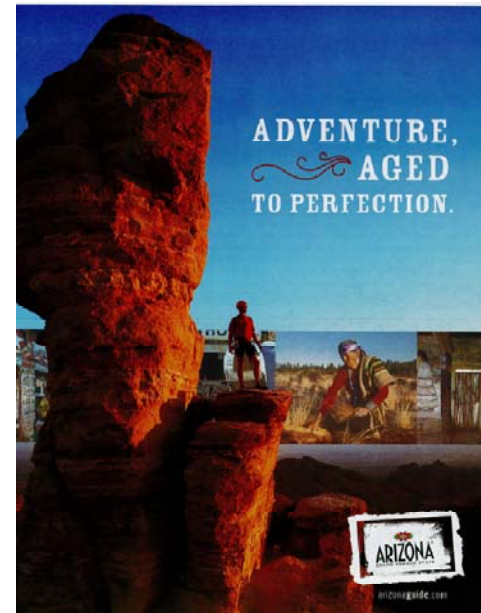
•Total Impressions: 7 million



# FY 12 Media Plan

## Madden Media Inserts

- Jan 2012
- AZ Section inserted Chicago Tribune, Chicago Sun Times, Los Angeles Times
- Direct Mailed to Households



- Total Impressions: TBD



# FY 12 Media Plan

## MNI

- October – February
- MNI CPM Network
  - Affluent Boomers, Empty Nesters, Gen-X
  - In-Market Travel, News/Weather
- Spongecell banner interactivity to drive traffic



- Total impressions: 12 million



# FY 12 Media Plan

## **MNI (continued)**

- October – February
- Time Access:
  - Consists of 35 Time inc magazine websites.
  - Behavioral Target: Travel/Vacation
- MNI Mobile Network:
  - Weather, The Weather Channel, News, iMap (app), iLocate (app)



# FY 12 Media Plan

## National Geographic Traveler

- Oct 2011, Jan 2012
- 12 Page Booklet, Full Page Ad
- Geotargeted to LA and Chicago DMAs



- Total Impressions: 102,000



  
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# FY 12 Media Plan

## Orbitz

- October - March
- Homepage
- Centerspot
- Destination targeting
  - Top 10 competitive set
  - Arizona travel search
- Travel interest guides
- Total Impressions: 3.4 million



# FY 12 Media Plan

## PostMedia

- October - March
- Run of Network
  - Geo-targeted to Canada
- Travel Channel Impressions would run across all travel related pages throughout newspaper sites.

**POSTMEDIA**

- Total Impressions: 2.1 million

# FY 12 Media Plan

## Sojern

- October - February
- Online and printed boarding passes
  - Primary and secondary markets
- Behavioral Targeting
  - Primary and secondary markets

- Total impressions: 3 million



# FY 12 Media Plan

## Southwest Airlines

- October – February
- Boarding Passes
  - 20% SOV national
- Online travel guide main pages and destination pages



# FY 12 Media Plan

## Southwest Spirit Magazine

- Oct, Dec 2011, Feb 2012
- Full Page Ad
- National Circulation



- Total Impressions: 1.8 million



# FY 12 Media Plan

## Sunset Magazine

- Sep, Dec 2011, April 2012
- Full Page Ad
- Geo targeted to LA DMA



- Total Impressions: 3.8 million

# FY 12 Media Plan

## Travel & Leisure

- October - Jan
- Banner Advertising
  - Geo-targeted to primary and secondary markets including Canada & International
  - Destination Arizona – targeted to destination searches for AZ
- Total Impressions: 360k

**TRAVEL  
+ LEISURE**

# FY 12 Media Plan

## Tribal Fusion

- October – March
- Run of network
  - Demographic targeting
  - Behavioral targeting
    - Affluent baby boomers
    - Empty nesters
- Total impressions: 26.5 million



# FY 12 Media Plan

## Trip Advisor

- USA, Canada, Mexico, Germany, France, UK
- Content integration and direct link modules within the Visiting Arizona page
- Brochure link
- Promo and events modules
- 100% SOV of the 2 banner ads on the Visiting Arizona page



- Total Impressions: 2 million

# FY 12 Media Plan

## Spot Cable & VOD

- October – February
- Los Angeles and Chicago Markets
- Partnered with ABC and local cable networks
- Geotargeted to LA and Chicago DMA

• Total Impressions: 20.6 million



# FY 12 Media Plan

:30 On Air Spot



VOD Menu



Arizona VOD



# FY 12 Media Plan

## Outdoor

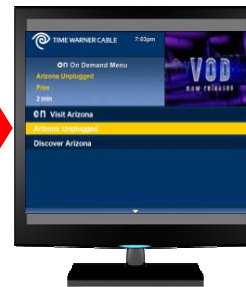
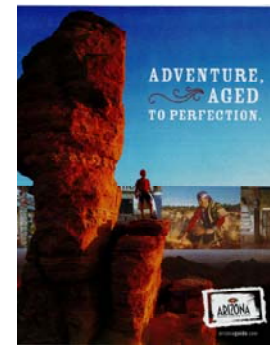
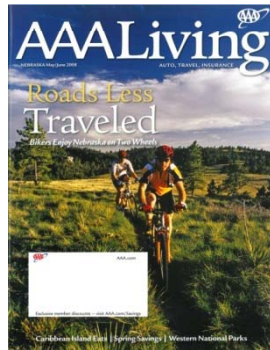
- Jan - Feb 2012
- 15 high profile locations
- Chicago Market



- Total Impressions: 20 million

# FY 12 Media Plan

## FY12 Cooperative Opportunities



# FY 12 Media Plan

## FY12 Cooperative Opportunities



# FY 12 Media Plan

**Thank you!**

**Rebekah Bell**

Advertising Manager

[rbell@azot.gov](mailto:rbell@azot.gov)

602.364.3699

**Robin Garrison**





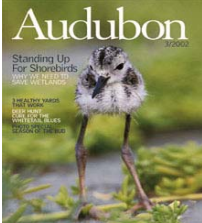
Digital Advertising Manager

[rgarrison@azot.gov](mailto:rgarrison@azot.gov)

602.364.3710



FY 2012 Co-op Opportunities

		Contact
	<p>AAA Living - Illinois Edition:            Arizona Travel Section Co-op in January/February 2012 issue targeting Illinois (Total Circulation - 525,487, 66% delivered to Chicago DMA). Section length determined by co-op partners. Rates include:</p> <ul style="list-style-type: none"> <li>• Full Page - \$10,220</li> <li>• 1/2 Page - \$5,615</li> <li>• 1/3 Page - \$4,085</li> </ul> <p>Reader Service Listings included in advertised months, and yearlong access to EventsandDestinations.com for event uploads and posting brochures to AAA members.</p>	<p>Bonnie Gill            bgill@hamediagroup.com            (402) 384-4720</p>
	<p>Arizona Official State Visitor's Guide &amp; Map:            Produced Annually (February) - 450,000 circulation for the guide, 500,000 for the map OSVG</p> <ul style="list-style-type: none"> <li>• Full Page - \$17,280</li> <li>• 2/3 Page - \$13,174</li> <li>• 1/2 Page - \$9,812</li> <li>• 1/3 Page - \$6,688</li> </ul> <p>Map</p> <ul style="list-style-type: none"> <li>• Full Panel - \$14,113</li> <li>• 1/2 Panel - \$8,000</li> </ul>	<p>Tamah Murphy            tmurphy@maddenmedia.com            (520) 232-2614</p>
	<p>AOT Consumer E-newsletters:</p> <ul style="list-style-type: none"> <li>• AOT's monthly consumer e-newsletters</li> <li>• Distributed to an opted in audience of over 300k</li> <li>• Cost per partner: \$115 - \$2,941 per newsletter</li> </ul>	<p>Tamah Murphy            tmurphy@maddenmedia.com            (520) 232-2614</p>
	<p>arizonaguide.com banner display advertising:</p> <ul style="list-style-type: none"> <li>• Display advertising on interior pages of arizonaguide.com</li> <li>• For rates and more information please contact Madden Media</li> </ul>	<p>Tamah Murphy            tmurphy@maddenmedia.com            (520) 232-2614</p>
	<p>Audubon Magazine:            Arizona Travel Section Co-op in November/December 2011 issue of Audubon Magazine. Designed, written and produced by Audubon for each advertiser. Circulation of 420,000. Section length determined by co-op partners. Rates include:</p> <ul style="list-style-type: none"> <li>• Full Page - \$18,090</li> <li>• 1/2 Page - \$10,950.00</li> <li>• 1/3 Page - \$7,300.00</li> <li>• 1/6 Page - \$4,500.00</li> </ul> <p>Section posted on audubonmagazine.com with text links to AOT and co-op partners.</p>	<p>Frieda Holleran            frieda.holleran@thehollerangroup.com            (925) 943-7878</p>

	<p><b>Madden Media Newsprint Insert Program:</b> Stand alone insert in the Chicago Tribune, Chicago Sun Times and the Los Angeles Times - January 2012. Circulation of 650,000. Section length determined by co-op partners. Insert also direct mailed to 30,000 households.</p> <p><b>Co-Op Negotiated Rate Costs:</b></p> <table border="1"> <thead> <tr> <th>Ad Unit CVB</th> <th>Gross Rate CVB</th> <th>Net Rate</th> <th>NON CVB-Gross Rate</th> <th>NON-CVB Net Rate</th> </tr> </thead> <tbody> <tr> <td>Full Page</td> <td>\$25,735.94</td> <td>\$21,875.55</td> <td>\$32,571.19</td> <td>\$27,685.51</td> </tr> <tr> <td>1/2 Page</td> <td>\$13,511.37</td> <td>\$11,484.66</td> <td>\$17,099.87</td> <td>\$14,534.89</td> </tr> <tr> <td>1/4 Page</td> <td>\$7,077.38</td> <td>\$6,015.78</td> <td>\$8,957.08</td> <td>\$7,613.51</td> </tr> <tr> <td>1/8 Page</td> <td>\$3,699.54</td> <td>\$3,144.61</td> <td>\$4,682.11</td> <td>\$3,979.79</td> </tr> <tr> <td>Brochure Ad</td> <td>\$1,930.20</td> <td>\$1,640.67</td> <td>\$2,442.84</td> <td>\$2,076.41</td> </tr> </tbody> </table>	Ad Unit CVB	Gross Rate CVB	Net Rate	NON CVB-Gross Rate	NON-CVB Net Rate	Full Page	\$25,735.94	\$21,875.55	\$32,571.19	\$27,685.51	1/2 Page	\$13,511.37	\$11,484.66	\$17,099.87	\$14,534.89	1/4 Page	\$7,077.38	\$6,015.78	\$8,957.08	\$7,613.51	1/8 Page	\$3,699.54	\$3,144.61	\$4,682.11	\$3,979.79	Brochure Ad	\$1,930.20	\$1,640.67	\$2,442.84	\$2,076.41	<p>Tamah Murphy tmurphy@maddenmedia.com (520) 232-2614</p>
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	<p><b>MNI:</b></p> <ul style="list-style-type: none"> <li>• Participation in AOT's SpongeCell banners on the MNI network</li> <li>• One tab on the multi-tab SpongeCell placement will be a "destinations" tab with a slideshow of destination placements with a link to partner's website.</li> <li>• Primary and secondary markets</li> <li>• Impressions: 1,121,795</li> <li>• Partner Cost: TBD</li> </ul>	<p><b>LIMITED OPPORTUNITY - CONTACT AOT BY AUGUST 3</b> Robin Garrison rgarrison@azot.gov (602) 364-3710</p>																														
	<p><b>National Geographic Traveler:</b> Arizona mini guidebook inserted in the October issue targeting the LA and Chicago DMAs. Total Circulation - 51,150. Two pages of the mini guidebook will be available for interested Arizona partners. Rates below:</p> <ul style="list-style-type: none"> <li>• Full Page - \$4,250</li> </ul> <p>Overruns will also be supplied.</p>	<p><b>LIMITED OPPORTUNITY - CONTACT AOT BY AUGUST 3</b> Rebekah Bell rbell@azot.gov (602) 364-3699</p>																														
	<p><b>Southwest Spirit Magazine:</b> Arizona Travel Section Co-op in February 2012 to run on all Southwest flights. Total Circulation - 464,592. Section length determined by co-op partners. Rates include:</p> <ul style="list-style-type: none"> <li>• Full Page - \$17,578</li> <li>• 1/2 Page - \$11,000</li> <li>• 1/4 Page - \$6,000</li> </ul> <p>Added value benefits also offered. Contact Southwest Spirit for additional details.</p>	<p>Ellyn Adoue ellyn.adoue@paceco.com (940) 483-9223</p>																														
	<p><b>TripAdvisor.com Arizona Page Co-op:</b></p> <ul style="list-style-type: none"> <li>• 3 participants (maximum) per month to run banner advertising in conjunction with the other participants, along with AOT on the Visiting Arizona page on TripAdvisor.com</li> <li>• Participants will receive 160x600 and 300x250 placements.</li> <li>• \$1,850 / month</li> <li>• The page receives an estimated 185,000 visitors per month</li> <li>• Available July 2011-June 2012. Months reserved first come first served on an ongoing basis by AOT.</li> <li>• Specifications: <a href="http://www.tripadvisor.com/pages/ad_specs.html">http://www.tripadvisor.com/pages/ad_specs.html</a></li> <li>• Cost per partner: \$1,850 per month</li> </ul>	<p><b>LIMITED OPPORTUNITY - CONTACT AOT BY AUGUST 3</b> Robin Garrison rgarrison@azot.gov (602) 364-3710</p>																														
	<p><b>Video on Demand Promos:</b></p> <ul style="list-style-type: none"> <li>• Partners offered the opportunity to utilize one 3 minute segment per inclusion in the Chicago Market. Video on demand pieces run on a per month basis.</li> <li>• Allows advertisers to showcase their products and services in an uncultured environment with no time constraints to consumers that opt-in to see the spots</li> <li>• \$5,000 per month per video inclusion (available in Chicago)</li> </ul>	<p><b>LIMITED OPPORTUNITY - CONTACT AOT BY AUGUST 3</b> Rebekah Bell rbell@azot.gov (602) 364-3699</p>																														
	<p><b>Virtual Brochure Rack:</b></p> <ul style="list-style-type: none"> <li>• If CVB/Chamber has existing online tourism collateral piece, AOT will link to it from the following page on arizonaguide: <a href="http://www.arizonaguide.com/arizona-travel-info/arizona-brochures-resources">http://www.arizonaguide.com/arizona-travel-info/arizona-brochures-resources</a></li> <li>• Piece must already be hosted on a webpage in a digital magazine format (not as a .pdf or .doc or any other document download). AOT will link to the online location of that piece.</li> <li>• AOT will not create the digital magazine / brochure for the partner.</li> <li>• Free</li> </ul>	<p>Robin Garrison rgarrison@azot.gov (602) 364-3710</p>																														