



**MEETING NOTICE
CITY OF PAGE
COMMUNITY DEVELOPMENT ADVISORY BOARD**

**CITY HALL, 697 VISTA AVENUE
PAGE, ARIZONA**

**May 24, 2016
5:00 P.M.**

NOTICE OF PUBLIC MEETING AND AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL**
Chair Ryan Zimmer, Vice Chair Lee Ann Warner, Dennis Hinchey, Gay Ann Ward, Richard Buck, Bubba Ketchersid, Council Liaison Mike Bryan
- 3. HEAR FROM THE CITIZENS**
The public is invited to speak on any item or area of concern. Items presented during the Citizens portion which are not on the agenda, cannot be acted upon by the Community Development Advisory Board. Individual Community Development Advisory Board members are prohibited by the Open Meeting Law from discussing or considering the item among themselves unless the item is officially on an agenda. Citizens may also use the Information Request Forms which are available.
- 4. MINUTES-Regular Meeting April 26, 2016**
- 5. PRESENTATIONS**
 - A. Sales Tax Report-Board Member Hinchey
- 6. OLD BUSINESS-None**
- 7. NEW BUSINESS**
 - A. Discussion and Possible Action-Arizona Office of Tourism Marketing Cooperative
 - B. Discussion and Possible Action-The Chamber Page Lake Powell 2017 Service Agreement
 - C. Discussion and Possible Action-City Manager Fund 42 Proposal
- 8. ADJOURN**

Persons with disabilities should call Kim Larson, City Clerk, at 645-4220 (TDD 645-4216) for program and services information and accessibility.

DISCLAIMER

AGENDA ITEMS MAY BE TAKEN OUT OF ORDER. THIS AGENDA MAY BE SUBJECT TO CHANGE UP TO 24 HOURS PRIOR TO MEETING. PLEASE SEE LOCAL CRIER BOARDS FOR CURRENT AGENDA. THANK YOU.

IF YOU WOULD LIKE TO RECEIVE COMMUNITY DEVELOPMENT ADVISORY BOARD AGENDAS VIA EMAIL, PLEASE SEND YOUR EMAIL ADDRESS TO cityclerk@cityofpage.org OR CALL 645-4221.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the attached notice was duly posted at the following places: City Hall Bulletin Board located at 697 Vista Avenue, Page, Arizona, Justice Building Bulletin Board located at 547 Vista Avenue, Page, Arizona, U. S. Post Office Lobby located at 44 Sixth Avenue, Page, Arizona, on the 19th day of May, 2016, at _____ p.m. in accordance with the statement filed by the City of Page City Council with the City Clerk.

CITY OF PAGE

By:

Community Development Director

**COMMUNITY DEVELOPMENT ADVISORY BOARD
MEETING MINUTES
April 26, 2016**

The regular meeting of the Page Community Development Advisory Board was held at 5:30 p.m. on April 26, 2016, in the Council Chambers at the City Hall in Page, Arizona. Vice Chair Lee Ann Warner presided. Members Bubba Ketchersid, Gay Ann Ward, Dennis Hinchey and Richard Buck were present. Chair Ryan Zimmer was excused. Council Liaison Mike Bryan was present.

Community Director Kimberly Johnson, Planning and Zoning Director Robin Crowther.

Vice Chair Lee Ann Warner called the meeting to order at 5:30 p.m.

HEAR FROM THE CITIZENS

Shannon White expressed concerns about the Chamber of Commerce taking over tourism.

MINUTES

Special Community Development Advisory Board Meeting – March 29, 2016

Motion made by Richard Buck to approve the minutes. The motion was duly seconded by Chair Dennis Hinchey and passed upon a unanimous vote.

PRESENTATIONS

- A. Sales Tax Report-Board Member Hinchey

Dennis Hinchey presented the sales tax report.

OLD BUSINESS

- A. Discussion and Possible Action-Visitor Center Funding Request

Billy Wright and John Mayes presented the visitor center request for additional funding.

Bubba Ketchersid stated concerns about the hours of operation. Richard Buck suggested asking for adequate funding. Mike Bryan stated that the amount needs to be broken down when it is taken to the City Council so it is clear what the City is getting for the funding.

Richard Buck made a motion to recommend funding the museum for the requested \$70,000. The motion was duly seconded by Dennis Hinchey and passed upon a unanimous vote.

- B. Discussion-Update on Event Assistance Program

Community Development Director Kim Johnson discussed different bullet points from the work session with the City Council on this. She stated that insurance needs to be looked into and staff would do that. There still needs to be an approved application process.

- C. Discussion-Update Concerning Economic Development & Tourism Coordinator Position

Community Development Director Kim Johnson stated that the position has been posted but there have not been qualified applicants to interview yet. She asked if a couple of board members would have interest in participating in the interviews.

NEW BUSINESS

- A. Discussion and Possible Action-USA Softball Contract

Community Development Director Kim Johnson stated concerns about the contract and lack of communication from the USA Softball organization. The organization has not submitted reports to the City of Page per the contract. Richard Buck suggested they may be in breach of contract due to no reports.

Motion made by Bubba Ketchersid to recommend notifying and terminating the contract. The motion was duly seconded by Richard Buck and passed upon a unanimous vote.

B. EDA Coal Communities Grant ADDED

Kim Johnson stated that a consultant had contacted her about a grant opportunity that may be available for Page. There was discussion about costs involved in the grant process for what amount in return and the possibility of meeting the grant requirements. It was acknowledged that the Power Plant is a big economic driver for Page.

Lee Ann Warner suggested that the grant opportunity should be investigated further.

ADJOURN

Motion made by Richard Buck to adjourn the meeting at 7:10 p.m. The motion was duly seconded by Gay Ann Ward and passed upon a unanimous vote.

Kimberly Johnson
Community Development Director

Ryan Zimmer
Chairman

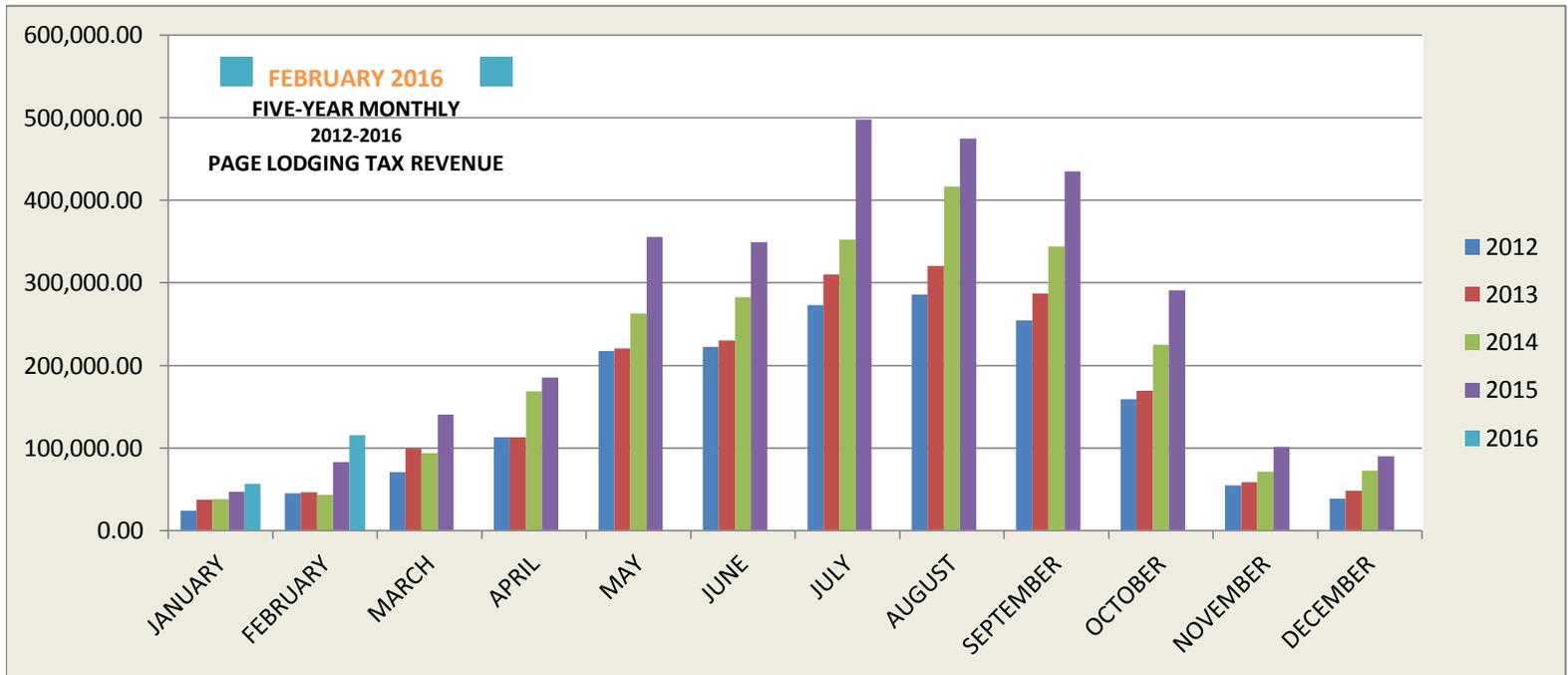
COMMUNITY DEVELOPMENT ADVISORY BOARD
TOURISM STATISTICS REPORT

FEBRUARY 2016

CALCULATED LODGING TAX REVENUE
FOR HOTEL/MOTEL CATEGORY

SALES TAX REVENUE IS SHOWN IN ACTUAL MONTHS EARNED; NOT IN MONTHS REVENUE WAS COLLECTED.

2015 MONTHLY LODGING SALES TAX REVENUE		2016 MONTHLY LODGING SALES TAX REVENUE		2015-2016 MONTH TO MONTH COMPARISON		2012-2016 LODGING SALES TAX REVENUE STATISTICS		
				REVENUE DEVIATION	% CHANGE	LAST 5 YEAR AVERAGE REVENUE PER MONTH	2016 DEVIATION FROM AVERAGE	2016 % CHANGE FROM AVG MONTHLY REV
JANUARY	47,170.16	JANUARY	56,911.04	9,740.88	20.7%	40,701.26	16,209.78	39.8%
FEBRUARY	82,999.15	FEBRUARY	115,731.21	32,732.06	39.4%	66,709.39	49,021.82	73.5%
MARCH	140,517.36	MARCH				80,862.00		
APRIL	185,390.72	APRIL				116,047.60		
MAY	355,585.01	MAY				211,234.52		
JUNE	349,110.47	JUNE				216,720.10		
JULY	498,080.98	JULY				286,741.22		
AUGUST	474,882.87	AUGUST				299,610.02		
SEPTEMBER	434,782.33	SEPTEMBER				264,087.11		
OCTOBER	290,862.20	OCTOBER				168,867.33		
NOVEMBER	101,235.46	NOVEMBER				57,151.20		
DECEMBER	89,732.33	DECEMBER				49,892.61		
2015 LODGING SALES TAX REVENUE YEAR TO DATE 3,050,349.04		2016 LODGING SALES TAX REVENUE YEAR TO DATE 172,642.25		2015-2016 GROWTH COMPARISON YEAR TO DATE 42,472.94 32.6%		2012-2016 AVERAGE REVENUE YEAR TO DATE 1,858,624.36	2016 DEVIATION YEAR TO DATE 65,231.60	2016 % CHANGE YTD AVERAGE REVENUE 39.8%

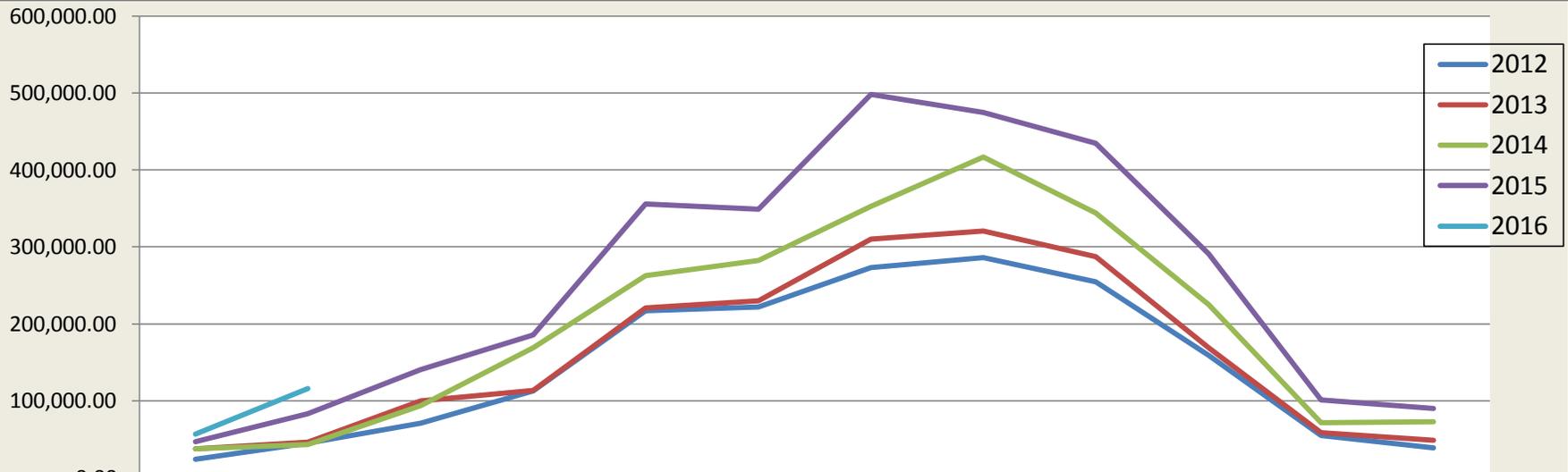


2016 TRENDS AND COMMENTS

1. Page lodging tax revenue for February 2016 is up by 39.4% as compared to February 2015... and up 32.6% YTD.
2. Page lodging tax revenue for February 2016 has surpassed the \$100,000 mark. Four years ago February was at the \$42,000 level. one of five months below the \$100,000 threshold. Now only Jan and Dec fall below that mark.
3. The econmic outlook speaker at recent Economic Outlook Conference in Page said, "In 2016 we should expect to see more of the same economic growth from tourism as we experienced in 2015." He added that, "We should also pay close attention to the volatile Asia markets and the recession in Europe that would strengthen the dollar, and could adversely effect levels of future foreign travel."

**COMMUNITY DEVELOPMENT ADVISORY BOARD
TOURISM STATISTICS REPORT
FEBRUARY 2016**

**LODGING TAX REVENUE GROWTH
2012-2016**



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2012	24,126.84	45,236.60	70,635.03	112,722.66	217,073.30	222,202.53	273,172.95	285,838.99	254,353.72	159,261.73	54,756.36	38,572.27
2013	37,440.62	46,250.27	99,595.20	113,280.53	220,718.53	229,852.98	310,078.58	320,663.27	287,179.57	169,135.20	58,316.05	48,454.69
2014	37,857.63	43,329.72	93,562.40	168,844.08	262,795.78	282,434.52	352,373.60	416,664.99	344,119.93	225,077.54	71,448.12	72,703.75
2015	47,170.16	82,999.15	140,517.36	185,390.72	355,585.01	349,110.47	498,080.98	474,882.87	434,782.33	290,862.20	101,235.46	89,732.33
2016	56,911.04	115,731.21										

TOTAL LODGING SALES TAX PER YEAR			
2012	2013	2014	2015
1,757,952.98	1,940,965.49	2,371,212.06	3,050,349.04

**2016 YTD TOTAL
LODGING TAX REVENUE**
172,642.25

2016 TRENDS AND COMMENTS

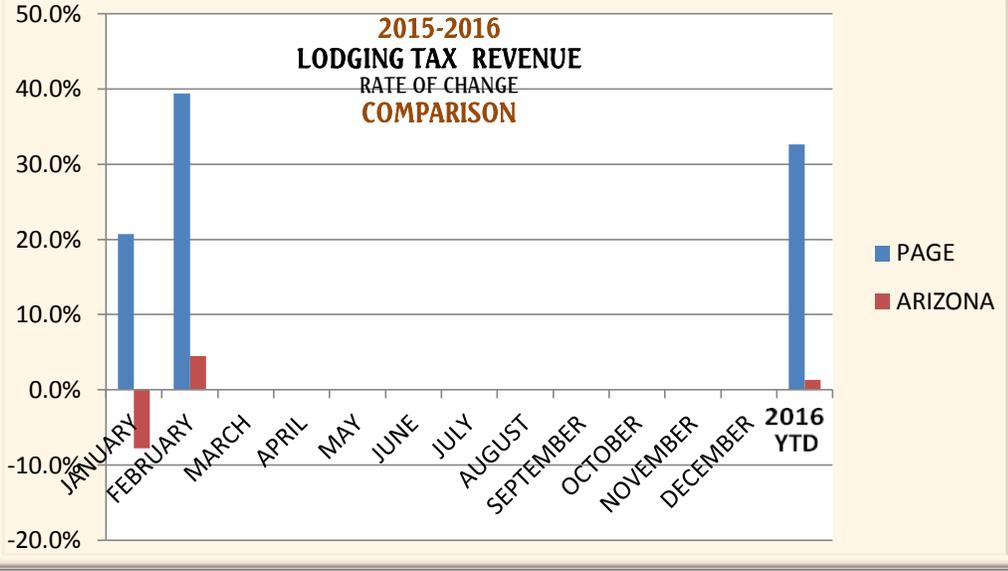
- Lodging Tax Revenue has averaged a 22.2% increase per month over the last four years. That trend would project an increase of \$677,177.49 in lodging tax revenue to the sum of \$3,727,526.53 for the calendar year 2016.
- Page will see an additional 238 motel rooms this year.

**COMMUNITY DEVELOPMENT ADVISORY BOARD
TOURISM STATISTICS REPORT**

FEBRUARY 2016

**PAGE LODGING TAX REVENUE
AS COMPARED TO
ARIZONA LODGING GROSS SALES & TOURISM TAXES**

2016 LODGING TAX REVENUE COMPARISON	2015 -2016 PERCENT CHANGE		PAGE DEVIATION
	PAGE	ARIZONA	
JANUARY	20.7%	-7.8%	28.5%
FEBRUARY	39.4%	4.5%	34.9%
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
YEAR TO DATE	32.6%	1.3%	31.3%



COMMENTS AND NOTES

1. The Page lodging tax revenue rate of increase from 2015 to 2016 for February was 39.4% as compared to the state of Arizona posting a 4.5% percent of change.
2. The AOT Monthly Gross Sales & Tourism Taxes Report lags behind at times. So, this report may not be presented each month. It will be made current whenever possible.

February 2016
Arizona Office of Tourism
Monthly Gross Sales & Tourism Taxes Report



State of Arizona: Gross Sales by Sector						
Sector	February 2016	February 2015	% Change	2016 YTD Sales	2015 YTD Sales	% Change
Lodging	\$ 312,188,642	\$ 298,674,692	4.5%	\$ 561,154,372	\$ 568,730,299	-1.3%
Restaurant/Bar	\$ 1,163,049,416	\$ 1,094,027,781	6.3%	\$ 2,273,480,084	\$ 2,039,822,757	11.5%
Retail	\$ 5,057,764,371	\$ 4,885,397,300	3.5%	\$ 9,792,248,414	\$ 9,459,151,466	3.5%
Amusement	\$ 103,480,786	\$ 216,806,392	-52.3%	\$ 262,847,362	\$ 324,104,816	-18.9%
Total	\$ 6,636,483,215	\$ 6,494,906,165	2.2%	\$ 12,889,730,232	\$ 12,391,809,338	4.0%

Source: Arizona Department of Revenue

Estimated State Tourism Taxes: Tourism Related Sectors						
Sector	February 2016	February 2015	% Change	2016 YTD Sales	2015 YTD Sales	% Change
Lodging	\$ 16,311,857	\$ 15,605,753	4.5%	\$ 29,320,316	\$ 29,716,158	-1.3%
Restaurant/Bar	\$ 15,383,887	\$ 14,470,924	6.3%	\$ 30,071,776	\$ 26,981,144	11.5%
Retail	\$ 30,900,917	\$ 29,847,823	3.5%	\$ 59,826,721	\$ 57,791,632	3.5%
Amusement	\$ 372,614	\$ 780,676	-52.3%	\$ 946,461	\$ 1,167,037	-18.9%
Total	\$ 62,969,275	\$ 60,705,177	3.7%	\$ 120,165,273	\$ 115,655,970	3.9%

Source: Gross Sales reported by Arizona Dept. of Revenue. Estimated state tax collections by AHRRC/NAU.

Tax rates reflected above are Lodging (5.5%) and Restaurant/Bar, Retail, Amusement (5.6%)

Note: Superbowl was Feb. 1st 2015. Waste Mngt: Phoenix Open was Jan. 29 - Feb. 1st 2015 and Feb. 4-7th, 2016

For additional information contact: Colleen Floyd, Research Specialist, Arizona Office of Tourism at 602-364-3698 or cfloyd@azot.gov

COMMUNITY DEVELOPMENT ADVISORY BOARD
ECONOMIC DEVELOPMENT STATISTICS
FEBRUARY 2016

Source: CITY OF PAGE FINANCE DEPARTMENT MONTHLY SALES TAX STATISTICS FROM THE ARIZONA DEPARTMENT OF REVENUE STANDARD INDUSTRY (NAICS) SUMMARY FOR PAGE, ARIZONA

SALES TAX REVENUE IS SHOWN IN ACTUAL MONTHS EARNED; NOT IN MONTHS REVENUE WAS COLLECTED.

2016 REVENUE	MONTHLY SALES TAX REVENUE BY INDUSTRY										MONTHLY TOTAL
	TRANSPORTATION COMMUNICATIONS UTILITIES	CONSTRUCTION	MANUFACTURING	WHOLESALE TRADE	RETAIL TRADE	FINANCE / INSURE REAL ESTATE RENT / LEASE	RESTAURANTS BARS	HOTELS & OTHER LODGING	SERVICES ARTS ENTERTAINMENT	ALL OTHERS NOT SPECIFIED	
JANUARY	60,625.62	26,638.72	8,346.32	6,805.33	197,373.34	34,434.58	56,774.77	56,134.25	19,650.25	3,020.29	469,803.47
FEBRUARY	67,194.46	37,797.34	14,061.38	5,602.55	252,002.00	38,471.41	71,937.80	120,159.42	14,926.05	7,631.75	629,784.16
MARCH											
APRIL											
MAY											
JUNE											
JULY											
AUGUST											
SEPTEMBER											
OCTOBER											
NOVEMBER											
DECEMBER											
YTD TOTAL	127,820.08	64,436.06	22,407.70	12,407.88	449,375.34	72,905.99	128,712.57	176,293.67	34,576.30	10,652.04	1,099,587.63

2015-2016 INDUSTRY PERCENT CHANGE	MONTHLY SALES TAX PERCENT OF CHANGE BY INDUSTRY										TOTAL SECTOR 2015-2016 PERCENT CHANGE
	TRANSPORTATION COMMUNICATIONS UTILITIES	CONSTRUCTION	MANUFACTURING	WHOLESALE TRADE	RETAIL TRADE	FINANCE / INSURE REAL ESTATE RENT / LEASE	RESTAURANTS BARS	HOTELS & OTHER LODGING	SERVICES ARTS ENTERTAINMENT	ALL OTHERS NOT SPECIFIED	
JANUARY	-8.2%	35.7%	-21.5%	41.2%	6.3%	-3.8%	8.5%	27.5%	54.9%	-43.5%	7.5%
FEBRUARY	11.9%	-39.9%	40.4%	-42.3%	9.5%	89.7%	13.6%	28.2%	26.3%	-30.2%	9.9%
MARCH											
APRIL											
MAY											
JUNE											
JULY											
AUGUST											
SEPTEMBER											
OCTOBER											
NOVEMBER											
DECEMBER											
YTD % CHANGE	3.8%	-4.2%	19.0%	-1.1%	15.9%	85.9%	22.1%	55.6%	81.2%	-73.7%	

2016 TRENDS AND COMMENTS

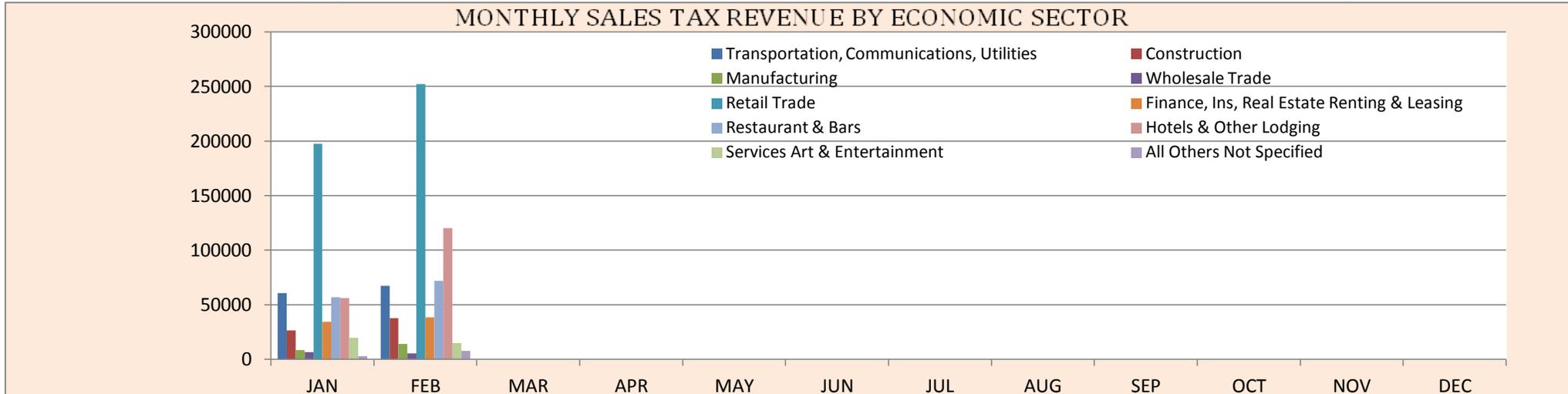
COMMUNITY DEVELOPMENT ADVISORY BOARD

ECONOMIC GROWTH STATISTICS

Source: CITY OF PAGE FINANCE DEPARTMENT MONTHLY SALES TAX STATISTICS FROM THE ARIZONA DEPARTMENT OF REVENUE STANDARD INDUSTRY (NAICS) SUMMARY FOR PAGE, ARIZONA

FEBRUARY 2016

SALES TAX REVENUE IS SHOWN IN ACTUAL MONTHS EARNED; NOT IN MONTHS REVENUE WAS COLLECTED.

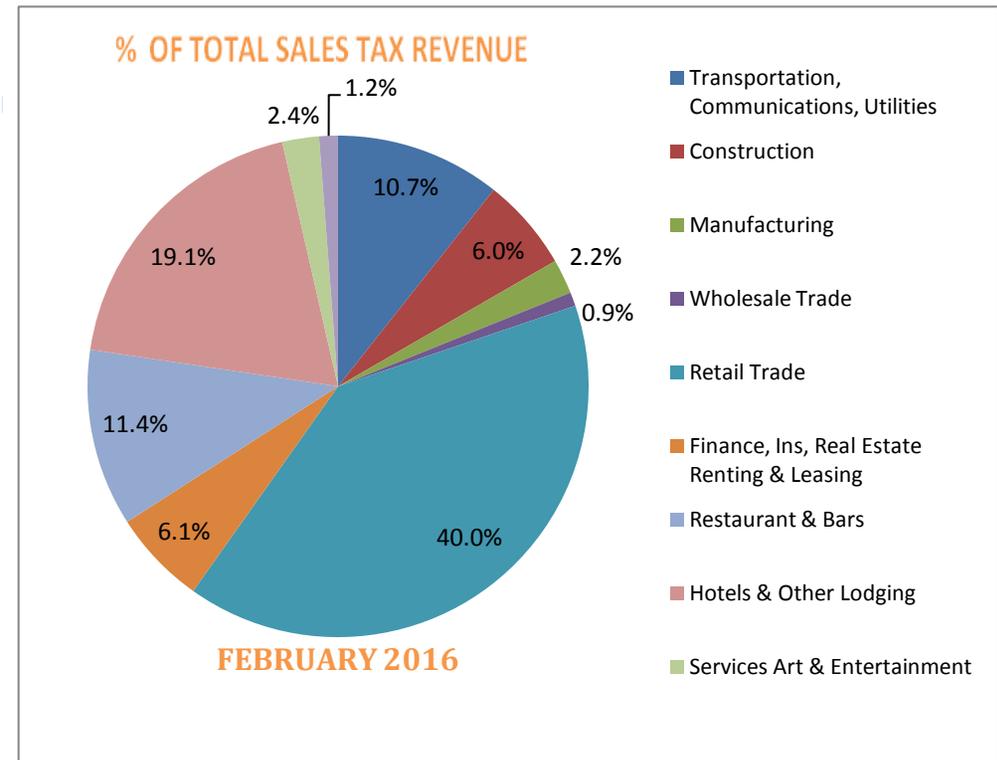


PAGE SALES TAX TOTALS

Source: CITY OF PAGE FINANCE DEPARTMENT MONTHLY SALES TAX STATISTICS FROM THE ARIZONA DEPARTMENT OF REVENUE STANDARD INDUSTRY (NAICS) SUMMARY FOR PAGE, ARIZONA

FEBRUARY 2016	FEBRUARY 2015	DIFFERENCE	% CHANGE
629,784.16	572,826.45	56,957.71	10%

LAST 12 MONTHS	SAME PERIOD LAST YEAR	DIFFERENCE	% CHANGE
9,971,962.34	8,660,683.45	1,311,278.51	15%



State of Arizona: Gross Sales by Sector

Sector	2016 YTD Sales	2015 YTD Sales	% Change
Lodging	\$ 561,154,372	\$ 568,730,299	-1.3%
Restaurant/Bar	\$ 2,273,480,084	\$ 2,039,822,757	11.5%
Retail	\$ 9,792,248,414	\$ 9,459,151,466	3.5%
Amusement	\$ 262,847,362	\$ 324,104,816	-18.9%
Total	\$ 12,889,730,232	\$ 12,391,809,338	4.0%

Source: Arizona Department of Revenue

City of Page: Sales Tax by Sector

Sector	2016 YTD Sales Tax	2015 YTD Sales Tax	% Change
Lodging *	\$ 176,293.67	\$ 137,785.82	27.9%
Restaurant/Bar	\$ 128,712.57	\$ 115,664.69	11.3%
Retail	\$ 449,375.34	\$ 415,677.49	8.1%

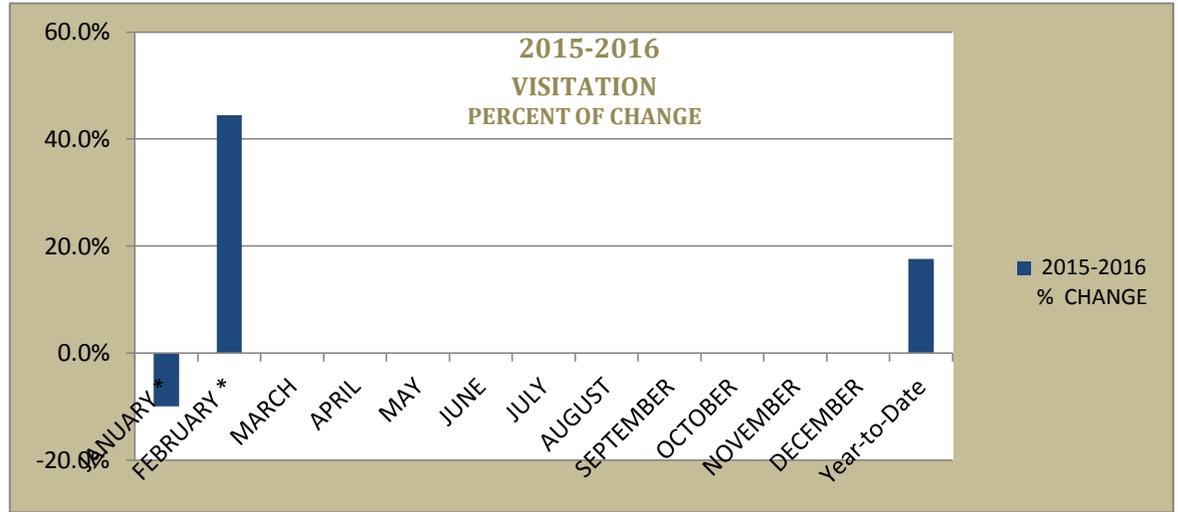
* Includes Hotels & Other Lodging

**COMMUNITY DEVELOPMENT ADVISORY BOARD
GLEN CANYON NRA VISITATION
MONTH - TO - MONTH / YEAR - TO - DATE**

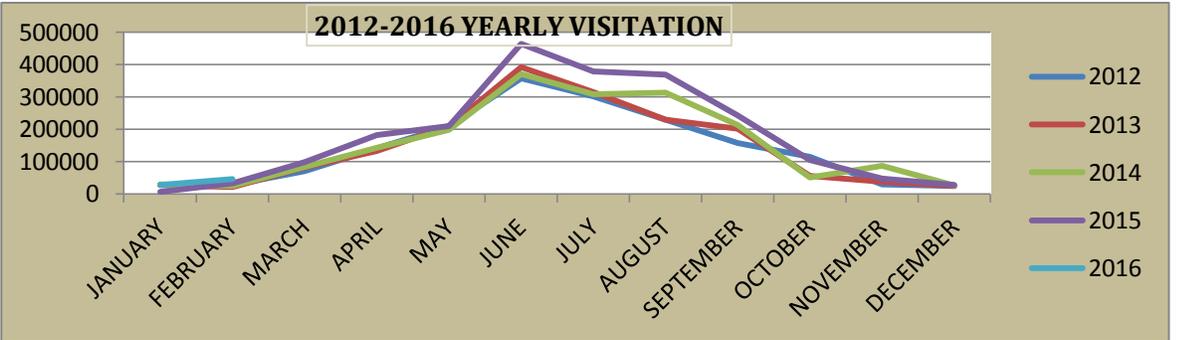
* Denotes preliminary numbers

FEBRUARY 2016

VISITATION 2015-2016 PERCENT CHANGE	
JANUARY *	-10.0%
FEBRUARY *	44.5%
MARCH	0.0%
APRIL	0.0%
MAY	0.0%
JUNE	0.0%
JULY	0.0%
AUGUST	0.0%
SEPTEMBER	0.0%
OCTOBER	0.0%
NOVEMBER	0.0%
DECEMBER	0.0%
Year-to-Date	17.6%



2012 - 2016 YEARLY TOTALS	
2012	1,690,181.00
2013	1,727,854.00
2014	1,846,613.00
2015	2,161,629.00
*2016 _{YTD}	74,260.00



2016 TRENDS AND COMMENTS

1. The Arizona side of the Glen Canyon NRA has seen an average growth rate in visitation of 4.2% per year from 2012 thru 2015.

2012 - 2015 RATE OF GROWTH	
2012	-9.5%
2013	2.2%
2014	6.9%
2015	17.1%
*2016 _{YTD}	17.6%

February 2016
Arizona Office of Tourism
Monthly National Parks Visitation Report



National Park Service Visitation						
National Park	February 2016	February 2015	% Change	2016 YTD	2015 YTD	% Change YTD
Canyon de Chelly NM	Not Avail.	44,377		Not Avail.	98,902	
Casa Grande NM	12,121	12,830	-5.5%	22,431	22,102	1.5%
Chiricahua NM	5,684	6,711	-15.3%	10,277	10,653	-3.5%
Coronado NM	13,078	13,345	-2.0%	21,929	26,357	-16.8%
Fort Bowie NHS	1,029	1,121	-8.2%	1,812	1,874	-3.3%
Glen Canyon NRA ¹	46,269	32,026	44.5%	74,260	63,136	17.6%
Grand Canyon NP	Not Avail.	224,311		Not Avail.	416,092	
Hubbell Trading Post NHS	1,748	1,335	30.9%	2,228	1,799	23.8%
Lake Mead NRA ¹	113,011	112,376	0.6%	182,369	188,735	-3.4%
Montezuma Castle NM	29,830	33,174	-10.1%	52,031	58,205	-10.6%
Navajo NM	2,441	1,446	68.8%	3,307	3,406	-2.9%
Organ Pipe Cactus NM	29,845	25,817	15.6%	50,827	39,229	29.6%
Petrified Forest NP	23,269	33,042	-29.6%	42,045	53,223	-21.0%
Pipe Spring NM	1,200	3,019	-60.3%	1,217	4,682	-74.0%
Saguaro NP	102,445	97,933	4.6%	190,885	180,676	5.7%
Sunset Crater Volcano NM	7,946	7,750	2.5%	12,951	14,511	-10.8%
Tonto NM	5,737	5,560	3.2%	9,393	9,180	2.3%
Tumacacori NHP	5,938	5,115	16.1%	11,026	9,448	16.7%
Tuzigoot NM	9,661	8,083	19.5%	15,743	14,196	10.9%
Walnut Canyon NM	7,503	4,500	66.7%	12,572	9,569	31.4%
Wupatki NM	8,160	6,007	35.8%	13,477	11,400	18.2%
Total All Parks	Not Avail.	679,878		Not Avail.	1,237,375	

Note: The above figures are for recreational visitors only.

¹ Glen Canyon NRA and Lake Mead NRA both encompass two states. Only the Arizona portion of visitors are represented here.

Note: Chiricahua NM had limited access due to road construction in the park. Petrified Forest NP had delayed opening due to weather on Feb. 1 & 2. Pipe Spring NM reported issues with the traffic counter.

Source: National Park Service



COMMUNITY DEVELOPMENT DEPARTMENT MEMORANDUM

MEETING DATE: May 24, 2016

TO: Community Development Advisory Board

FROM: Kimberly Johnson, Community Development Director

SUBJECT: Arizona Office of Tourism 2017 Cooperative

ATTACHMENTS: AOT Co-Op Program and Opportunity Selection Sheets
2016 City of Page Selection Sheet

INTRODUCTION

The Arizona Office of Tourism offers an annual marketing cooperative to its members. This cooperative negotiates bulk advertising rates and then offers them to members. Further, AOT makes these advertising opportunities available to members at a 50% discount, paying the other 50% itself. This is a very economical way for the City to get a lot of marketing exposure for not a lot of capital outlay.

Staff has attached the program basics as well as the marketing Opportunity Selection Sheets. Staff will be participating in an AOT webinar on Wednesday May 25 to learn how to apply for the Co-Op programs and how to select media options.

While the City of Page has historically participated in this program, it does not appear that the Board has been involved in selecting marketing options. Staff would like to involve the Board in this process to be sure the areas of interest to the Board are being addressed. Board member Warner has expressed an interest in working with staff to make the 2017 selections.

Staff has attached the 2016 (current) City of Page Co-op selection sheet (current selections marked with *).

REQUESTED ACTION

The Board is asked to review and discuss and provide staff direction regarding preferred market and media options.

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.

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

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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 Rep Contact	SOJERN 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 Rep Contact	Republic Media 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 Rep Contact	MediaMax Network 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 social media personalization.					
	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)	\$1.39		3,607	\$5,000.00	\$2,500.00
	Two stories (est. 4 months of distribution)	\$1.31		7,620	\$10,000.00	\$5,000.00	

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		Three stories (est. 6 months of distribution)	\$1.25	12,039	\$15,000.00	\$7,500.00
Sold/Billed By Rep Contact		Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611				
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 Description Placement Detail Markets		Madden Media - Content Marketing Spanish Language (Mexico) 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. 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. Mexico				
		PRICING LEVELS	CPC	Clicks	Rate	Half Net Rate
		Level 1 - 4 Partners (est. 3 months of distribution)	\$2.88	4,868	\$3,500.00	\$1,750.00
		Level 2 - 5 Partners (est. 3 months of distribution)	\$2.44	7,185	\$3,500.00	\$1,750.00
		Level 3 - 6 Partners (est. 3 months of distribution)	\$2.21	9,502	\$3,500.00	\$1,750.00
Sold/Billed By Rep Contact		Madden Media Whitney Coleman wcoleman@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 Description Placement Detail Markets		Azcentral.com 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. 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. Topics Page If the advertiser purchases six or more stories, they will receive a landing page or "Topics" page showcasing multiple story headline entry points offering a gallery of information to serve a strategy or product line (available on desktop)				
		PRICING LEVELS	# of articles	Impressions	Rate	Half Net Rate
		Level 1: 3 months minimum	9	2,632,500	\$18,195.00	\$9,097.50
		Level 2: 6 months minimum	18	5,265,000	\$36,390.00	\$18,195.00
		Level 3: 12 months minimum	24	10,530,000	\$72,780.00	\$36,390.00
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 Description Placement Detail Markets		LA Times 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. 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 Ads, Los Angeles DMA				
		PRICING LEVELS	# of articles	Impressions	Rate	Half Net Rate
		Level 1: 4 Articles	4	400,000	\$10,000.00	\$5,000.00
		Level 2: 6 Articles	6	2,000,000	\$25,000.00	\$12,500.00
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 Videos						
Vendor Description Unit Size		Arizona Office of Tourism 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 by the Partner :60 and :30 videos				
		Partner Rate \$1,500.00 Limited to 8 partners for FY 2017				
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

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Display Ads						
	Vendor	VisitArizona.com Banners				
	Description	AOT will be offering banner placements on VisitArizona.com where partners can reach engaged consumers.				
	Placement Detail	Display banners on VisitArizona.com				
	Unit Size	728x90, 300x250				
	Markets	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
		<i>3 month minimum buy</i>				
Sold/Billed By		Madden Media				
Rep Contact		Whitney Coleman wcoleman@maddenmedia.com 520-232-2611				
Opportunity Selection Box:	Placement	Level	# of Months <small>(drop-down menu)</small>	Which Months	Half Net Rate	Total Partner Cost
	VisitArizona.com Banners	Static Banners			\$268.00	\$0.00
	VisitArizona.com Banners	Rich Media Banners			\$333.00	\$0.00
	Vendor	AZCentral/USA Today Ad Network				
	Description	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				
	Placement Detail	Run of platform (Desktop/Mobile/Tablet)				
	Unit Size	300x250, 300x600, 320x50				
	Markets	Metropolitan Phoenix				
		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
		Level 3: Desktop/mobile blended	\$9.00	500,000	\$4,500.00	\$2,250.00
Placement Detail		Pre-roll Video Run of Site - A unit that lives on AZCentral site and plays a video				
Markets		Metropolitan Phoenix				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1: Video	\$30.00	66,667	\$2,000.00	\$1,000.00
		Level 2: Video	\$30.00	100,000	\$3,000.00	\$1,500.00
		Level 3: Video	\$30.00	133,333	\$4,000.00	\$2,000.00
Sold/Billed By		Republic Media				
Rep Contact		Pam Sanchez 602-689-5225 psanchez@republicmedia.com				
Opportunity Selection Box:	Placement	Level	# of Months <small>(drop-down menu)</small>	Which Months	Half Net Rate <small>(drop-down menu)</small>	Total Partner Cost
	AZCentral - Banners					\$0.00
	AZCentral -Video					\$0.00
	Vendor	AZDailyStar (Tucson.com)				
	Placement Detail	News, Entertainment, Sports, Lifestyles or Opinion section banners				
	Unit Size	300x250, 728x90, 320x50				
	Markets	Metropolitan Tucson				
			PRICING LEVELS	CPM	Impressions	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
		Level 3	\$8.00	500,000	\$4,000.00	\$2,000.00
Sold/Billed By		AZ Daily Star				
Rep Contact		Tom Birmingham tbirming@tucson.com				
Opportunity Selection Box:	Placement	Level	# of Months <small>(drop-down menu)</small>	Which Months	Half Net Rate <small>(drop-down menu)</small>	Total Partner Cost
	AZDailyStar Banners					\$0.00
	Vendor	Greenspun Media Group				
	Placement Detail	Display banner ads to run on LasVegasSun.com, VegasInc.com, LasVegasWeekly.com and LasVegasMagazine.com				
	Unit Size	geo-targeted to Las Vegas DMA				
	Markets	300x250, 728x90, 160x600, 1000x40, 180x150 Phoenix, Los Angeles, Tucson, San Diego, Las Vegas				
			PRICING LEVELS	CPM	Impressions	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
		Level 3 - \$100k+ annually	\$10.00	500,000	\$5,000.00	\$2,500.00
Placement Detail		geo-targeted to Las Vegas DMA				
Unit Size		300x600				
Markets		Phoenix, Los Angeles, Tucson, San Diego, Las Vegas				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1 - Less than \$50k annually	\$20.00	25,000	\$500.00	\$250.00
		Level 2 - \$50k-\$100k annually	\$16.00	50,000	\$800.00	\$400.00

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	Level 3 - \$100k+ annually	\$13.00	100,000	\$1,300.00	\$650.00	
Placement Detail Unit Size Markets	LasVegasSun.com homepage sliding billboard					
	970x90 expands to 970x415, includes 320x50 mobile					
	100% SOV (approx 40% Las Vegas traffic); Phoenix, Los Angeles, Tucson, San Diego, Las Vegas					
	PRICING LEVELS					
	Level 1 - Less than \$50k annually		\$1,200.00	40,000	\$1,200.00	\$600.00
	Level 2 - \$50k-\$100k annually		\$1,000.00	40,000	\$1,000.00	\$500.00
	Level 3 - \$100k+ annually		\$900.00	40,000	\$900.00	\$450.00
	Placement Detail					
	LasVegasSun.com homepage 300x600 sponsorship					
	300x600					
100% SOV (approx 40% Las Vegas traffic) Phoenix, Los Angeles, Tucson, San Diego, Las Vegas						
PRICING LEVELS						
Level 1 - Less than \$50k annually		\$1,200.00	40,000	\$1,200.00	\$600.00	
Level 2 - \$50k-\$100k annually		\$1,000.00	40,000	\$1,000.00	\$500.00	
Level 3 - \$100k+ annually		\$900.00	40,000	\$900.00	\$450.00	
Sold/Billed By						
Greenspun Media Group (Las Vegas Sun)						
Rep Contact						
Katie Horton						
Katie.Horton@gmgvegas.com						

Opportunity Selection Box:	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	Las Vegas Sun Banners				\$0.00
	Las Vegas Sun 300x600 banners				\$0.00
	Las Vegas Sun Homepage sliding billboard				\$0.00
	Las Vegas Sun Homepage 300x600				\$0.00

	Vendor Description 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 propensity to 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.	
Placement Detail Unit Size Markets	+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	
	PRICING LEVELS	
	Level 1	
	Level 2	
	Level 3	
	Placement Detail	
	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	
Level 1		
Level 2		
Level 3		
Sold/Billed By		
Pandora		
Rep Contact		
Ashlee Manuel		
480-628-1032		
amanuel@pandora.com		

Opportunity Selection Box:	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	Mobile and/or web audio with display banner companion				\$0.00
	Stand alone mobile display without audio spot				\$0.00

	Vendor Description TripAdvisor TripAdvisor is the world's largest travel site with a heavy focus on travel planning/research.	
Placement Detail Unit Size Markets	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)	
	PRICING LEVELS	
	Level 1	
	Level 2	
	Level 3	
	Placement Detail	
	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	
Level 1		
Level 2		
Level 3		
Placement Detail		
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)		

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	Level 3	\$0.14	28,571	\$4,000.00	\$2,000.00
Sold/Billed By Rep Contact	Millennial Media 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/Camping Retail Stores like REI, 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 surfing the web with their phone. During that time, with a Conversion Zone, we can track the foot 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 Rep Contact	Republic Media Pam Sanchez 602-689-5225 psanchez@republicmedia.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

	Vendor	Greenspun Media Group				
	Description	Mobile Display banner ads to run on LasVegasSun.com, VegasInc.com, LasVegasWeekly.com and LasVegasMagazine.com				
	Placement Detail	geo-targeted to Las Vegas DMA				
	Unit Size	320x50				
	Markets	Las Vegas DMA				
	Pricing Levels	CPM	Impressions	Rate/Month	Half Net Rate/Month	
	Level 1 - Less than \$50k annually		\$5.00	25,000	\$125.00	\$62.50
	Level 2 - \$50k-\$100k annually		\$4.00	50,000	\$200.00	\$100.00
	Level 3 - \$100k+ annually		\$3.00	100,000	\$300.00	\$150.00
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	VisitArizona.com Retargeting				
	Description	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 ads for				
	Placement Detail	Display banners that retarget VisitArizona.com site visitors				
	Unit Size	728x90, 300x250				
	Markets	Dependent on consumers visiting VisitArizona.com				
	PRICING LEVELS	CPC	Clicks	Rate	Half Net Rate	
	Level 1 (est. 2 months)		\$2.14	2,337	\$5,000.00	\$2,500.00
	Level 2 (est. 4 months)		\$2.09	3,581	\$7,500.00	\$3,750.00
	Level 3 (est. 6 months)		\$2.01	4,976	\$10,000.00	\$5,000.00
Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611					

Opportunity Selection Box:	Placement	Level (drop-down menu)	Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost
	VisitArizona.com - Retargeting				\$0.00

Search Marketing

	Vendor	Madden Media - Paid Search Campaign				
	Description	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.				
	Placement Detail	Custom search campaign based on individual partner's needs				
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego				
	PRICING LEVELS	CPC	Clicks	Rate/Month	Half Net Rate/Month	
	Level 1		\$0.69	2,590	\$600.00	\$300.00
	Level 2		\$0.69	5,181	\$1,200.00	\$600.00
	Level 3		\$0.69	7,771	\$1,800.00	\$900.00

Minimum participation is 3 consecutive months

2017 SELECTION SHEET

Sold/Billed By Madden Media
Rep Contact Whitney Coleman
 wcoleman@maddenmedia.com
 520-232-2611

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

**Southwest
The Magazine**

Publication *Southwest: The Magazine (Formerly Spirit)*

Description Southwest: The Magazine is a general interest publication that rides onboard Southwest Airlines. Our award winning editorial dives in to business, travel and lifestyle, artfully blending quick-hit content with long form features to create a well-rounded, appealing package for our advertisers.

Circulation 447,340

Issuance monthly

Median Age 49

Median HHI \$111,679

Markets Reached National

Sold/Billed By Pace Communications

Rep Contact Elynn Adoue

Rep Phone Number 940-483-9223

Rep Email elynn.adoue@paceco.com

Unit Size	Rate	Half Net Rate	Added Value
Full page, 4C	\$29,750.00	\$14,875.00	Ad directory, eNewsletter, digital edition video +66% off the open rate + Full Page Advertorial
1/2 page, 4C	\$18,824.00	\$9,412.00	Ad directory, eNewsletter + 66% off the open rate + 1/2 Page of
1/4 page, 4C	\$13,642.00	\$6,821.00	Ad directory + 61% off the open rate + 1/4 Page Advertorial

*these rates are assuming that this is a co-op section where AOT anchors the section with other partners buying in. Two full page minimum co-op section. Advertorial would be written by AOT with partner assistance. Rate and added value is extended to non-qualified DMO's.

Issue Date	Space Deadline	Materials Deadline
October 2016		8/15/2016
March 2017	1/16/2017	1/20/2017

Opportunity Selection Box:	Publication	Issue Date	Size	Half Net Rate	Total Partner Cost
	Southwest: The Magazine (Formerly Spirit)	October 2016	(drop down menu)	(drop down menu)	\$0.00
	Southwest: The Magazine (Formerly Spirit)	March 2017			\$0.00

WestJet

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. West Jet 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 46,000

Issuance 12 x/year - Monthly

Median Age 48

Median HHI \$91,000

Markets Reached Canada, USA, International

Sold/Billed By Red Point Media

Rep Contact Lindy Neustaedter

Rep Phone Number 403-837-7719

Rep Email lindyn@redpointmedia.ca

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$6,100.00	\$3,050.00	WestJet Magazine will provide FP Advertorial includes 100 - 200 words of copy & 4.5 x 4.5 Photo +23% reduction from open rate
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
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

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.

Issue Date	Space Deadline	Materials Deadline
October 2016		8/19/2016
		8/26/2016

Opportunity Selection Box:	Publication	Issue Date	Size	Half Net Rate	Total Partner Cost
	WestJet	October 2016	(drop down menu)	(drop down menu)	\$0.00

Magazine

Endless Vacation

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

Issuance 3x per year

Median Age 52

Median HHI \$115,847

Markets Reached Western Region (13 Western States including Phoenix, Tucson, Los Angeles, Las Vegas and San Diego)

Sold/Billed By Endless Vacation Magazine

Rep Contact Lisa Schwartz

Rep Phone Number 206-679-1930

Rep Email lisa@mediawest-adsales.com

Unit Size	Rate	Half Net Rate	Added Value
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 + BRC card in print, tablet and digital and • Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% =reduction in open rate
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 + BRC card in print, tablet and digital and • Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% =reduction in open rate
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 + BRC card in print, tablet and digital and • Microsite/Featured Showcase for Arizona Tourism Co-op Page(s) + Average 70% =reduction in open rate

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 at no match from

Issue Date	Space Deadline	Materials Deadline
Spring '17 Issue (2/22/17)		12/9/2016
Fall '17 (7/26/17) Exact TBD		5/19/2017
		5/26/2017

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			\$0.00

National Geographic Traveler

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 truse 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

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	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,ID,IA,KS,LA,MN,MO,MT,NE,NV,NM,ND,OK,OR,SD,TX,UT,WA,WY	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			
Sold/Billed By	Tanya Scribner	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	940.387.7711	Feb/Mar	12/7/2017	12/7/2017		
Rep Phone Number	tanya@scribmedia.com	April/May	2/8/2017	2/8/2017		
Rep Email						

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	National Geographic Traveler	Feb/Mar			\$0.00
	National Geographic Traveler	April/May			\$0.00

	Publication	Outside Magazine	Unit Size	Rate	Half Net Rate	Added Value
	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.	Full Page 4 Color Bleed	\$15,500.00	\$7,750.00	Includes online lead generation
	Circulation	225,000 (Western Region)	1/2 Page 4 Color	\$7,750.00	\$3,875.00	Includes online lead generation
	Issuance	12x per year	1/3 Page 4 Color	\$5,166.00	\$2,583.00	Includes online lead generation
Median Age	45	1/4 Page 4 Color	\$3,875.00	\$1,937.50	Includes online lead generation	
Median HHI	\$94,050	Issue Date	Space Deadline	Materials Deadline		
Markets Reached	Western Circulation: MT, AZ, CO, ID, NM, NV, UT, WY, AK, CA, HI, OR, WA, Western Canada	May National Parks Issue	2/24/2017	3/10/2017		
Sold/Billed By	Outside Magazine					
Rep Contact	Cici Shick					
Rep Phone Number	303-440-2722					
Rep Email	cshick@outsidemag.com					

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Outside Magazine	May 2017			\$0.00

Print - Local/Regional

	Publication	2016 Arizona State Official Visitor's Guide	Unit Size	Rate	Half Net Rate	Added Value
	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.	Full Page 4 Color Bleed	\$16,065.00	\$8,032.50	Listing included
	Circulation	450,000	2/3 Page 4 Color	\$11,815.00	\$5,907.50	Listing included
	Issuance	Annually	1/2 Page 4 Color	\$8,840.00	\$4,420.00	Listing included
Median Age	46.9	1/3 Page 4 Color	\$6,027.00	\$3,013.50	Listing included	
Median HHI	\$70,520	1/6 Page 4 Color	\$4,059.00	\$2,029.50	Listing included	
Markets Reached	National/International	Listing	\$425.00	\$212.50		
Sold/Billed By	Madden Media	Additional Listing	\$150.00	\$75.00		
Rep Contact	Whitney Coleman	Issue Date	Space Deadline	Materials Deadline		
Rep Phone Number	520-232-2611	12/1/2016	9/9/2016	9/16/2016		
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	Unit Size	Rate	Half Net Rate	Added Value
	Description	Official state visitors map	Panel	\$12,729.00	\$6,364.50	Advertiser directory both in book and online. eNewsletter, Digital editio
	Circulation	510,000	1/2 Panel	\$7,217.00	\$3,608.50	video, average reduction from open rate is 60%
	Issuance	Annually	Listing	\$635.00	\$317.50	Advertiser directory both in book and online. eNewsletter, Digital editio
Median Age	46.9	Issue Date	Space Deadline	Materials Deadline		
Median HHI	\$70,520	12/21/2016	9/11/2016	9/18/2016		
Markets Reached	National/International					
Sold/Billed By	Madden Media					
Rep Contact	Whitney Coleman					
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	Unit Size	Rate	Half Net Rate	Added Value
	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.	Full Page 4 Color Bleed	\$8,500.00	\$4,250.00	Advertiser directory both in book and online. eNewsletter, Digital editio
	Circulation	500,000	1/2 Page 4 Color	\$4,500.00	\$2,250.00	video, average reduction from open rate is 60%
	Issuance	2x/year (AOT features in November/December March/April 17)	1/4 Page 4 Color	\$3,000.00	\$1,500.00	Advertiser directory both in book and online. eNewsletter, Digital editio
Median Age	48					video, average reduction from open rate is 60%
Median HHI	\$129,524					
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		

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Rep Contact Kevin McCaw
 Rep Phone Number 623-551-6350
 Rep Email kevin@aaawestern.com

November/Decemeber 2016	8/19/2016	8/26/2016
March/April 2017	12/16/2016	12/22/2016

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	AAA Westways	November/Decemeber 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
Issuance 12
Median Age 55
Median HHI \$128,600
Markets Reached Primarily Los Angeles and Orange County
Sold/Billed By Los Angeles Magazine
Rep Contact Jennifer Sotelo
Rep Phone Number (323) 801-0030
Rep Email jsotelo@lamag.com

Unit Size	Rate	Half Net Rate	Added Value
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
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
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

Issue Date	Space Deadline	Materials Deadline
Nov. 2016		9/2/2016
Mar. 2017		1/8/2017

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

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	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					
Issuance	Monthly					
Median Age	54					
Median HHI	\$157,000					
Markets Reached	San Diego Metropolitan					
Sold/Billed By	San Diego Magazine					
Rep Contact	Julie Davis					
Rep Phone Number	619-744-0533					
Rep Email	julie@sandiegomagazine.com					

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$4,858.00	\$2,429.00	37% off the open rate as well as the Following:
1/2 Page 4 Color	\$2,927.00	\$1,463.50	37% off the open rate as well as the Following:
1/4 Page 4 Color	\$2,192.00	\$1,096.00	37% off the open rate as well as the Following:

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.

Issue Date	Space Deadline	Materials Deadline
Nov-16	9/10/2016	9/20/2016
Feb-17	12/10/2016	12/20/2016

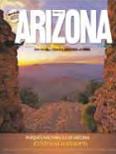
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	San Diego Magazine	November 2016			\$0.00
	San Diego Magazine	February 2017			\$0.00

	Publication	Sunset Magazine - Southern California Only Edition				
	Description	To provide Western consumers with editorial relevant to their lifestyles, Sunset Magazine is published in five zoned monthly				
Circulation	285,000					
Issuance	12					
Median Age	55.7					
Median HHI	\$97,090					
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					
Rep Contact	Tara Salcido					
Rep Phone Number	310-268-7585					
Rep Email	tara.salcido@timeinc.com					

Unit Size	Rate	Half Net Rate	Added Value
Full Page	\$22,260.00	\$11,130.00	1x Reader Response Listing 1x SunsetGetaways.com Listing (Includes 30 day hot deal listing)
Half Page	\$11,130.00	\$5,565.00	
1/3 Page	\$7,420.00	\$3,710.00	
1/6 Page	\$3,710.00	\$1,855.00	

Issue Date	Space Deadline	Materials Deadline
Nov 2016 (Sunset Idea House)	9/1/2016	9/9/2016
March 2017 (Color Issue)	1/6/2017	1/13/2017

Opportunity Selection Box:	Publication	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	El Imparcial - Todo Sobre Arizona Magazine				
	Description	El Imparcial is the daily newspaper of Northwest Mexico (Sonora). Six times during the year, a full-color glossy tabloid magazine specifically covering Arizona is inserted into the newspaper. Magazine articles cover Arizona destinations, restaurants, hotels, sporting events, wellness, shopping, culture and history. A Calendar of Events is also featured.				
Circulation	40,000					
Issuance	6x/year					
Median Age	37					
Median HHI	\$50,000					
Markets Reached	Hermosillo, Sonora, Mexico					
Sold/Billed By	El Imparcial					
Rep Contact	Leyla Cattán					
Rep Phone Number	520-297-5442					
Rep Email	lcattan@elimparcial.com					

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color	\$3,940.00	\$1,970.00	Spanish ad production included
1/2 Page 4 Color	\$1,900.00	\$950.00	Advertorial/photos
1/4 Page 4 Color	\$1,010.00	\$505.00	Printed ad appears online

Issue Date	Space Deadline	Materials Deadline
September 25, 2016 (AOT/Arizona Shop & Play)	9/5/2016	9/9/2016
November 18, 2016 (Arizona Thanksgiving)	10/31/2016	11/4/2016
December 9, 2016 (Arizona Holidays)	11/14/2016	11/18/2016
April 2017 Exact date TBD (Arizona Spring Easter)	4/3/2017	4/7/2017
June 2017 Exact date TBD (Arizona Fun in the Sun)	5/29/2017	6/2/2017

Opportunity Selection Box:	Publication	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 - Newsprint

	Publication	Arizona Tourism Insert - The Arizona Republic and Arizona Daily Star				
	Description	Arizona Tourism Insert - The Arizona Republic and Arizona Daily Star				
Circulation	418,810					
Issuance	Daily (insert on Sunday's)					
Median Age	55.7					
Median HHI	\$97,090					
Markets Reached	Phoenix & Tucson					
Sold/Billed By	Republic Media					
Rep Contact	Pam Sanchez					
Rep Phone Number	602.689.5225					
Rep Email	psanchez@republicmedia.com					

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color	\$6,842.00	\$3,421.00	550 Words of Advertorial + Images + Online Distribution
1/2 Page 4 Color	\$3,421.00	\$1,710.50	250 Words of Advertorial + Images + Online Distribution
1/4 Page 4 Color	\$1,710.50	\$1,000.00	150 Words of Advertorial + Images + Online Distribution

The section requires a minimum of 4 pages collective advertising. If the minimum is not met, the section will be canceled.

Issue Date	Space Deadline	Materials Deadline
October 2016	30 days prior	21 days prior
January 2017	30 days prior	21 days prior
April 2017	30 days prior	21 days prior
June 2017	30 days prior	21 days prior

Opportunity Selection Box:	Publication	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	Las Vegas Review Journal					
Description	Las Vegas Review Journal is the daily newspaper covering Las Vegas and Southern Nevada. Print options listed are for run of paper Arizona pages within the Sunday Travel Section. AOT will purchase a 1/2P4C ad and utilize other 1/2P for advertorial. Partner will be featured on facing page with ads and advertorial.					

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	Circulation	185,000	Unit Size		Rate	Half Net Rate	Added Value
	Issuance	Daily (Insert on Sundays)	Full Page 4 Color		\$11,750.00	\$5,875.00	550 Words of Advertorial + Images + Online Distribution
Median Age	51	1/2 Page 4 Color		\$6,000.00	\$3,000.00	250 Words of Advertorial + Images + Online Distribution	
Median HHI	\$60,800	1/4 Page 4 Color		\$3,200.00	\$1,600.00	150 Words of Advertorial + Images + Online Distribution	
Markets Reached	Southern Nevada - Las Vegas		<i>The section requires a minimum of 1 pages collective advertising. If the minimum is not met, the section will be canceled.</i>				
Sold/Billed By	Las Vegas Review Journal		Issue Date				
Rep Contact	Rhonda Marshall		Space Deadline				
Rep Phone Number	702-387-5272		March 2017				
Rep Email	rmarshall@reviewjournal.com		Materials Deadline				
			3 weeks prior				
			2.5 weeks prior				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Las Vegas Review Journal	March 2017			\$0.00

	Publication	Los Angeles Times - 4 Page Tab Insert	Los Angeles Times reaches 2.4 million adults each Sunday, as its circulation is the fourth largest in the U.S. Readers seek the latest headlines in news, business, sports, entertainment, and more. This is an offering for a 10.5" x 12.5" custom 8 page insert distributed to 400,000 homes. Minimum cost to produce \$43,060.00.				
	Description	Los Angeles Times reaches 2.4 million adults each Sunday, as its circulation is the fourth largest in the U.S. Readers seek the latest headlines in news, business, sports, entertainment, and more. This is an offering for a 10.5" x 12.5" custom 8 page insert distributed to 400,000 homes. Minimum cost to produce \$43,060.00.					
Circulation	4,000,000	Unit Size		Rate	Half Net Rate	Added Value	
Issuance	Daily	Full Page		\$16,000.00	\$8,000.00	550 Words of Advertorial + Images + Online Distribution	
Median Age	47	1/2 Page Vertical or Horizontal 4 Color		\$8,000.00	\$4,172.00	250 Words of Advertorial + Images + Online Distribution	
Median HHI	\$70,000	1/4 Page 4 Color		\$4,000.00	\$2,086.00	150 Words of Advertorial + Images + Online Distribution	
Markets Reached	Southern California		<i>The section requires a minimum of 1.5 pages collective advertising. If the minimum is not met, the section will be canceled.</i>				
Sold/Billed By	Los Angeles Times		Issue Date				
Rep Contact	Claire Armbruster		Space Deadline				
Rep Phone Number	818-239-9099		November 2016				
Rep Email	claire.armbruster@latimes.com		March 2017				
			6 weeks prior				
			7 weeks prior				
			1 week prior				
			2 week prior				

Opportunity Selection Box:	Publication	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

	Publication	Madden - Arizona Canadian Newspaper Insert	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.				
	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	Added Value	
Issuance	Annually	Full Page 4 Color		\$21,850.00	\$10,925.00	Editorial content and creative design	
Markets Reached	Canada	1/2 Page 4 Color		\$13,100.00	\$6,550.00	Reader service and sweepstakes management	
		1/3 Page 4 Color		\$8,200.00	\$4,100.00	4,500+ estimated leads per participant	
						Campaign eBlasts sent to Canadian VacationFun.com subscribers	
						Content distribution via VisitArizona.com (35,000+ clicks)	
Sold/Billed By	Madden Media		Issue Date				
Rep Contact	Whitney Coleman		Space Deadline				
Rep Phone Number	520-232-2611		October/December 2016				
Rep Email	wcoleman@maddenmedia.com		7/15/2016				
			7/22/2016				

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

Print - Magazine

	Publication	AAA Arizona Highroads	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 support by AAA's other channels, including their own AAA Travel Agency, and 10 Storefront locations where the magazine is also available.				
	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 support 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	Added Value	
Issuance	Bi-monthly	Full Page 4 Color Bleed		\$8,007.00	\$4,003.50	Free 300x600 online ad + Digital Version of Magazine + 15% off of the ope	
Median Age	45.8	1/2 Page 4 Color		\$4,667.00	\$2,333.50	Free 300x300 online ad + Digital Version of Magazine + 15% off of the ope	
Median HHI	\$63,500	1/3 Page 4 Color		\$3,043.00	\$1,521.50	Free 300x200 online ad + Digital Version of Magazine + 15% off of the ope	
Markets Reached	Arizona	Issue Date					
Sold/Billed By	AAA Arizona Highroads	Space Deadline					
Rep Contact	Kevin McCaw	November/December 2016					
Rep Phone Number	480 661-2122	March/April 2017					
Rep Email	kevin@AAAWestern.com	May/June 2017					
			9/1/2016				
			9/8/2016				
			1/5/2017				
			1/9/2017				
			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	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.				
	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	Added Value	
Issuance	Monthly	Full Page 4 Color Inside Back Cover		\$9,600.00	\$4,800.00	Digital advertising package with minimum \$13,000 in print	
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	Issue Date					
Sold/Billed By	On Media	Space Deadline					
Rep Contact	Teresa Strunk	Monthly					
Rep Phone Number	602-445-7166	80 days prior to pub date					
Rep Email	tstrunk@onmediaaz.com	70 days prior to pub date					

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

2017 SELECTION SHEET

Arizona Highways					\$0.00
	Publication Description	AZ State RV Guide 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	Added Value			
Sold/Billed By	Compass Marketing Group, LLC	Banner ad across top of web pages + Featured Listing + 52% off the open rate			
Rep Contact	Ron Sleight	Banner ad across top of web pages + Featured Listing + 50% off the open rate			
Rep Phone Number	480-513-8147	Featured Listing on Website + 41% off the open rate			
Rep Email	cmg2@outlook.com				
		Issue Date	Space Deadline	Materials Deadline	
			9/10/2016	8/2/2016	8/16/2016
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 Description	Arizona Drive Guide 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	Added Value			
Sold/Billed By	Cyndi Turer	Free Banner Ad, Feature Newsletter, Drive Guide App + 60% off the open rate			
Rep Contact	480-860-0328	Banner, Newsletter, DG App +64% off of the open rate			
Rep Phone Number	Cyndi@driveguideus.com	Banner, Newsletter, App + 64% off the open rate			
Rep Email					
		Issue Date	Space Deadline	Materials Deadline	
		Sept. - Nov. 2016	7/28/2016	8/5/2016	
		Dec. - Feb. 2016/17	10/27/2016	11/4/2016	
		March - May 2017	1/27/2017	2/3/2017	
		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 Description	Edible Baja Arizona 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
	Issuance	Bi-Monthly	Full Page	\$1,700.00	\$850.00
	Median Age	52	Half Page	\$1,000.00	\$500.00
	Median HHI	\$64,000	Quarter Page	\$600.00	\$300.00
Markets Reached	Tucson, Southern AZ (90% in metro Tucson, the remainder in Cochise and Santa Cruz counties.)	Added Value			
Sold/Billed By	Edible Baja Arizona	ROS ads on website +29% reduction in open rate + matching advertorial			
Rep Contact	John Hankinson	ROS ads on website +29% reduction in open rate + matching advertorial			
Rep Phone Number	520-373-5196, ext. 1	ROS ads on website +29% reduction in open rate + matching advertorial			
Rep Email	john@ediblebajaarizona.com				
		Issue Date	Space Deadline	Materials Deadline	
		September 2016	7/22/2016	7/29/2016	
		November 2016	9/23/2016	9/30/2016	
		January 2017	11/23/2016	11/30/2016	
		March 2017	1/20/2017	1/27/2017	
		May 2017	3/24/2017	4/1/2017	
		July 2017	5/26/2017	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 Description	El Imparcial - Sunday Arizona Section THE GATEWAY TO NORTHWEST MEXICO'S MARKET			
	Circulation	40,000	Unit Size	Rate	Half Net Rate
	Issuance	Every Sunday	3colx3"	\$436.00	\$218.00
	Median Age	37	3colx5.5"	\$800.00	\$400.00
	Median HHI	\$50,000	4colx5.5"	\$1,454.00	\$727.00
Markets Reached	Hermosillo, Sonora, Mexico	Added Value			
Sold/Billed By	El Imparcial - Healy Newspaper	Feature Story/AZ.MAG. +20% off the open rate			
Rep Contact	Leyla Cattan	Feature Story/AZ.MAG. +20% off the open rate			
		Issue Date	Space Deadline	Materials Deadline	
		Every Sunday	1 week prior to pub date	1 week prior to pub date	
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	El Imparcial				\$0.00
	Publication Description	Experience AZ 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
	Issuance	2x/year	Full Page 4 Color Bleed	\$2,000.00	\$1,000.00
		Added Value			
		Social media posts - Facebook and Twitter Website ad with 300x250 200,000 impressions + 3 mentions on Facebook and Twitter			

2017 SELECTION SHEET

	Median Age 43.5 Median HHI \$65,000 Markets Reached Arizona Sold/Billed By AZ Big Media Rep Contact Cheryl Green Rep Phone Number 602-277-6045 Rep Email Cheryl.Green@azbigmedia.com	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
		Issue Date	Space Deadline	Materials Deadline	
		Fall/Winter 2016 (November)	9/9/2016	9/16/2016	
		Spring/Summer 2017 (April)	3/10/2017	3/17/2017	

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 Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	Grand Canyon Journal 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. 100,000 Annually 52 \$100,000 Southern California, Las Vegas, Arizona, New Mexico Active Interest Media David Krause 720-437-0508 dkrause@aimmedia.com			
		Unit Size	Rate	Half Net Rate	Added Value
		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
		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
		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.
		Issue Date	Space Deadline	Materials Deadline	
		November 1, 2016	September 14, 2016	September 21, 2016	

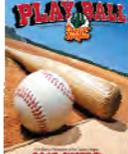
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Grand Canyon Journal	November 2016 - August 2017			\$0.00

	Publication Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	Phoenix Magazine 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. 78,489 Monthly 55 \$179,737 Phoenix Phoenix Magazine Joel Klasky 480-664-3960 jklasky@phoenixmag.com			
		Unit Size	Rate	Half Net Rate	Added Value
		Full Page 4 Color Bleed	\$5,100.00	\$2,550.00	1-2 Issues ROS Banners on Phoenixmag.com
		2/3 Page	\$4,080.00	\$2,040.00	3 Issues ROS Banners + Travel Page on Phoenixmag.com
		1/2 Page	\$3,315.00	\$1,657.50	
		1/3 Page	\$2,295.00	\$1,147.50	
		1/4 Page	\$1,530.00	\$765.00	
		Issue Date	Space Deadline	Materials Deadline	
		November - Get out of Town Guide	9/15/2016	9/20/2016	
		February - 52 Weekend Adventures	12/15/2016	12/20/2016	
		June - Summer Getaways	4/15/2017	4/20/2017	

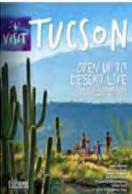
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Phoenix Magazine	November 2016			\$0.00
	Phoenix Magazine	February 2017			\$0.00
	Phoenix Magazine	June 2017			\$0.00

	Publication Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	2016-2017 Official Travel Guide to Greater Phoenix 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. 250,000 Annual 46.2 \$72,540 National/International Madden Media Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com			
		Unit Size	Rate	Half Net Rate	Added Value
		Full Page 4 Color Bleed	\$8,507.00	\$4,253.50	Ad featured in digital version of the guide, Hyperlink to your website from
		1/2 Page 4 Color	\$5,523.00	\$2,761.50	VacationFun.com Online distribution for desktop and mobile users at
		1/3 Page 4 Color	\$4,183.00	\$2,091.50	VisitPhoenix.com and VacationFun.com with combined traffic of 2
		Issue Date	Space Deadline	Materials Deadline	
		12/1/2016	9/9/2016	9/14/2016	

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 Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact	Play Ball 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 CVBs, hotels, retail outlets, and Sky Harbor International Airport. 100,000 Annually 43.5 \$65,000 Arizona, Fan Cities - Chicago, Cincinnati, Cleveland, Colorado, Kansas City, California, Milwaukee, Seattle and Texas AZ Big Media Cheryl Green			
		Unit Size	Rate	Half Net Rate	Added Value
		Full Page 4 Color Bleed	\$5,600.00	\$2,800.00	
		1/2 Page 4 Color	\$3,000.00	\$1,500.00	
		Issue Date	Space Deadline	Materials Deadline	
		January 2017	12/2/2016	12/18/2016	

2017 SELECTION SHEET

	Rep Phone Number Rep Email	602-277-6045 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 Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	True West Magazine 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. 62,000 Monthly 58 \$74,000 National True West Magazine Greg Carroll 480-575-1881 greg@twmag.com	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td></td> <td>\$2,883.00</td> <td>\$1,441.50</td> </tr> <tr> <td>2/3 Page</td> <td></td> <td>\$1,992.00</td> <td>\$996.00</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td></td> <td>\$1,658.00</td> <td>\$829.00</td> </tr> <tr> <td>1/3 Page 4 Color</td> <td></td> <td>\$1,054.00</td> <td>\$527.00</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>Annual Travel Issue (April 2017)</td> <td></td> <td>12/26/2016 2/8/2017</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed		\$2,883.00	\$1,441.50	2/3 Page		\$1,992.00	\$996.00	1/2 Page 4 Color		\$1,658.00	\$829.00	1/3 Page 4 Color		\$1,054.00	\$527.00	Issue Date	Space Deadline	Materials Deadline	Annual Travel Issue (April 2017)		12/26/2016 2/8/2017	All AZ AOT partner ads will be included within editorial AZ history feature special section + Average 25% off of the open rate					
Unit Size	Rate	Half Net Rate	Added Value																																
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	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 Description Circulation Issuance Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	2017 Tucson Official Travel Guide 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. 300,000 Annually \$123,000 National/International Madden Media Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td></td> <td>\$8,394.00</td> <td>\$4,197.00</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td></td> <td>\$4,950.00</td> <td>\$2,475.00</td> </tr> <tr> <td>1/3 Page 4 Color</td> <td></td> <td>\$3,921.00</td> <td>\$1,960.50</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td></td> <td>2/1/2017</td> <td>10/21/2016 10/26/2016</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed		\$8,394.00	\$4,197.00	1/2 Page 4 Color		\$4,950.00	\$2,475.00	1/3 Page 4 Color		\$3,921.00	\$1,960.50	Issue Date	Space Deadline	Materials Deadline		2/1/2017	10/21/2016 10/26/2016	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 million+ annual unique visitors Reader service listing for direct qualified leads									
Unit Size	Rate	Half Net Rate	Added Value																																
Full Page 4 Color Bleed		\$8,394.00	\$4,197.00																																
1/2 Page 4 Color		\$4,950.00	\$2,475.00																																
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	2/1/2017	10/21/2016 10/26/2016																																	
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 Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	Tucson Guide 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. 50,000 2x/year 46.9 \$70,520 Metropolitan Tucson, Southern Arizona Madden Media Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td></td> <td>\$2,640.00</td> <td>\$1,320.00</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td></td> <td>\$1,445.00</td> <td>\$722.50</td> </tr> <tr> <td>1/3 Page 4 Color</td> <td></td> <td>\$725.00</td> <td>\$362.50</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>Fall/Winter Issue - September 2016</td> <td></td> <td>6/17/2016 6/22/2016</td> </tr> <tr> <td>Spring/Summer Issue - March 2017</td> <td></td> <td>1/6/2017 1/11/2017</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed		\$2,640.00	\$1,320.00	1/2 Page 4 Color		\$1,445.00	\$722.50	1/3 Page 4 Color		\$725.00	\$362.50	Issue Date	Space Deadline	Materials Deadline	Fall/Winter Issue - September 2016		6/17/2016 6/22/2016	Spring/Summer Issue - March 2017		1/6/2017 1/11/2017							
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	Tucson Guide	Spring/Summer 2017			\$0.00																														
	Publication Description Circulation Issuance Median Age Median HHI Markets Reached Sold/Billed By Rep Contact Rep Phone Number Rep Email	Valley Guide 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 60,000 Quarterly 46.9 \$70,520 Metropolitan Phoenix Madden Media Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td></td> <td>\$3,435.00</td> <td>\$1,717.50</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td></td> <td>\$1,880.00</td> <td>\$940.00</td> </tr> <tr> <td>1/4 Page 4 Color</td> <td></td> <td>\$940.00</td> <td>\$470.00</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>Fall Issue - September 2016</td> <td></td> <td>7/8/2016 7/13/2016</td> </tr> <tr> <td>Winter Issue - December 2016</td> <td></td> <td>10/14/2016 10/17/2016</td> </tr> <tr> <td>Spring Issue - March 2017</td> <td></td> <td>1/13/2017 1/18/2017</td> </tr> <tr> <td>Summer Issue - June 2017</td> <td></td> <td>4/14/2017 4/19/2017</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed		\$3,435.00	\$1,717.50	1/2 Page 4 Color		\$1,880.00	\$940.00	1/4 Page 4 Color		\$940.00	\$470.00	Issue Date	Space Deadline	Materials Deadline	Fall Issue - September 2016		7/8/2016 7/13/2016	Winter Issue - December 2016		10/14/2016 10/17/2016	Spring Issue - March 2017		1/13/2017 1/18/2017	Summer Issue - June 2017		4/14/2017 4/19/2017	
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	Publication Description Circulation Issuance Median Age Median HHI 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	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Unit Size</th> <th>Rate</th> <th>Half Net Rate</th> <th>Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color</td> <td></td> <td>\$5,831.00</td> <td>\$2,915.50</td> </tr> <tr> <td>1/2 Page (Horizontal Only)</td> <td></td> <td>\$3,200.00</td> <td>\$1,600.00</td> </tr> <tr> <td>1/3 Page (Vertical or Horizontal)</td> <td></td> <td>\$2,650.00</td> <td>\$1,325.00</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Issue Date</th> <th>Space Deadline</th> <th>Materials Deadline</th> </tr> </thead> <tbody> <tr> <td></td> <td>1/1/2017</td> <td>7/29/2016 8/14/2016</td> </tr> </tbody> </table>	Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color		\$5,831.00	\$2,915.50	1/2 Page (Horizontal Only)		\$3,200.00	\$1,600.00	1/3 Page (Vertical or Horizontal)		\$2,650.00	\$1,325.00	Issue Date	Space Deadline	Materials Deadline		1/1/2017	7/29/2016 8/14/2016	Online distribution at ExperienceScottsdale.com									
Unit Size	Rate	Half Net Rate	Added Value																																
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	Experience Scottsdale	2017			\$0.00																														
Out of Home																																			

2017 SELECTION SHEET

	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	Half Net Rate	
		\$10,000 per month, plus 1x \$300 digital upload fee per creative	\$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	Half Net Rate	
		\$4,000 per unit, per month; printing hard costs not included	\$2,000 per unit, per month; printing hard costs not included	
	Placement Description	Backlit 5'x5' Large Wall Signs - available in all terminals		
		Rate	Half Net Rate	
	\$3,000 per unit, per month; printing hard costs not included	\$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	Half Net Rate		
	\$2,500 per unit, per month; printing hard costs not included	\$1,250 per unit, per month; printing hard costs not included		
Markets Reached	Sky Harbor International Airport			
Sold/Billed By	Lamar Alliance Airport Advertising			
Rep Contact	Sheila Vaughn 602-750-6372 svaughn@lamar.com			
	Issue Date	Space Deadline	Materials Deadline	
	Monthly	4 weeks prior	4 weeks prior	

Opportunity Selection Box:	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	Alliance Airport Advertising	Baggage Claim			\$5,000.00	\$0.00
	Alliance Airport Advertising	Backlit 6x6			\$2,000.00	\$0.00
	Alliance Airport Advertising	Backlit 5x5			\$1,500.00	\$0.00
	Alliance Airport Advertising	Standard Wall Signs			\$1,250.00	\$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	Half Net Rate	
		\$400 per month	\$200 per month	
	Placement Description	Light box (4' w x 3' h) single-sided duratex polyester poster		
		Rate	Half Net Rate	
		\$750 per unit, per month; printing hard costs not included	\$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	Half Net Rate	
	\$1,215 per unit, per month; printing hard costs not included	\$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	Half Net Rate		
	\$1,500 per unit, per month; printing hard costs not included	\$750 per unit, per month; printing hard costs not included		
Markets Reached	Las Vegas			
Sold/Billed By	Phoenix-Mesa Gateway Airport Authority			
Rep Contact	Tiffany Johnson 480-988-7606 tjohnson@phxmesagateway.org			
	Issue Date	Space Deadline	Materials Deadline	
	Monthly	4 weeks prior	4 weeks prior	

Opportunity Selection Box:	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	Phoenix-Mesa Gateway Airport Advertising	:30 digital ad			\$200.00	\$0.00
	Phoenix-Mesa Gateway Airport Advertising	Light Box			\$375.00	\$0.00
	Phoenix-Mesa Gateway Airport Advertising	Floor Graphic			\$607.50	\$0.00
	Phoenix-Mesa Gateway Airport Advertising	Wall Graphic			\$750.00	\$0.00

	Vendor	Clear Channel Airports		
	Description	Reach passengers travelling 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	Half Net Rate	
		\$4,000 per unit, per month; printing and installation hard costs not included	\$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	Half Net Rate	
		\$700 per unit, per month; printing and installation hard costs not included	\$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	Half Net Rate	
	\$2,200 per unit, per month; printing and installation hard costs not included	\$1,100 per unit, per month; printing and installation hard costs not included		
Markets Reached	Tucson International Airport via Phoenix, San Diego, Las Vegas and Los Angeles			
Sold/Billed By	Clear Channel Airports			
Rep Contact	Cheryl Craven 310-755-7280 cherylcraven@clearchannel.com			
	Issue Date	Space Deadline	Materials Deadline	
	Monthly	4 weeks prior	4 weeks prior	

Opportunity Selection Box:	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	Clear Channel Airport Advertising	Tension Fabric Displays at baggage claim			\$2,000.00	\$0.00
	Clear Channel Airport Advertising	Product Cases near rental cars			\$350.00	\$0.00
	Clear Channel Airport Advertising	Wal Wraps in Bus Shelter			\$1,100.00	\$0.00

Digital Outdoor Billboards

	Vendor	Branded Cities		
	Markets Reached	Glendale - Westgate		
	Program Description	Digital rotary, actual locations TBD - 30x50 LED		
	Average 4 Week Imps.	750,000 (Based on 9 Million Annual Visitors)		
	Sold/Billed By	Jason Watts		
Rep Contact	602.224.3121 jwatts@brandedcities.com			
	Open Rate	Rate	Half Net Rate	Added Value
	\$3,500	\$2,500	\$1,250	28% Reduction in rate
	Run Date	Space Deadline	Materials Deadline	
	Monthly	2 months prior	1 Week Prior to Launch	*Rate would be extended to all DMO partners in Pima and Maricopa County

Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Branded Cities				\$1,250.00	\$0.00

2017 SELECTION SHEET

	Vendor Description	Clear Channel Outdoor				
	Markets Reached	Metropolitan Phoenix				
	Placement Description	Digital Bulletins. 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.				
	Average 4 Week Impressions Sold/Billed By Rep Contact	1,062,209 Clear Channel Outdoor Steve Clement 602-381-5707 steveclement@clearchannel.com				
		Unit Size	Rate	Half Net Rate	Added Value	
		14x48	\$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	
		Run Date	Space Deadline	Materials Deadline		
		Monthly	3 months prior	1 week prior		
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Clear Channel Outdoor				\$500.00	\$0.00
	Vendor Description	Legends Entertainment				
	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 Minutes Per hour :30 Spots 1 spot every 15 minutes				
	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) Size Three (3) 13'x22' main displays and one (1) 4'x90" halo ring 2 Minutes Per hour :30 Spots 1 spot every 15 minutes				
	Placement Description	Location 1 & 13 Combo 2 Minutes Per Hour on Each Board 1 spot every 15 minutes				
	Markets Reached	Phoenix				
	Sold/Billed By Rep Contact	Legends Entertainment David Soble 602-462-6760 dsoble@legendsphx.com				
			Open Rate	4 Week Rate	Half Net Rate	Added Value
			\$2,000.00	\$1,500.00	\$750.00	25% Rate Reduction
			\$2,000.00	\$1,500.00	\$750.00	25% Rate Reduction
			\$1,500.00	\$1,400.00	\$700.00	30% Rate Reduction
		Run Date	Space Deadline	Materials Deadline	*Qualifies for Pima/Maricopa rate extension	
		4-Week	1 week prior to start	1 week prior to start		
Opportunity Selection Box:	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
	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
	Vendor Description	Outfront Media				
	Markets Reached	Metropolitan Phoenix				
	Placement Description	1 Digital Rotary Bulletin - Market wide (sizes are 12x41, 14x48, 20x60) *Outfront has location flexibility*				
	Average 4 Week Imps.	1,171,992	Open Rate	4 Week Rate	Half Net Rate	Added Value
			\$3,500.00	\$1,000.00	\$500.00	71% Reduction in rate
	Placement Description	1 Digital Rotary Poster - Market wide (size is 10.5x22.8) *Outfront has location flexibility*				
	Average 4 Week Imps.	134,460	Open Rate	4 Week Rate	Half Net Rate	Added Value
			\$750.00	\$500.00	\$250.00	50% Reduction in rate
	Placement Description	1 Static Rotary Bulletin - Market wide (size is 14x48) *Outfront has location flexibility*				
	Average 4 Week Imps.	758,404	Open Rate	4 Week Rate	Half Net Rate	Added Value
		\$5,000.00	\$2,000.00	\$1,000.00	60% Reduction in Rate	
		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
	Legends Entertainment	1 Digital Rotary Bulletin - Market wide			\$500.00	\$0.00
	Legends Entertainment	1 Digital Rotary Poster - Market Wide			\$250.00	\$0.00
	Outfront Media	1 Static Rotary Bulletin - Market wide			\$1,000.00	\$0.00

CURRENT PROGRAM SELECTIONS



Section B: Opportunity Selection Sheet

PACKAGED DIGITAL MEDIA

Behavioral Targeting (Arizona Travelers)

	Vendor	Sojern - Behavioral Targeting (Arizona Travelers)				
	Description	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				
	Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)				
	Sold/Billed By Rep Contact	SOJERN Christina Jacobson 917-208-7310 christina.jacobson@sojern.com				
			PRICING LEVELS	CPM	Impressions	Rate/Month
		Level 1	\$5.00	400,000	\$2,000.00	\$1,000.00
		Level 2	\$5.00	800,000	\$4,000.00	\$2,000.00
		Level 3	\$5.00	2,000,000	\$10,000.00	\$5,000.00

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

Content Marketing

	Vendor	Madden Media - Content Marketing					
	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 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 social media amplification.					
	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	N/A					
			PRICING LEVELS	CPC	Clicks	Rate	Half Net Rate
			One story (est. 2 months of distribution)	\$1.21	4,132	\$5,000.00	\$2,500.00
			Two stories (est. 3 months of distribution)	\$1.18	8,475	\$10,000.00	\$5,000.00
		Three stories (est. 4 months of distribution)	\$1.08	13,889	\$15,000.00	\$7,500.00	
Sold/Billed By Rep Contact		Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611					

Opportunity Selection Box:	Placement	Level (drop-down menu)	Start Date (drop-down menu)	Half Net Rate (drop-down menu)	Total Partner Cost
	Content Marketing				\$0.00

CURRENT PROGRAM SELECTIONS

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 adequate b-roll does not exist, and cannot be provided, than a destination video will not be produced.				
	Unit Size	:60 and :30 videos				
	Sold/Billed By Rep Contact	AOT Jamie Daer jdaer@tourism.az.gov 602-364-0783				
	Partner Rate	\$1,500.00 <i>Limited to 8 partners for FY 2016</i>				
Opportunity Selection Box:	Placement		Partner Rate (drop-down menu)		Total Partner Cost	
	Destination Video				\$0.00	
Display Ads						
	Vendor	VisitArizona.com Banners				
	Description	AOT will be offering banner placements on VisitArizona.com where partners can reach engaged consumers.				
	Placement Detail	Display banners on VisitArizona.com				
	Unit Size	160x600, 728x90, 300x250				
	Markets	National/International				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Static Banners	\$5.35	100,000/quarter 480,000/annual	\$535.00	\$268.00
		Rich Media Banners	\$6.65	100,000/quarter 480,000/annual	\$665.00	\$333.00
		<i>3 month minimum buy</i>				
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611				
Opportunity Selection Box:	Placement	Level	# of Months (drop-down menu)	Which Months	Half Net Rate	Total Partner Cost
	VisitArizona.com Banners	Static Banners	3	Feb, May, Sept	\$268.00	\$804.00
	VisitArizona.com Banners	Rich Media Banners			\$333.00	\$0.00



CURRENT PROGRAM SELECTIONS

	Vendor	AZCentral				
	Placement Detail	Things to Do, Travel, or AZ Living section banners				
	Unit Size	300x250, 300x600				
	Markets	Metropolitan Phoenix				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1	\$13.00	153,846	\$2,000.00	\$1,000.00
		Level 2	\$13.00	230,769	\$3,000.00	\$1,500.00
		Level 3	\$13.00	307,692	\$4,000.00	\$2,000.00
	Placement Detail	Pre-roll Video Run of Site - A unit that lives on AZCentral site and plays a video				
	Markets	Metropolitan Phoenix				
	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month	
	Level 1	\$30.00	66,667	\$2,000.00	\$1,000.00	
	Level 2	\$30.00	100,000	\$3,000.00	\$1,500.00	
	Level 3	\$30.00	133,333	\$4,000.00	\$2,000.00	
Sold/Billed By	AZCentral					
Rep Contact	Elizabeth Munafo 480-341-9251 emunafo@republicmedia.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 - Banners	Level 3	1	May	\$2,000.00	\$2,000.00
	AZCentral - Pre-roll Video					\$0.00

	Vendor	AZDailyStar				
	Placement Detail	News, Entertainment, Sports, Lifestyles or Opinion section banners				
	Unit Size	300x250, 728x90, 320x50				
	Markets	Metropolitan Tucson				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1	\$7.00	285,714	\$2,000.00	\$1,000.00
		Level 2	\$7.00	428,571	\$3,000.00	\$1,500.00
		Level 3	\$7.00	571,429	\$4,000.00	\$2,000.00
	Sold/Billed By	AZ Daily Star				
	Rep Contact	Tom Lindsey 602-444-8434 tlindsey@tucson.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
	AZDailyStar					\$0.00

	Vendor	LasVegasSun				
	Placement Detail	Run of Site banners - placed throughout site				
	Unit Size	300x250, 728x90, 160x600, 1000x40, 180x150				
	Markets	Phoenix, Los Angeles, Tucson, San Diego, Las Vegas				
		PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
		Level 1	\$12.50	160,000	\$2,000.00	\$1,000.00
		Level 2	\$12.50	240,000	\$3,000.00	\$1,500.00
		Level 3	\$12.50	320,000	\$4,000.00	\$2,000.00
	Sold/Billed By	Las Vegas Sun				
	Rep Contact	Kenneth Harmon 702-990-7821 kenneth.harmon@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
	LasVegasSun	Level 1	3	April, May, June	\$1,000.00	\$3,000.00

CURRENT PROGRAM SELECTIONS

	Vendor	Pandora - Streaming Radio			
	Description	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 propensity to travel.			
	Placement Detail	Mobile and/or web audio with display banner companions			
	Unit Size	:15 and/or :30 audio spot, 500x500 tile, and 300x250 companion banner			
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego			
	Sold/Billed By Rep Contact	Pandora Ashlee Manuel 480-628-1032 amanuel@pandora.com			
	PRICING LEVELS	CPM	Impressions	Rate/Month	Half Net Rate/Month
Level 1	\$16.00	125,000	\$2,000.00	\$1,000.00	
Level 2	\$16.00	250,000	\$4,000.00	\$2,000.00	
Level 3	\$16.00	625,000	\$10,000.00	\$5,000.00	

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

	Vendor	TripAdvisor			
	Description	TripAdvisor is the world's largest travel site with a heavy focus on travel planning/research.			
	Placement Detail	Arizona content target display banners			
	Unit Size	160x600, 300x250, 300x600, 728x90			
	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	\$17.00	117,647	\$2,000.00	\$1,000.00
	Level 2	\$17.00	235,294	\$4,000.00	\$2,000.00
	Level 3	\$17.00	411,765	\$7,000.00	\$3,500.00
	Placement Detail	TX, NM, UT, CO, CA content target			
Unit Size	160x600, 300x250, 300x600, 728x90				
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	\$19.00	105,263	\$2,000.00	\$1,000.00	
Level 2	\$19.00	210,526	\$4,000.00	\$2,000.00	
Level 3	\$19.00	368,421	\$7,000.00	\$3,500.00	
Placement Detail	Outdoor segment target banners				
Unit Size	160x600, 300x250, 300x600, 728x90				
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	\$13.00	153,846	\$2,000.00	\$1,000.00	
Level 2	\$13.00	307,692	\$4,000.00	\$2,000.00	
Level 3	\$13.00	538,462	\$7,000.00	\$3,500.00	
Sold/Billed By Rep Contact	TripAdvisor Phil Giudice 310-503-0848 pgiudice@tripadvisor.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
	TripAdvisor - AZ Content					\$0.00
	TripAdvisor - TX, NM, UT, CO, CA	Level 1	3	March, April, May	\$1,000.00	\$3,000.00
	TripAdvisor - Outdoor Segment					\$0.00



CURRENT PROGRAM SELECTIONS

eNewsletters

Vendor	AOT eNewsletter		
Description	AOT'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	PRICING LEVELS	Rate
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Half Net Rate	
Markets	300,000 opt-in subscribers	Banner	\$1,575.00
Placement Detail	December Specialty eNewsletter - Relax and Recharge	Feature Sponsorship	\$2,625.00
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77		\$1,313.00
Markets	Niche market		
Placement Detail	April Specialty eNewsletter - Culinary Arizona	PRICING LEVELS	Rate
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Half Net Rate	
Markets	300,000 opt-in subscribers	Banner	\$500.00
Placement Detail	June Specialty eNewsletter - Summer Deals	Feature Sponsorship	\$1,160.00
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77		\$580.00
Markets	Niche market		
Placement Detail	September 2016 Specialty eNewsletter - National Parks 100th Anniversary	PRICING LEVELS	Rate
Unit Size	Sponsorship: Article provided by partner to Madden; banner: 600x77	Half Net Rate	
Markets	300,000 opt-in subscribers	Banner	\$1,575.00
Sold/Billed By	Madden Media	Feature Sponsorship	\$2,625.00
Rep Contact	Whitney Coleman wcoleman@maddenmedia.com 520-232-2611		\$1,313.00

	<u>Placement</u>	<u>Level</u> (drop-down menu)	<u>Month</u> (drop-down menu)	<u>Half Net Rate</u> (drop-down menu)	<u>Total Partner Cost</u>
Opportunity Selection Box:	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 2015 (Relax and Recharge)		\$0.00
	April Specialty		April 2016 (Culinary Arizona)		\$0.00
	June Specialty		June 2016 (Summer Deals)		\$0.00
	Sept Specialty		September 2016 (National Parks 100th)		\$0.00



CURRENT PROGRAM SELECTIONS

Lead Generation						
	Vendor	e-Miles				
	Description	e-Miles is a by-invitation-only channel that allows leading loyalty program members to earn points/miles for reading and reacting to marketing messages that are relevant to them.				
	Placement Detail	e-Miles runs CPL (Cost per Lead) pricing meaning you only pay when a loyalty-program member has completed a lead such as a form or signed up for a newsletter.				
	Unit Size	690x360 or video; 250x250 or video; 50x50 or 75x50				
	Markets	National, with a focus on the requested target markets (Phoenix, Tucson, Los Angeles, Las Vegas, San Diego)				
	PRICING LEVELS	CPL	Leads	Rate/Month	Half Net Rate/Month	
	Level 1	\$3.00	666	\$2,000.00	\$1,000.00	
Level 2	\$2.75	1,091	\$3,000.00	\$1,500.00		
Level 3	\$2.50	2,000	\$5,000.00	\$2,500.00		
Sold/Billed By Rep Contact	e-Miles Ian Fraser 212-896-4671 ifraser@e-miles.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
	e-Miles					\$0.00
Mobile						
	Vendor	Millennial Media - 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	320x50, 728x90, 300x250, 460x80				
	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 (16:9; 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 Rep Contact	Millennial Media Holly Sutton 617-893-2121 hsutton@millennialmedia.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 Banners					\$0.00
	Millennial Media - Mobile Video					\$0.00

CURRENT PROGRAM SELECTIONS

Retargeting					
	Vendor	VisitArizona.com Retargeting			
	Description	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 ads for their destinations.			
	Placement Detail	Display banners that retarget VisitArizona.com site visitors			
	Unit Size	160x600, 728x90, 300x250			
	Markets	N/A			
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611			
Opportunity Selection Box:	Placement VisitArizona.com - Retargeting	Level (drop-down menu) Level 1 (est. 2 months)	Start Date (drop-down menu) December 2015	Half Net Rate (drop-down menu) \$2,500.00	Total Partner Cost \$2,500.00
Search Marketing					
	Vendor	Madden Media - Paid Search Campaign			
	Description	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 keywords and ad copy to reach potential travelers.			
	Placement Detail	Custom search campaign			
	Markets	Phoenix, Tucson, Los Angeles, Las Vegas, San Diego			
	Sold/Billed By Rep Contact	Madden Media Whitney Coleman wcoleman@maddenmedia.com 520-232-2611			
	PRICING LEVELS	CPC	Clicks	Rate/Month	Half Net Rate/Month
Level 1	\$0.69	870	\$600.00	\$300.00	
Level 2	\$0.69	1,739	\$1,200.00	\$600.00	
Level 3	\$0.69	2,609	\$1,800.00	\$900.00	
Minimum participation is 3 consecutive months					
Opportunity Selection Box:	Placement Paid Search	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu) \$0.00



CURRENT PROGRAM SELECTIONS

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	Southwest Spirit			
	Description	The magazine is the newly rebranded inflight magazine of Southwest Airlines, the largest domestic carrier in the U.S. Articles cover a variety of lifestyle topics, including people, places and travel.			
	Circulation	450,428	Unit Size	Rate	Half Net Rate
	Issuance	Monthly	Full Page 4 Color Bleed	\$28,000.00	\$14,000.00
	Median Age	44	1/2 Page 4 Color	\$15,000.00	\$7,500.00
	Median HHI	\$106,634	1/4 Page 4 Color	\$9,000.00	\$4,500.00
	Markets Reached	National	<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.</i>		
	Sold/Billed By	Pace Communications	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Ellynn Adoue	March 2016	1/15/2016	1/15/2016
	Rep Phone Number	940-483-9223			
Rep Email	ellynn.adoue@paceco.com				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Southwest Spirit	March 2016			\$0.00

	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. West Jet 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 may fluctuate based upon current conversion rates.			
	Circulation	41,000	Unit Size	Rate	Half Net Rate
	Issuance	Monthly	Full Page 4 Color Bleed	\$6,305.00	\$3,152.50
	Median Age	46	1/2 Page 4 Color	\$3,599.00	\$1,799.50
	Median HHI	\$92,000	1/3 Page 4 Color	\$2,410.00	\$1,205.00
	Markets Reached	Canada	<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. WestJet will match each FP combination with FP advertorial</i>		
	Sold/Billed By	Red Point Media	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Lindy Neustaedter 403-837-7719 lindyn@redpointmedia.ca	September 2015	7/13/2015	7/13/2015

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	WestJet	September 2015			\$0.00

CURRENT PROGRAM SELECTIONS

Print - National

	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. RCI Members have a high propensity to travel and stay in both timeshares and hotels.				
	Circulation	422,954 Western Region	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Quarterly	Full Page 4 Color Bleed	\$13,150.00	\$6,575.00	Advertorial (300 words of copy, 2 photos), web tile
	Median Age	51	1/2 Page 4 Color	\$7,235.00	\$3,617.50	Advertorial (150 words of copy, 1 photo), web tile
	Median HHI	\$102,347	1/3 Page 4 Color	\$4,820.00	\$2,410.00	Advertorial (100 words of copy, 1 photo), web tile
	Markets Reached	Western Region (Phoenix, Tucson, Los Angeles, Las Vegas and San Diego)				
	Sold/Billed By	Fox Publishers' Representatives	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Alicia Robledo	Spring '16 Issue (1/30/16)	12/23/2015	12/30/2015	
	Rep Phone Number	949-439-0437	Summer '16 Issue (4/27/16)	2/17/2016	2/25/2016	
Rep Email	arobledo@foxrep.com					

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.

Opportunity Selection Box:	<u>Publication</u>	<u>Issue Date</u>	<u>Size</u> (drop down menu)	<u>Half Net Rate</u> (drop down menu)	<u>Total Partner Cost</u>
	Endless Vacation	Spring 2016			\$0.00
	Endless Vacation	Summer 2016			\$0.00

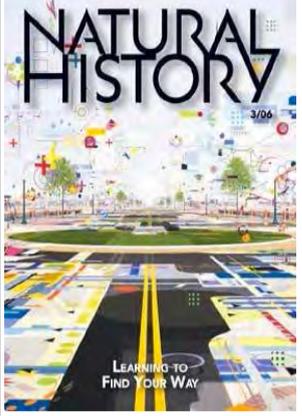
	Publication	National Geographic Traveler				
	Description	National Geographic Traveler appeals to readers with the means and mindset to explore. Content provides authentic experiences that inspire readers to turn adventure vacations, family trips, and weekend getaways into transformative journeys.				
	Circulation	225,000 Western Region	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	8x per year	Full Page 4 Color Bleed	\$28,600.00	\$14,300.00	Advertorial (200-300 words)
	Median Age	43.5	1/2 Page 4 Color	\$14,300.00	\$7,150.00	Advertorial (150-200 words)
	Median HHI	\$70,474	1/3 Page 4 Color	\$9,720.00	\$4,860.00	Advertorial (50-75 words)
	Markets Reached	Western Edition Covers: AK,AZ,AR,CA,HI,ID,IA,KS,LA,MN,MO,MT,NE,NV,NM,ND,OK,OR,SD,TX,UT,WA,WY				
	Sold/Billed By	National Geographic	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Tanya Scribner 940-387-7711 tanya@scribmedia.com	February/March '16	11/1/2015	11/25/2015	

The section requires a minimum of 2 partners. If the minimum is not met, the section will be canceled.

Reader Service Listing

Opportunity Selection Box:	<u>Publication</u>	<u>Issue Date</u>	<u>Size</u> (drop down menu)	<u>Half Net Rate</u> (drop down menu)	<u>Total Partner Cost</u>
	National Geographic Traveler	February/March '16			\$0.00

CURRENT PROGRAM SELECTIONS

	Publication	Natural History				
	Description	This magazine is geared toward an educated, professional readership of scholars and scientists, but the easy-to-understand stories and photography hold appeal for anyone interested in the biological and natural sciences.				
	Circulation	50,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	10x per year	Full Page 4 Color Bleed	\$2,125.00	\$1,062.50	Full page advertorial plus banner on website for 2 months
	Median Age	57.7	1/2 Page 4 Color	\$1,147.50	\$573.75	1/2 page advertorial plus banner on website for 2 months
	Median HHI	\$109,000	1/3 Page 4 Color	\$765.00	\$382.50	1/3 page advertorial plus banner on website for 2 months
	Markets Reached	National	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	Natural History	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Richard Katz 310-710-7414 oncoursemedia@aol.com	April '16 (Distinctive Destinations Issue)	2/1/2016	2/10/2016		

Opportunity Selection Box:	Publication Natural History	Issue Date April 2016	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost \$0.00
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	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	\$14,997.00	\$7,498.50	3 months website listing
	Median Age	40	1/2 Page 4 Color	\$7,499.00	\$3,749.50	3 months website listing
	Median HHI	\$90,518	1/4 Page 4 Color	\$3,749.00	\$1,874.50	3 months website listing
	Markets Reached	Western Circulation: MT, AZ, CO, ID, NM, NV, UT, WY, AK, CA, HI, OR, WA, Western Canada	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	Outside Magazine	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Cici Shick 303-440-2722 cshick@outsidemag.com	May '16 (National Parks Issue)	2/18/2016	2/20/2016		

Opportunity Selection Box:	Publication Outside Magazine	Issue Date May 2016	Size (drop down menu) 1/4 Page 4 Color	Half Net Rate (drop down menu) \$1,874.50	Total Partner Cost \$1,874.50
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CURRENT PROGRAM SELECTIONS

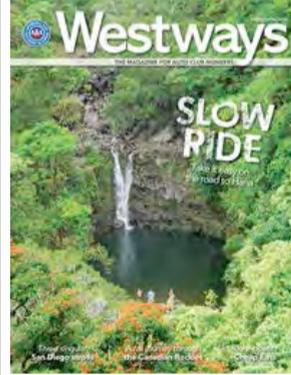
Print - Local/Regional

	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
	Issuance	Annually	Full Page 4 Color Bleed	\$15,602.00	\$7,801.00
	Median Age	46.9	2/3 Page 4 Color	\$11,535.00	\$5,767.50
	Median HHI	\$70,520	1/2 Page 4 Color	\$8,590.00	\$4,295.00
	Markets Reached	National/International	1/3 Page 4 Color	\$5,892.00	\$2,946.00
			1/6 Page 4 Color	\$3,940.00	\$1,970.00
			Listing	\$415.00	\$207.50
			Additional Listing	\$150.00	\$75.00
Sold/Billed By	Madden Media				
Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	Issue Date	Space Deadline	Materials Deadline	
		12/21/2015	9/11/2015	9/18/2015	

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	1/3 Page 4 Color	\$2,946.00	\$2,946.00
	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
	Issuance	Annually	Panel	\$12,355.00	\$6,177.50
	Median Age	46.9	1/2 Panel	\$7,004.00	\$3,502.00
	Median HHI	\$70,520	Listing	\$615.00	\$307.50
	Markets Reached	National/International			
	Sold/Billed By	Madden Media			
	Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	Issue Date	Space Deadline	Materials Deadline
			12/21/2015	9/11/2015	9/18/2015

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Map	2016	Listing	\$307.50	\$307.50

	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
	Issuance	5x/year (AOT features in September & March/April)	Full Page 4 Color Bleed	\$8,500.00	\$4,250.00
	Median Age	48	1/2 Page 4 Color	\$4,500.00	\$2,250.00
	Median HHI	\$100,000			
	Markets Reached	Southern California	Issue Date	Space Deadline	Materials Deadline
	Sold/Billed By	AAA Westways	September 2015	6/25/2015	7/2/2015
	Rep Contact	Kevin McCaw 623-551-6350 kevin@aaawestern.com	March/April 2016	12/28/2015	1/4/2016

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	AAA Westways	September 2015			\$0.00
	AAA Westways	March/April 2016	1/2 Page 4 Color	\$2,250.00	\$2,250.00

CURRENT PROGRAM SELECTIONS

	Publication	San Diego Magazine				
	Description	San Diego Magazine is the southern California region's lifestyle publication reaching affluent and active San Diegans.				
	Circulation	248,420	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	12x per year	Full Page 4 Color Bleed	\$5,125.00	\$2,562.50	Full Page ad + 100 words copy + photo; bonus 100,000 impressions online
	Median Age	46	1/2 Page 4 Color	\$3,485.00	\$1,742.50	Half Page ad + 60 words copy + photo; bonus 100,000 impressions online
	Median HHI	\$223,000	1/4 Page 4 Color	\$1,925.00	\$962.50	1/4 Page ad + 40 words copy; bonus 100,000 impressions online
	Markets Reached	San Diego Metropolitan	<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.</i>			
Sold/Billed By	San Diego Magazine	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Julie Davis 619-744-0533 julie@sandiegomagazine.com	March '16	3/1/2016	3/15/2016		

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	San Diego Magazine	March 2016			\$0.00

	Publication	Sunset Magazine				
	Description	Sunset Magazine covers the West's best flavors, destinations, home-design trends and innovations. Sunset engages and inspires an audience of active and affluent consumers.				
	Circulation	315,000 (Southern California Edition)	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	12x per year	Full Page 4 Color Bleed	\$22,260.00	\$11,130.00	Full Page ad + 100 words copy + photo; bonus 100,000 impressions online
	Median Age	54	1/2 Page 4 Color	\$11,130.00	\$5,565.00	Half Page ad + 60 words copy + photo; bonus 100,000 impressions online
	Median HHI	\$97,994	1/3 Page 4 Color	\$7,420.00	\$3,710.00	1/4 Page ad + 40 words copy; bonus 100,000 impressions online
	Markets Reached	Southern California	<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.</i>			
Sold/Billed By	Sunset Magazine	Issue Date	Space Deadline	Materials Deadline		
Rep Contact	Tara Salcido 310-268-7585 tara.salcido@timeinc.com	April '16	2/1/2016	2/15/2016		

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Sunset Magazine	April 2016	1/3 Page 4 Color	\$3,710.00	\$3,710.00



CURRENT PROGRAM SELECTIONS

Print - Newsprint

	Publication	Arizona Daily Star				
	Description	Arizona Daily Star is the leading newspaper of Tucson. Opportunity has been created for a 4P custom insert on 9.889"x10" 35-40# stock, where AOT anchors the cover page and participating partners receive matching advertorial for ad size purchased.				
	Circulation	125,865 - 132,562 (depends on seasonality of winter visitors)	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Sundays	Full Page 4 Color	\$5,000.00	\$2,500.00	Full Page advertorial, plus 50,000 impressions on Tucson.com
	Median Age	47.7	1/2 Page 4 Color	\$3,500.00	\$1,750.00	1/2 Page advertorial, plus 25,000 impressions on Tucson.com
	Median HHI	\$48,017	1/4 Page 4 Color	\$2,000.00	\$1,000.00	1/4 Page advertorial, plus 15,000 impressions on Tucson.com
	Markets Reached	Tucson	<i>The section requires a minimum of 2 pages collective advertising. If the minimum is not met, the section will be canceled.</i>			
	Sold/Billed By Rep Contact	Arizona Daily Star Tom Lindsey 602-444-4834 tlindsey@tucson.com	Issue Date	Space Deadline	Materials Deadline	

Opportunity Selection Box:	<u>Publication</u>	<u>Issue Date</u>	<u>Size</u> (drop down menu)	<u>Half Net Rate</u> (drop down menu)	<u>Total Partner Cost</u>
	Arizona Daily Star	June 2016			\$0.00

	Publication	Arizona Republic				
	Description	Arizona Republic reaches 1.2 million adults each week. The readers are loyal, relying on the paper for breaking headlines, in-depth information, travel insight, sports, business, and other lifestyle topics. Readers are highly engaged with the paper, spending an average of 1 hour and 16 minutes with the Sunday edition. Rates for this custom 10"x10" insert are based on an 8-page tab insert on 40# stock.				
	Circulation	414,148	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Sundays	Full Page 4 Color	\$5,150.00	\$2,575.00	Bonus Impressions on AZCentral.com
	Median Age	53	1/2 Page 4 Color	\$2,575.00	\$1,287.50	Bonus Impressions on AZCentral.com
	Median HHI	\$60,855	1/4 Page 4 Color	\$1,288.00	\$644.00	Bonus Impressions on AZCentral.com
	Markets Reached	Phoenix	<i>The section requires a minimum of 4.5 pages collective advertising. If the minimum is not met, the section will be canceled.</i>			
	Sold/Billed By Rep Contact Rep Phone Number Rep Email	Republic Media Cami Kaiser 602-444-6899 ckaiser@republicmedia.com	Issue Date	Space Deadline	Materials Deadline	

Opportunity Selection Box:	<u>Publication</u>	<u>Issue Date</u>	<u>Size</u> (drop down menu)	<u>Half Net Rate</u> (drop down menu)	<u>Total Partner Cost</u>
	Arizona Republic	October 2015			\$0.00
	Arizona Republic	Feb/Mar 2016			\$0.00
	Arizona Republic	June 2016			\$0.00

CURRENT PROGRAM SELECTIONS

	Publication	Las Vegas Review Journal		
	Description	Las Vegas Review Journal is the daily newspaper covering Las Vegas and Southern Nevada. Print options listed are for run of paper Arizona pages within the Sunday Travel Section. AOT will purchase a 1/2P4C ad and utilize other 1/2P for advertorial. Partner will be featured on facing page with ads and advertorial.		
	Circulation	185,000	Unit Size	
	Issuance	Sundays	Rate	Half Net Rate
	Median Age	51	Added Value	Full Page 4 Color
	Median HHI	\$60,800	1/2 Page 4 Color	1/4 Page 4 Color
	Markets Reached	Southern Nevada - Las Vegas	The section requires a minimum of 1 pages collective advertising. If the minimum is not met, the section will be canceled.	
Sold/Billed By	Las Vegas Review Journal			
Rep Contact	Anita Kyle 702-672-1803 akyle@reviewjournal.com	Issue Date	Space Deadline	Materials Deadline
		April 2016	3 weeks prior	2.5 weeks prior

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Las Vegas Review Journal	April 2016			\$0.00

	Publication	Los Angeles Times		
	Description	Los Angeles Times reaches 2.4 million adults each Sunday, as its circulation is the fourth largest in the U.S. Readers seek the latest headlines in news, business, sports, entertainment, and more. This is an offering for a 10.5" x 12.5" custom 8 page insert distributed to 400,000 homes. Minimum cost to produce \$43,060.00.		
	Circulation	965,598	Unit Size	
	Issuance	Sundays	Rate	Half Net Rate
	Median Age	47	Added Value	Full Page 4 Color
	Median HHI	\$70,050	1/2 Page Vertical or Horizontal 4 Color	1/4 Page 4 Color
	Markets Reached	Southern California	The section requires a minimum of 1.5 pages collective advertising. If the minimum is not met, the section will be canceled.	
Sold/Billed By	Los Angeles Times			
Rep Contact	Claire Armbruster 818-239-9099 claire.armbruster@latimes.com	Issue Date	Space Deadline	Materials Deadline
		March 2016	6 weeks prior	1 week prior

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Los Angeles Times	March 2016			\$0.00

	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	
	Issuance	Annually	Rate	Half Net Rate
	Markets Reached	Canada	Added Value	Full Page 4 Color
			1/2 Page 4 Color	1/3 Page 4 Color
	Sold/Billed By	Madden Media	The section requires a minimum of 1.5 pages collective advertising. If the minimum is not met, the section will be canceled.	
Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	Issue Date	Space Deadline	Materials Deadline
		October 24, 2015 - newspapers	7/17/2015	7/24/2015
		December 2015 - En Route	7/17/2015	7/24/2015

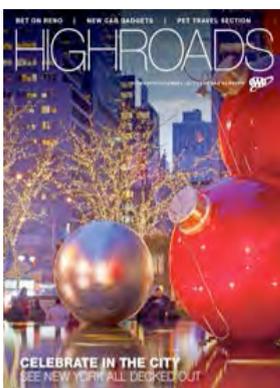
Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Madden - Arizona Canadian Newspaper Insert	Fall/Winter 2015	1/3 Page 4 Color	\$3,937.50	\$3,937.50



CURRENT PROGRAM SELECTIONS

INDIVIDUAL AD BUYS

Print - Magazine

	Publication	AAA Arizona Highroads																			
	Description	Arizona's AAA membership publication, published in print and augmented with a digital edition. Features include travel, auto and lifestyle editorial. The magazine is supported by other AAA channels, including AAA's own travel agency, and 10 AAA Storefront locations in Arizona. Approximately 85% of the readers are Arizona homeowners.																			
	Circulation	501,000	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Unit Size</th> <th style="width: 25%;">Rate</th> <th style="width: 25%;">Half Net Rate</th> <th style="width: 25%;">Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td style="text-align: right;">\$8,007.00</td> <td style="text-align: right;">\$4,003.50</td> <td>Free 300x600 online ad</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td style="text-align: right;">\$4,667.00</td> <td style="text-align: right;">\$2,333.50</td> <td>Free 300x300 online ad</td> </tr> <tr> <td>1/3 Page 4 Color</td> <td style="text-align: right;">\$3,043.00</td> <td style="text-align: right;">\$1,521.50</td> <td>Free 300x200 online ad</td> </tr> </tbody> </table>			Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$8,007.00	\$4,003.50	Free 300x600 online ad	1/2 Page 4 Color	\$4,667.00	\$2,333.50	Free 300x300 online ad	1/3 Page 4 Color	\$3,043.00	\$1,521.50	Free 300x200 online ad
	Unit Size	Rate	Half Net Rate	Added Value																	
	Full Page 4 Color Bleed	\$8,007.00	\$4,003.50	Free 300x600 online ad																	
	1/2 Page 4 Color	\$4,667.00	\$2,333.50	Free 300x300 online ad																	
	1/3 Page 4 Color	\$3,043.00	\$1,521.50	Free 300x200 online ad																	
	Issuance	Bi-monthly																			
	Median Age	53																			
	Median HHI	\$91,100																			
Markets Reached	Arizona																				
Sold/Billed By	AAA Highroads	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Issue Date</th> <th style="width: 33%;">Space Deadline</th> <th style="width: 33%;">Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>Monthly</td> <td>2 months prior</td> <td>2 months prior</td> </tr> <tr> <td>November/December</td> <td>9/1/2015</td> <td>9/7/2015</td> </tr> <tr> <td>May/June 2016</td> <td>3/2/2016</td> <td>3/7/2016</td> </tr> </tbody> </table>			Issue Date	Space Deadline	Materials Deadline	Monthly	2 months prior	2 months prior	November/December	9/1/2015	9/7/2015	May/June 2016	3/2/2016	3/7/2016					
Issue Date	Space Deadline	Materials Deadline																			
Monthly	2 months prior	2 months prior																			
November/December	9/1/2015	9/7/2015																			
May/June 2016	3/2/2016	3/7/2016																			
Rep Contact	Kevin McCaw 623-551-6350 kevin@aaawestern.com																				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	AAA Arizona Highroads				\$0.00
	AAA Arizona Highroads				\$0.00
	AAA Arizona Highroads				\$0.00
	AAA Arizona Highroads				\$0.00

	Publication	Arizona Highways														
	Description	Arizona Highways is an iconic magazine showcasing the state of Arizona, as seen through the eyes of expert travel journalists and photographers.														
	Circulation	166,000	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Unit Size</th> <th style="width: 25%;">Rate</th> <th style="width: 25%;">Half Net Rate</th> <th style="width: 25%;">Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Inside Back Cover</td> <td style="text-align: right;">\$10,000.00</td> <td style="text-align: right;">\$5,000.00</td> <td rowspan="2">Digital advertising package with minimum \$13,000 in print</td> </tr> <tr> <td>Full Page 4 Color Page 15</td> <td style="text-align: right;">\$7,900.00</td> <td style="text-align: right;">\$3,950.00</td> </tr> </tbody> </table>			Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Inside Back Cover	\$10,000.00	\$5,000.00	Digital advertising package with minimum \$13,000 in print	Full Page 4 Color Page 15	\$7,900.00	\$3,950.00
	Unit Size	Rate	Half Net Rate	Added Value												
	Full Page 4 Color Inside Back Cover	\$10,000.00	\$5,000.00	Digital advertising package with minimum \$13,000 in print												
	Full Page 4 Color Page 15	\$7,900.00	\$3,950.00													
	Issuance	Monthly														
	Median Age	55														
	Median HHI	\$75,000														
	Markets Reached	National/International	<i>Limited to 2 partners per month</i>													
Sold/Billed By	On Media	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Issue Date</th> <th style="width: 33%;">Space Deadline</th> <th style="width: 33%;">Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>Monthly</td> <td>12 weeks prior</td> <td>12 weeks prior</td> </tr> </tbody> </table>			Issue Date	Space Deadline	Materials Deadline	Monthly	12 weeks prior	12 weeks prior						
Issue Date	Space Deadline	Materials Deadline														
Monthly	12 weeks prior	12 weeks prior														
Rep Contact	Teresa Strunk 602-445-7166 tstrunk@onmediaaz.com															

Opportunity Selection Box:	Publication	Issue Date (drop down menu)	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	Arizona State RV Guide																			
	Description	Guide to RV parks and resorts in Arizona. Resource guide for RV services and suppliers, as well as information on unique attractions and recreation throughout Arizona.																			
	Circulation	120,000	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Unit Size</th> <th style="width: 25%;">Rate</th> <th style="width: 25%;">Half Net Rate</th> <th style="width: 25%;">Added Value</th> </tr> </thead> <tbody> <tr> <td>Full Page 4 Color Bleed</td> <td style="text-align: right;">\$1,400.00</td> <td style="text-align: right;">\$700.00</td> <td>Banner ad with featured direct link listing</td> </tr> <tr> <td>1/2 Page 4 Color</td> <td style="text-align: right;">\$900.00</td> <td style="text-align: right;">\$450.00</td> <td>Button ad with featured direct link listing</td> </tr> <tr> <td>1/4 Page 4 Color</td> <td style="text-align: right;">\$600.00</td> <td style="text-align: right;">\$300.00</td> <td>Featured direct link listing</td> </tr> </tbody> </table>			Unit Size	Rate	Half Net Rate	Added Value	Full Page 4 Color Bleed	\$1,400.00	\$700.00	Banner ad with featured direct link listing	1/2 Page 4 Color	\$900.00	\$450.00	Button ad with featured direct link listing	1/4 Page 4 Color	\$600.00	\$300.00	Featured direct link listing
	Unit Size	Rate	Half Net Rate	Added Value																	
	Full Page 4 Color Bleed	\$1,400.00	\$700.00	Banner ad with featured direct link listing																	
	1/2 Page 4 Color	\$900.00	\$450.00	Button ad with featured direct link listing																	
	1/4 Page 4 Color	\$600.00	\$300.00	Featured direct link listing																	
	Issuance	Annually																			
	Median Age	62																			
	Median HHI	\$75,000																			
Markets Reached	AZ, Northern States, Canada																				
Sold/Billed By	Arizona State RV Guide	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Issue Date</th> <th style="width: 33%;">Space Deadline</th> <th style="width: 33%;">Materials Deadline</th> </tr> </thead> <tbody> <tr> <td>2015-2016 (August 31, 2015)</td> <td>7/31/2015</td> <td>7/31/2015</td> </tr> </tbody> </table>			Issue Date	Space Deadline	Materials Deadline	2015-2016 (August 31, 2015)	7/31/2015	7/31/2015											
Issue Date	Space Deadline	Materials Deadline																			
2015-2016 (August 31, 2015)	7/31/2015	7/31/2015																			
Rep Contact	Ron Sleight 480-513-8147 cmg2@outlook.com	Featured highlighted listing by business category Business directory listing Index of advertisers																			

CURRENT PROGRAM SELECTIONS

<u>Opportunity Selection</u>	<u>Publication</u>	<u>Issue Date</u>	<u>Size</u> (drop down menu)	<u>Half Net Rate</u> (drop down menu)	<u>Total Partner Cost</u>
Box:	Arizona State RV Guide	2015 - 2016			\$0.00

CURRENT PROGRAM SELECTIONS

	Publication	Arizona Drive Guide			
	Description	Arizona Drive Guide helps to inform Arizona visitors on Where to Go, What to See, What to Do and How to Get There, while experiencing the best that Arizona has to offer.			
	Circulation	124,000	Unit Size	Rate	Half Net Rate
	Issuance	4x/year	Full Page 4 Color Bleed	\$1,600.00	\$800.00
	Median Age	45.5	1/2 Page 4 Color	\$1,000.00	\$500.00
	Median HHI	\$73,000	1/3 Page 4 Color	\$700.00	\$350.00
	Markets Reached	National, international, AZ, NV, IL, CA, TX, NY, WA,			
	Sold/Billed By	Arizona Drive Guide	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Cyndi Turer	September-November 2015	8/4/2015	8/4/2015
		480-860-0328	December 2015-February 2016	11/5/2015	11/5/2015
	cyndi@driveguideus.com	March-May 2016	2/4/2015	2/4/2015	
		June-August 2016	5/5/2015	5/5/2015	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Arizona Drive Guide	September-November 2015			\$0.00
	Arizona Drive Guide	December 2015-February 2016			\$0.00
	Arizona Drive Guide	March-May 2016			\$0.00
	Arizona Drive Guide	June-August 2016			\$0.00

	Publication	Desert Botanical Garden Visitor Guide/Map			
	Description	Reach local, national and international visitors to Desert Botanical Garden with this Visitor Guide/Map distributed at the box office to ticketed visitors.			
	Circulation	275,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Full Page 4 Color Bleed (Cover)	\$8,400.00	\$4,200.00
	Median Age	45	Full Page 4 Color Bleed	\$5,950.00	\$2,975.00
	Median HHI	\$85,000	1/2 Page 4 Color	\$3,900.00	\$1,950.00
	Markets Reached	Metropolitan Phoenix (50% local visitors; 50% out of town)			
	Sold/Billed By	On Media	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Teresa Strunk	December 2015	11/1/2015	11/1/2015
		602-445-7166			
	tstrunk@onmediaaz.com				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Desert Botanical Garden Visitor Guide/Map	December 2015			\$0.00

	Publication	El Imparcial			
	Description	El Imparcial is the daily newspaper of Northwest Mexico (Sonora). Six times during the year, a full-color glossy tabloid magazine specifically covering Arizona is inserted into the newspaper. Magazine articles cover Arizona destinations, restaurants, hotels, sporting events, wellness, shopping, culture and history. A Calendar of Events is also featured.			
	Circulation	45,000	Unit Size	Rate	Half Net Rate
	Issuance	6x/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	Sonora, Mexico			
	Sold/Billed By	El Imparcial	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Leyla Cattan	September 27, 2015 (AOT/Arizona Shop & Play)	9/10/2015	9/10/2015
		520-297-5442	November 15, 2015 (Arizona Thanksgiving)	10/29/2015	10/29/2015
	lcattan@elimparcial.com	December 4, 2015 (Arizona Holidays)	11/18/2015	11/18/2015	
		March 2016 (Arizona Spring Easter)	2/10/2016	2/10/2016	
		June 9, 2016 (Arizona Fun in the Sun)	5/24/2016	5/24/2016	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	El Imparcial	September 27, 2015			\$0.00

CURRENT PROGRAM SELECTIONS

El Imparcial	November 15, 2015			\$0.00
El Imparcial	December 4, 2015			\$0.00
El Imparcial	March 2016			\$0.00
El Imparcial	June 9, 2016			\$0.00

CURRENT PROGRAM SELECTIONS

	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
	Issuance	2x/year	Full Page 4 Color Bleed	\$2,100.00	\$1,050.00
	Median Age	43.5	1/2 Page 4 Color	\$1,365.00	\$682.50
	Median HHI	\$65,000			
	Markets Reached	Arizona			
	Sold/Billed By	AZ Big Media	Issue Date	Space Deadline	Materials Deadline
	Rep Contact	Ryan Moore	Fall/Winter 2015 (November)	10/10/2015	10/10/2015
		602-424-8843	Spring/Summer 2016 (April)	3/10/2016	3/10/2016
	ryan.moore@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 2015	1/2 Page 4 Color	\$682.50	\$682.50
	Experience AZ	Spring/Summer 2016	1/2 Page 4 Color	\$682.50	\$682.50

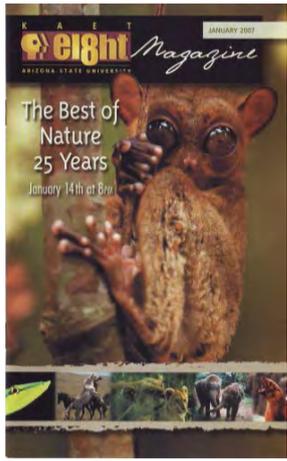
	Publication	Grand Canyon Journal			
	Description	Provides inspiration and total trip-planning resources for travelers planning a vacation to the Grand Canyon region. Content includes itineraries, destinations, attractions, activities, history/culture, natural wonders, photography, and wildlife.			
	Circulation	100,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Full Page 4 Color Bleed	\$5,995.00	\$2,997.50
	Median Age	52	1/2 Page 4 Color	\$3,995.00	\$1,997.50
	Median HHI	\$100,000	1/4 Page 4 Color	\$2,495.00	\$1,247.50
	Markets Reached	Southern California, Las Vegas, Arizona, New Mexico			Reader service listing, advertorial with photos/contact info (also appears online. Quarterly Facebook/Twitter posts.
	Sold/Billed By	Active Interest Media	Issue Date	Space Deadline	
	Rep Contact	David Krause	November 2015 - August 2016	9/4/2015	9/4/2015
		720-437-0508			
	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 2015 - August 2016	1/4 Page 4 Color	\$1,247.50	\$1,247.50

	Publication	Heard Museum Visitor Guide/Map			
	Description	Reach visitors with a passion for the art and culture of native people with this Visitor Guide/Map distributed at the box office to Heard Museum's ticketed visitors.			
	Circulation	160,000	Unit Size	Rate	Half Net Rate
	Issuance	Annually	Full Page 4 Color Bleed (Cover)	\$5,500.00	\$2,750.00
	Median Age	55	Full Page 4 Color Bleed	\$3,900.00	\$1,950.00
	Median HHI	\$75,000	1/2 Page 4 Color	\$2,550.00	\$1,275.00
	Markets Reached	Metropolitan Phoenix (50% local visitors; 50% out of town)			One free ad in June, July or August of PBS Eight Magazine with purchase of Cover
	Sold/Billed By	On Media	Issue Date	Space Deadline	
	Rep Contact	Teresa Strunk	2016 (January)	12/1/2015	12/1/2015
		602-445-7166			
	tstrunk@onmediaaz.com				

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Heard Museum Visitor Guide/Map	2016 (January)			\$0.00

CURRENT PROGRAM SELECTIONS



Publication *PBS Eight (KAET) Magazine*

Description Eight Magazine is monthly guide to all the great programming on Eight Arizona, a PBS member television station. This publication is mailed monthly to the devoted viewers of KAET, who financially support the station, and contains easy-to-read schedules for each of their digital channels in Phoenix.

Circulation 47,000
Issuance Monthly
Median Age 55
Median HHI \$75,000
Markets Reached Greater Maricopa County
Sold/Billed By On Media
Rep Contact Teresa Strunk
 602-445-7166
 tstrunk@onmediaaz.com

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed (Cover)	\$2,000.00	\$1,000.00	One free ad in June, July or August with a minimum 6x contract
Full Page 4 Color Bleed	\$1,700.00	\$850.00	
1/3 Page 4 Color	\$1,300.00	\$650.00	

Issue Date	Space Deadline	Materials Deadline
Monthly	1 month prior	1 month prior

Opportunity Selection Box:

Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
PBS Eight (KAET) Magazine				\$0.00
PBS Eight (KAET) Magazine				\$0.00
PBS Eight (KAET) Magazine				\$0.00
PBS Eight (KAET) Magazine				\$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 78,383
Issuance Monthly
Median Age 55
Median HHI \$179,737
Markets Reached Phoenix
Sold/Billed By Phoenix Magazine
Rep Contact Joel Klasky
 480-664-3960
 jklasky@phoenixmag.com

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$5,100.00	\$2,550.00	For 2x print ads, ROS Banners in June, July, August, plus 2x dedicated e-blasts to database of over 13,000 subscribers. Extra editorial for advertisers in Nov and Feb issues.
1/2 Page 4 Color	\$3,315.00	\$1,657.50	
1/4 Page 4 Color	\$1,530.00	\$765.00	

Issue Date	Space Deadline	Materials Deadline
Monthly	6 weeks prior	6 weeks prior
Special Ad Section in November (Get Out of Town Guide)	9/15/2015	9/15/2015
February (Discover Arizona)	12/15/2015	12/15/2015
Annual Arizona Travel Guide (June 2016)	5/10/2016	5/10/2016

Opportunity Selection Box:

Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
Phoenix Magazine	February 2016	1/4 Page 4 Color	\$765.00	\$765.00
Phoenix Magazine				\$0.00
Phoenix Magazine				\$0.00
Phoenix Magazine				\$0.00



Publication *Phoenix Official Travel Guide*

Description Visit Phoenix's official fulfillment piece for customers. Electronic version is available for download at VisitPhoenix.com. Additional distribution at area visitors' centers and Sky Harbor International Airport.

Circulation 250,000
Issuance Annually
Median Age 47.2
Median HHI \$74,660
Markets Reached National/International
Sold/Billed By Madden Media
Rep Contact Whitney Coleman
 520-232-2611
 wcoleman@maddenmedia.com

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$8,507.00	\$4,253.50	
1/2 Page 4 Color	\$5,523.00	\$2,761.50	
1/3 Page 4 Color	\$4,183.00	\$2,091.50	

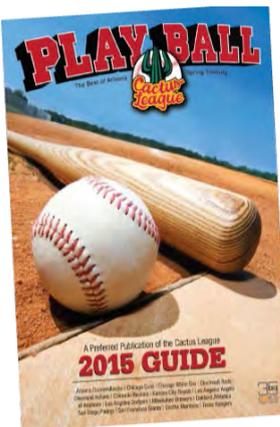
Issue Date	Space Deadline	Materials Deadline
December 11, 2015	9/11/2015	9/18/2015



CURRENT PROGRAM SELECTIONS

<u>Opportunity Selection</u> Box:	<u>Publication</u>	<u>Issue Date</u>	<u>Size</u> (drop down menu)	<u>Half Net Rate</u> (drop down menu)	<u>Total Partner Cost</u>
	Phoenix Official Travel Guide	2016			\$0.00

CURRENT PROGRAM SELECTIONS



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 CVBs, hotels, retail outlets, and Sky Harbor International Airport.
Circulation	100,000
Issuance	Annually
Median Age	43.5
Median HHI	\$65,000
Markets Reached	Arizona, Fan Cities - Chicago, Cincinnati, Cleveland, Colorado, Kansas City, California, Milwaukee, Seattle and Texas
Sold/Billed By	AZ Big Media
Rep Contact	Ryan Moore 602-424-8843 ryan.moore@azbigmedia.com

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$5,600.00	\$2,800.00	Social media posts - Facebook, Twitter
1/2 Page 4 Color	\$3,000.00	\$1,500.00	
1/4 Page 4 Color	\$1,800.00	\$900.00	

Issue Date	Space Deadline	Materials Deadline
January 2016	12/10/2015	12/10/2015

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Play Ball	January 2016			\$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
Issuance	Monthly
Median Age	58
Median HHI	\$74,000
Markets Reached	National
Sold/Billed By	True West Magazine
Rep Contact	Greg Carroll 480-575-1881 greg@twmag.com

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$2,883.00	\$1,441.50	Reader service card Listing in annual Best of West source book Social media posts and e-newsletter during issue month
1/2 Page 4 Color	\$1,658.00	\$829.00	
1/3 Page 4 Color	\$1,054.00	\$527.00	

Issue Date	Space Deadline	Materials Deadline
Monthly	7 weeks prior	7 weeks prior
Annual Travel Issue (April 2016)	2/12/2016	2/12/2016

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	True West Magazine				\$0.00
	True West Magazine				\$0.00
	True West Magazine				\$0.00
	True West Magazine				\$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
Issuance	2x/year
Median Age	46.9
Median HHI	\$70,520
Markets Reached	Metropolitan Tucson, Southern Arizona
Sold/Billed By	Madden Media
Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com

Unit Size	Rate	Half Net Rate	Added Value
Full Page 4 Color Bleed	\$2,640.00	\$1,320.00	
1/2 Page 4 Color	\$1,445.00	\$722.50	
1/3 Page 4 Color	\$725.00	\$362.50	

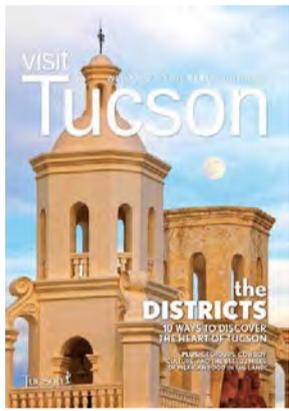
Issue Date	Space Deadline	Materials Deadline
Fall/Winter 2015 (August 31)	6/26/2015	7/1/2015
Spring/Summer 2016 (March 7)	1/4/2016	1/6/2016

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Tucson Guide	Fall/Winter 2015			\$0.00
	Tucson Guide	Spring/Summer 2016			\$0.00

CURRENT PROGRAM SELECTIONS

	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 visiting the Valley.				
	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	\$1,880.00	\$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 520-232-2611 wcoleman@maddenmedia.com	Fall 2015 (September 20)	7/17/2015	7/22/2015	
			Winter 2015/2016 (December 22)	10/16/2015	10/21/2015	
		Spring 2016 (March 21)	1/15/2016	1/20/2016		
		Summer 2016 (June 20)	4/16/2016	4/21/2016		

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Valley Guide	Fall 2015			\$0.00
	Valley Guide	Winter 2015/2016	1/4 Page 4 Color	\$470.00	\$470.00
	Valley Guide	Spring 2016			\$0.00
	Valley Guide	Summer 2016			\$0.00

	Publication	Visit Tucson Official Travel Guide				
	Description	Visit Tucson's official fulfillment publication, distributed free via direct mail upon request and through VisitTucson.org. Electronic version is available for download at VisitTucson.org. Additional distribution at area visitors' centers and at Tucson International Airport.				
	Circulation	300,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Annually	Full Page 4 Color Bleed	\$8,394.00	\$4,197.00	
	Median Age	46.5	1/2 Page 4 Color	\$4,950.00	\$2,475.00	
	Median HHI	\$71,353	1/3 Page 4 Color	\$3,921.00	\$1,960.50	
	Markets Reached	National/International				
	Sold/Billed By	Madden Media	Issue Date	Space Deadline	Materials Deadline	
	Rep Contact	Whitney Coleman 520-232-2611 wcoleman@maddenmedia.com	2/1/2016	10/30/2015	11/6/2015	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Visit Tucson Official Travel Guide	2016			\$0.00

Print - Newsprint

	Publication	Cactus League Newspaper Insert				
	Description	Published and inserted into major newspapers' Sunday edition, this high quality, four-color tabloid targets high income zip codes in the hometowns of the 15 Arizona Spring Training teams.				
	Circulation	1,000,000	Unit Size	Rate	Half Net Rate	Added Value
	Issuance	Annually	Full Page 4 Color + 300 words of copy + photo	\$16,480.00	\$8,240.00	
	Markets Reached	Northern & Southern California, Chicago, Ohio, Denver, Kansas City, Milwaukee, Seattle and Dallas	1/2 Page 4 Color + 150 words of copy + photo	\$10,450.00	\$5,225.00	
			1/4 Page 4 Color + 75 words of copy + photo	\$5,280.00	\$2,640.00	
			Sold/Billed By	Hennen Publishing	Issue Date	Space Deadline
	Rep Contact	Kathleen Hennen 480-664-0541 kathleen@hennenpmg.com	January 17, 2016	11/13/2015	11/20/2015	

Opportunity Selection Box:	Publication	Issue Date	Size (drop down menu)	Half Net Rate (drop down menu)	Total Partner Cost
	Cactus League Newspaper Insert	January 17, 2016			\$0.00

CURRENT PROGRAM SELECTIONS

Out of Home

	Vendor	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 115,000 passengers travel through Sky Harbor on a daily basis.		
	Placement Description	<u>Baggage Claim</u> - Digital 10 seconds - all baggage carousels, all terminals, still image or video (Limited to 2 partners per month)		
		Rate	Half Net Rate	
		\$10,000 per month, plus 1x \$300 digital upload fee per creative	\$5,000 per month, plus 1x \$150 digital upload fee per creative	
	Placement Description	<u>Backlit 6'x6' Extra Large Wall Signs</u> - available in all terminals (Limited to 3 partners per month)		
		Rate	Half Net Rate	
		\$4,000 per unit, per month; printing hard costs not included	\$2,000 per unit, per month; printing hard costs not included	
	Placement Description	<u>Backlit 5'x5' Large Wall Signs</u> - available in all terminals (Limited to 4 partners per month)		
		Rate	Half Net Rate	
		\$3,000 per unit, per month; printing hard costs not included	\$1,500 per unit, per month; printing hard costs not included	
	Placement Description	<u>Standard Wall Signs</u> - available on Passenger Level of Terminal 4 only (Limited to 4 partners per month)		
		Rate	Half Net Rate	
		\$2,500 per unit, per month; printing hard costs not included	\$1,250 per unit, per month; printing hard costs not included	
	Markets Reached	Sky Harbor International Airport		
	Sold/Billed By	Alliance Airport Advertising		
	Rep Contact	Sheila Vaughn 480-347-9015 sheila@allianceairportadvertising.com		
		Issue Date	Space Deadline	Materials Deadline
		Monthly	4 weeks prior	4 weeks prior

	Vendor	Placement	# of Months	Which Months	Half Net Rate	Total Partner Cost
Opportunity Selection Box:	Alliance Airport Advertising	Baggage Claim			\$5,000.00	\$0.00
	Alliance Airport Advertising	Backlit 6x6			\$2,000.00	\$0.00
	Alliance Airport Advertising	Backlit 5x5			\$1,500.00	\$0.00
	Alliance Airport Advertising	Standard Wall Signs			\$1,250.00	\$0.00



CURRENT PROGRAM SELECTIONS

Digital Outdoor Billboards						
	Vendor	Clear Channel Outdoor				
	Markets Reached	Metropolitan Phoenix	Unit Size	Rate	Half Net Rate	Added Value
	Sold/Billed By Rep Contact	Clear Channel Outdoor Allison Treadwell 602-381-4763 allisontreadwell@clearchannel.com	14'x48' Digital Boards (8 seconds)	\$1,000 per 4 week contract	\$500 per 4 week contract	
			Issue Date	Space Deadline	Materials Deadline	
		Monthly	3 months prior	1 week prior		
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Clear Channel Outdoor				\$500.00	\$0.00
Digital Outdoor Billboards						
	Vendor	Lamar Outdoor				
	Markets Reached	Metropolitan Phoenix	Unit Size	Rate	Half Net Rate	Added Value
	Sold/Billed By Rep Contact	Lamar Outdoor Brad Nasser 602-266-2187 bnasser@lamar.com	14'x48' Digital Boards (8 seconds)	\$1,000 per 4 week contract	\$500 per 4 week contract	
			Issue Date	Space Deadline	Materials Deadline	
		Monthly	Space available basis	1 week prior		
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Lamar Outdoor				\$500.00	\$0.00
Digital Outdoor Billboards						
	Vendor	Outfront Media				
	Markets Reached	Metropolitan Phoenix	Unit Size	Rate	Half Net Rate	Added Value
	Sold/Billed By Rep Contact	Outfront Media Todd Lowder 602-477-3044 todd.lowder@outfrontmedia.com	14'x48' Digital Boards (8 seconds)	\$1,000 per 4 week contract	\$500 per 4 week contract	
			Issue Date	Space Deadline	Materials Deadline	
		Monthly	3 months prior	1 week prior - digital		
Opportunity Selection Box:	Vendor	# of Months	Boards per Month	Which Months	Half Net Rate	Total Partner Cost
	Outfront Media				\$500.00	\$0.00

SALES AND MEDIA MISSIONS

	Mission	Toronto Media Marketplace				
	Description	AOT 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	Canadian and national travel, trade, lifestyle and culinary media – print, broadcast and online.				
	Participants	Participation is open to Arizona CVBs, Chambers and DMOs and is limited to 12 partners. Participation will be awarded by a lottery system, if necessary.				
	Location	Toronto, ON	Rate	Partner Rate		
	Date	TBD, Q1 2016	\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses		
	Sold/Billed By Rep Contact	AOT 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
	AOT	Toronto Media Marketplace		\$500.00	\$0.00	

CURRENT PROGRAM SELECTIONS

	Mission	<i>New York Media Marketplace</i>						
	Description	AOT conducts a media event in New York every other year. AOT 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.						
	Audience	New York and national travel, trade, lifestyle and culinary media – print, broadcast and online.						
	Participants	Participation is open to Arizona CVBs, Chambers and DMOs and is limited to 20 partners. Participation will be awarded by a lottery system, if necessary.						
	Location	New York City, NY	<table border="1"> <thead> <tr> <th>Rate</th> <th>Partner Rate</th> </tr> </thead> <tbody> <tr> <td>\$1,000 plus travel and shipping expenses</td> <td>\$500 plus travel and shipping expenses</td> </tr> </tbody> </table>	Rate	Partner Rate	\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses	
	Rate	Partner Rate						
	\$1,000 plus travel and shipping expenses	\$500 plus travel and shipping expenses						
Date	TBD, Q1 2016							
Sold/Billed By Rep Contact	AOT Tony Alba talba@tourism.az.gov 602-364-3715							

Opportunity Selection Box:	<u>Vendor</u>	<u>Mission</u>	<u>Select 'Yes' to add</u> (drop-down menu)	<u>Partner Rate</u>	<u>Total Partner Cost</u>
	AOT	New York Media Marketplace		\$500.00	\$0.00

	Mission	<i>Mexico Sales and Media Mission</i>						
	Description	This mission will target tour operators, travel agents and media during appointments, destination trainings and luncheon seminars in both cities.						
	Audience	Travel trade professionals and media representatives in Mexico City and Guadalajara						
	Participants	Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers						
	Location	Mexico City and Guadalajara, Mexico	<table border="1"> <thead> <tr> <th>Rate</th> <th>Partner Rate</th> </tr> </thead> <tbody> <tr> <td>\$1,500 per delegate, plus travel and shipping expenses</td> <td>\$750 per delegate, plus travel and shipping expenses</td> </tr> </tbody> </table>	Rate	Partner Rate	\$1,500 per delegate, plus travel and shipping expenses	\$750 per delegate, plus travel and shipping expenses	
	Rate	Partner Rate						
	\$1,500 per delegate, plus travel and shipping expenses	\$750 per delegate, plus travel and shipping expenses						
Date	TBD, February, March or April 2016							
Sold/Billed By Rep Contact	AOT Mary Rittmann Kim Todd mrittmann@azot.gov ktodd@azot.gov 602-364-3730 602-364-3305							

Opportunity Selection Box:	<u>Vendor</u>	<u>Mission</u>	<u>Select 'Yes' to add</u> (drop-down menu)	<u>Partner Rate</u>	<u>Total Partner Cost</u>
	AOT	Mexico Sales and Media Mission		\$750.00	\$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 which also attracts media interest.						
	Audience	Sonoran consumers, travel agents and media						
	Participants	Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers						
	Location	Hermosillo, Sonora, Mexico	<table border="1"> <thead> <tr> <th>Rate</th> <th>Partner Rate</th> </tr> </thead> <tbody> <tr> <td>\$2,500 for DMOs, plus travel and shipping expenses</td> <td>\$1,250 for DMOs, plus travel and shipping expenses</td> </tr> </tbody> </table>	Rate	Partner Rate	\$2,500 for DMOs, plus travel and shipping expenses	\$1,250 for DMOs, plus travel and shipping expenses	
	Rate	Partner Rate						
	\$2,500 for DMOs, plus travel and shipping expenses	\$1,250 for DMOs, plus travel and shipping expenses						
Date	October 1, 2015							
Sold/Billed By Rep Contact	AOT Mary Rittmann mrittmann@azot.gov 602-364-3730							

Opportunity Selection Box:	<u>Vendor</u>	<u>Mission</u>	<u>Select 'Yes' to add</u> (drop-down menu)	<u>Partner Rate</u>	<u>Total Partner Cost</u>
	AOT	Mexico Sales and Media Mission		\$1,250.00	\$0.00

CURRENT PROGRAM SELECTIONS

RESEARCH - VISITOR INTERCEPT STUDIES



University

Description

Sold/Billed By

Rep Contact

Arizona State University

Twelve month study surveying existing visitors at area accommodations and attractions. The ASU team will:

- Provide a written update every other month
- Hold a meeting at the project mid-point with AOT and the community
- Develop and provide all study instrumentation whether print or electronic
- Train and supervise staff for on-site data collection
- Develop sampling strategies
- Manage all on-site and follow-up data collection efforts
- Code data, construct data set and analyze data
- Produce final report, including marketing implications
- Offer assistance in further analysis and presentation as needed

Arizona State University
Kathleen Andereck
kandereck@asu.edu
602-496-1056

Study Scope	Rate	Partner Rate
Single Community w/ Community collecting data	\$23,920.00	\$11,960.00
Single Community w/ University collecting data	\$39,215.00	\$19,607.50
Multiple Communities/Region w/ Community collecting data	\$23,920 + \$5,000 for each additional community	\$11,960 + \$2,500 for each additional community
Multiple Communities/Region w/ University collecting data	\$39,215 + \$12,000 for each additional community	\$19,607.50 + \$6,000 for each additional community

Opportunity Selection Box:	Vendor	Study Scope	Additional Communities	Base Partner Rate	Rate / Additional Community	Total Partner Cost
	Arizona State University					\$0.00



University

Description

Sold/Billed By

Rep Contact

Northern Arizona University

Twelve month study surveying existing visitors at area accommodations and attractions. The NAU Team will:

- Provide monthly tallies to the survey sites and community tourism leaders on numbers of surveys collected per site and progress toward goals
- Provide quarterly tables of all survey data (so community can monitor survey results without having to wait until the end of the project)
- Provide deliverables (as described above)

Northern Arizona University
Cheryl Cothran
Cheryl.Cothran@nau.edu
928-523-2132

Study Scope	Rate	Partner Rate
Single Community w/ Community collecting data	\$19,250.00	\$9,625.00
Single Community w/ University collecting data	\$28,050.00	\$14,025.00
Multiple Communities/Region w/ Community collecting data	\$32,000.00	\$16,000.00
Multiple Communities/Region w/ University collecting data	\$47,740.00	\$23,870.00

Opportunity Selection Box:	Vendor	Study Scope	Additional Communities	Base Partner Rate	Rate / Additional Community	Total Partner Cost
	Northern Arizona University					\$0.00

CURRENT PROGRAM SELECTIONS



University	University of Arizona			
Description	Twelve month study surveying existing visitors at area accomodations and attractions. The AREC team will: <ul style="list-style-type: none"> Organize initial consultation to define goals of project Design research approach and draft survey Train survey staff for survey implementation Manage the administration of surveys according to the sampling plan Communicate project updates through a written update every other month Carry out analysis and write final report Present analysis to community and AOT 			
Sold/Billed By	University of Arizona			
Rep Contact	Ashley Kerna akerna@email.arizona.edu 520-621-6265			
		Study Scope	Rate	Partner Rate
		Single Community w/ Community collecting data	\$23,545.00	\$11,772.50
		Single Community w/ University collecting data	\$34,040.00	\$17,020.00
		Multiple Communities/Region w/ Community collecting data	\$23,545 + \$5,000 est for each additional community	\$11,772.50 + \$2,500 est for each additional community
		Multiple Communities/Region w/ University collecting data	\$34,040 + \$10,000 est for each additional community	\$17,020 + \$5,000 est for each additional community

Opportunity Selection Box:	Vendor	Study Scope	Additional Communities	Base Partner Rate	Rate / Additional Community	Total Partner Cost
	University of Arizona					\$0.00

Packaged Digital Media Subtotal	\$11,304.00
Shared Opportunities Subtotal	\$15,025.50
Individual Ad Buys Subtotal	\$3,847.50
Sales and Media Missions Subtotal	\$0.00
Research - Visitor Intercept Studies Subtotal	\$0.00

Individual Ad Buys cannot exceed \$15,000

Partner Cost Grand Total	\$30,177.00
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COMMUNITY DEVELOPMENT DEPARTMENT MEMORANDUM

MEETING DATE: May 24, 2016

TO: Community Development Advisory Board

FROM: Kimberly Johnson, Community Development Director

SUBJECT: Chamber of Commerce 2017 Service Agreement

ATTACHMENTS: Current Year-Agreement for Services Between City of Page and The Chamber Page Lake Powell

INTRODUCTION

In 2015, the City Council entered into an Agreement for Services Between City of Page and Te Chamber Page Lake Powell. This agreement was for the fiscal year 2015-2016. The current agreement provides a \$15,0000 payment to the Chamber for a defined scope of services. The agreement expires at the end of June 2016, therefore it is time to consider renewal.

Judy Franz, Executive Director will be present at the meeting to discuss The Chamber’s service and reimbursement agreement proposal for 2017.

REQUESTED ACTION

The Board is asked to review and discuss and take action on a recommendation to the City Council on an Agreement for Services Between City of Page and the Chamber Page Lake Powell.

Agreement for Services Between City of Page and The Chamber Page Lake Powell

THIS AGREEMENT, made by and between the City of Page, AZ, a Municipal Corporation, hereinafter termed the "City", and The Chamber Page Lake Powell, a non-profit corporation, hereinafter termed the "Chamber" for Fiscal Year 2015-16.

Recitals

- A. The Chamber Page Lake Powell shall receive \$15,000 for tourism, business development, community development, educational development, economic development, and event coordination as outlined in attachment A.
- B. The City and Chamber now enter into this agreement.

Purpose

The purpose of this agreement is to recognize that it is imperative to work together in order to maximize Page's economic potential, and provide business leadership representation to the City of Page by working closely with City representatives to ensure Chamber members involvement in programs, projects, and proposed policy, laws, ordinances which will impact the Page business community.

Required Reporting

Annually, at a timely City Council meeting, the Chamber shall present a report to the City summarizing the Chamber's past year's activities appropriate to this agreement and, to request a succeeding year financial allocation.

General Provisions

- A. Amount of contract. Subject to the terms and conditions in this agreement, the City agrees to provide funds in the amount specified above.
- B. Use of contract funds. The use of City funds is expressly limited to the objectives identified in this agreement.
- C. Unexpended funds. Any funds held by the Chamber remaining after the purpose for which the contract is awarded or this agreement is terminate shall be returned to the City within 30 day of completion or termination.
- D. Financial Records and Inspection. The Chamber will include in the annual report to the City a) copies of 501(c)(6) letter, IRS status and corporate bylaws; b) list of Board members, their occupations, and years on the Board; c) financial statements showing Previous year expenses and revenues; d) current and projected budgets (total organization and individual program's funded by this contract). Chamber report should show the relative share of City funds expended compared to overall project funds.
- E. Amendments. The terms of this agreement will not be waived, altered, modified, supplemented, or amended in any manner except by written instrument signed by the parties. Such written modification will be made a part of this agreement and subject to all other agreement provisions.

F. Notice and Representatives. All notices, certificates or communications shall be delivered or mailed to the parties at their respective place of business as set for below or at a place designated hereafter in writing by the parties.

City of Page
City Manager
P.O. BOX 1180
Page, AZ 86040

The Chamber Page Lake Powell
Executive Director
P.O. BOX 727
Page, AZ 86040

G. This Agreement supersedes and replaces all prior agreements or negotiations between the City and the Chamber.

H. This Agreement may be executed in counterparts.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be executed on the day and year first written below.

CITY OF PAGE, AZ

THE CHAMBER PAGE LAKE POWELL

By William R. Deab
Mayor

By Chris Patricia Van Meter
Chamber President

By J. C. Prentice
City Manager

By Judy A. Samz
Chamber Executive Director

Date 6/18/15

Date 6-18-15

Approved to as Form:

By [Signature]
City Attorney

Date 6/4/15

Attachment A

MEMORANDUM

DATE: June 1, 2015
TO: MAYOR & COUNCILMEMBERS
FROM: CHRIS PAHISSA-VAN MEENEN
SUBJECT: CHAMBER OF COMMERCE – SCOPE OF WORK

The Chamber Page/Lake Powell is active in Education, Business, Community, Economic and Tourism development to enhance and serve the City of Page and its residents.

TOURISM:

1. Tourist contact has increased with questions ranging from what to do in Page, medical care, road conditions, local accommodations, restaurants, car/boat repair, canyon tours, boat and jet rentals and many others.
2. Information – distribution of maps, tourist related brochures, business cards, relocation and general information. Mailed on a daily basis.
3. Chamber Web Site: links to Tourism, City of Page, Powell Museum, radio station, newspaper, business/members, tour groups and community resources. See attached Usage Summary to view number of hits on the website or Social Media Outlets, which is updated and managed by Chamber staff.
4. The Chamber is an active and contributing tourism outlet for businesses that operate in Page and the surrounding area by booking tours or providing additional resources.

BUSINESS DEVELOPMENT:

1. Monthly Mixers – average attendance between 40 to 60 people. Members meet to discuss/air opinions & concerns, network, become informed on issues impacting businesses and community.
2. Red Carpet Openings – advertises for new businesses as well as established businesses who change locations, remodel, expanded, etc.
3. Weekly E-Blasts – announces events around the area, new businesses, member information, member ads & specials, job postings, community issues.
4. Chamber Web Site – besides all the other links (see #3 under Tourism) a member's business website is linked and can be easily accessed through Chamber site.
5. Large Web Site Base – our website is and has been used to disseminate information to multiple agencies, businesses and community at one time. Ex: Hwy 89 collapse – City asked Chamber to help coordinate information, meetings and updates due to our broad web site. We are linked to members plus City, County, State agencies, Park Service, ADOT, etc. We also update on the website when there are road issues pertaining to traveling to and from Page
6. Membership Retention/Expansion Survey – survey sent to members asking opinions, requesting input to questions such as what issues affect business, ways to increase business, what would they like to see changed, etc. The survey determines the Strategic Plan for The Chamber Page/Lake Powell towards local government, tourism and business needs.

Attachment A

COMMUNITY DEVELOPMENT:

1. Circle of Page/Food Pantry – collection/drop off point for food donations, Chamber updates & maintains Circle of Page website and Social Media Outlets on an ongoing basis, Executive Director attends their meetings, Chamber prints posters for food drives plus advertise for them. A request was made by a City official to see if the Chamber could help this group of volunteers who run and staff this very important service to the community.
2. Backpack Friday – sending food home with children for the weekend so they have something nutritious to eat. Chamber does the same as listed above.
3. 9/11 Day of Service and Memorial in the Park – community approached Chamber for help and support in sponsoring this event which showcased vital support services available to residents of our community and surrounding area. Also a memorial to pay tribute and thank our military, police and fire personnel who protect and serve.

EDUCATIONAL DEVELOPMENT:

1. LYNDA Program – Chamber will have 2 computers, computer projector and software available to businesses for employee training. We are working with Coconino Community College to expand the program.
2. CCC Hospitality Program – working with CCC to bring classes to businesses and students in customer service. The Chamber has offered their boardroom free for “training” if needed during the week.
3. Scholarships to CCC – Chamber raises monies for scholarships so local students can continue their education.

ECONOMIC DEVELOPMENT: Many of the Chamber's programs encompass more than one area.

1. LYNDA Program – through this program we help educate and train business personnel to create the best Labor Workforce available for the City of Page. When a business improves it is to the betterment of the whole community and tax base.
2. Customer Service Classes – CCC – training aimed at creating the best Labor Workforce available for the City of Page.
3. Business Information – Chamber answers questions received via phone, mail and email regarding new business ventures, procedures, questions, contacts, etc. and appropriate web site links are passed along.
4. Mixers – networking
5. Job Postings
6. Membership Retention/Expansion Survey
7. On-site Visits - personal interaction with businesses to determine issues, and advise ways for improvement.
8. Relocation Guide – these guides are given to businesses for distribution to tourists or whomever is looking for information and also included in packets mailed out by Chamber. Real Estate agents also include this guide in their mailings to prospective business contacts and people interested in moving to area.
9. Northern Arizona Alliance of Chambers – Chamber is a member of the NAAC which discuss ideas and issues that impact business, tourism and economic development for a larger group of residents.

Attachment A

EVENTS & PARTNERSHIPS:

1. 4th of July Parade and Park Activities – City requested the Chamber organize, host, staff and advertise for the event.
2. Best of Page Annual Banquet & Awards –
3. Judges Retreat – Judge D. Roberts requested Chambers assistance.
4. Veteran's Day Parade – Chamber office used to collect and process parade applications plus advertise event.
5. Balloon Regatta Vendor Fair – sponsors, organizes, staffs vendor fair for over 60 vendors. There are many volunteer hours and paid staff hours used to complete this event.
6. Parade of Lights – Chamber collects parade applications in office and pays insurance for this event.
7. Holiday Home Tour & Santa's Layover – these simultaneous events raise monies for the CCC Scholarship Fund given to a local student to continue their education.
8. Lake Powell Cruisers Car Show – assisting the Cruisers with vendors and advertising. This event brings in cars and participants from all over.

MISCELLANEOUS:

1. Events Calendar – Chamber maintains an up to date Calendar of Events where any and all events can be posted – do not need to be a member to list events.
2. Meeting Facility – Chamber Office available for meetings, training, etc.
3. Organizations – works in concert with various civic, government and private community organizations as requested.
4. Community and Business Referrals – through web site, emails, phone contact or office visits.
5. Membership- Current membership, 270 active members which is an increase of 22% in membership since December 2014.
6. Volunteers – collectively the Chamber Board & other helpers donate 2000+ hours a year so the events and programs offered for the betterment of the City and community can be carried out. These hours do not include Chamber staff hours, payroll, taxes, etc. which are all part of the process. The Chamber has become the “go to” for volunteers due to our large working board of 11 board members.
7. Expenses – the Chamber operates on funds received from membership dues plus funds from the City/Tourism. Donations and sponsorships from local businesses help defer costs of events and programs. We now do collect a commission for our tours we book.

9:32 AM

06/02/16

Accrual Basis

**The Chamber Page Lake Powell
Profit & Loss
January through March 2015**

	Jan - Mar 16
Ordinary Income/Expense	
Income	
Direct Public Support	
Donations from Corporations	885.00
Donations from Individ & Bus	25.00
Direct Public Support - Other	11,083.05
Total Direct Public Support	11,973.05
Event Income	
Income-Best of Page Banquet	530.00
Income-Car Show	90.00
Income-Holiday Home Tour	92.00
Income-Other Fundraiser	500.00
Income-See's Candy Sales	118.00
Total Event Income	1,330.00
Indirect Public Support	
City of Page-Government Contrib	7,500.00
Total Indirect Public Support	7,500.00
Program Income	
Membership Dues	8,080.85
Total Program Income	8,080.85
Refunds and Allowances	754.00
Total Income	29,837.90
Gross Profit	29,837.90
Expense	
Business Expenses	1,929.83
Contract Services	
Accounting Fees	950.00
Outside Contract Services	323.54
Total Contract Services	1,273.54
Event Expenses	
Balloon Regatta Vendor Fair Exp	1,582.37
Best of Page Expenses	670.00
Total Event Expenses	2,232.37
Facilities and Equipment	
Equip Rental and Maintenance	177.69
Rent, Parking, Utilities	772.50
Facilities and Equipment - Other	3,384.05
Total Facilities and Equipment	4,334.24
Meals & Entertainment	184.87
Moving Expense	187.50



Request for Community Development Advisory Board Action

DATE: MAY 18, 2015

TO: COMMUNITY DEVELOPMENT ADVISORY COMMITTEE

FROM: J. CRYSTAL DYCHES, CITY MANAGER

SUBJECT: FINAL ONE PERCENT OF PRIVILEGE TAX

BACKGROUND: In the list below is a brief history of the City Council actions related to this memo:

- In 1993, The City Council created the Page – Lake Powell Tourism Board in September.
- In 2009, the City Council passed Ordinance 550-09 properly codifying the Tourism Board which allowed the Board to legally receive public monies.
- In May 2012, the City Council adopted Ordinance 587-12 Amending the City Code the duties of the Tourism Board and eliminating the use of an independent contractor, and providing that the Mayor and Council select the Tourism Director.
- In July 2014, the City Council passed Ordinance No. 616-14; amending Ordinance No. 558-10. The ordinance amended language to clarify the use and dedication of the final one percent (1%) privilege tax to: (1) the City's 2011 series bond debt in the amount of eighty-five percent and (2) tourism, economic development and community development in the amount of fifteen percent (*the original Ordinance No. 457-03 was subsequently amended by Ordinance No. 497-06, Ordinance No. 558-10 and finally Ordinance No. 616-14*).
- In March 2015, the City Council adopted Ordinance 622-15; Repealing Chapter 2, Articles 6, 8, 10, 11, 12, 13, 14 and Chapter 14, Article 11 of the Code of the City of Page and Adopting “Chapter 15 - Boards, Commissions and Authorities” by Reference as Chapter 15 of the Code of the City of Page. This Ordinance amended the duties, and changed the name of the Advisory Committee to the Community Development Advisory Board.

The Community Development Department includes five divisions: Building Safety, Code Compliance, Planning and Zoning, Tourism, and Economic Development. The Department includes expenses from the General Fund for the following divisions: Building and Safety; Code Compliance; Planning and Zoning. It also includes all expenses for Community Development, Economic Development and Tourism in the Community Development Fund.

Having a separate Tourism fund was an administratively efficient way to track revenue and expenditures when the City contracted with an independent contractor. However, now tourism activities are carried out by City Staff. Further, in the FY 17 budget, the fifteen percent (15%) of the final one percent (1%) privilege tax does not cover operations and the capital expenditures that have been include for oversight by the Community Development Director and Department (e.g. Horseshoe Bend Design and Construction, Community Development Block Grant projects, Streetscape Master Plan and

improvements, John C. Page Memorial Park Master Plan Design and Construction and Department Vehicle).

Creating a new department budget for Tourism, Economic and Community Development activities under the General fund will allow the City Council to budget for these items based on the City's current needs instead of a percentage of sales tax. This change would also eliminate some of the interfund transfers. Currently, we transfer funds from the General Fund to the Community Development Fund; the General Fund to the Capital Projects Fund; and from the Community Development Fund to the Capital Projects Fund.

At the May 11, 2016 City Council Work Session, I made a recommendation to the City Council that we eliminate the Community Development Fund and create a new department budget for Tourism, Economic and Community Development activities under the General fund. I further recommended an amendment to Ordinance No. 616-14 to dedicate the final one percent (1%) privilege tax to: (1) the City's 2011 series bond debt in the amount of eighty-five percent (85%) and (2) Capital Projects *Fund 40* in the amount of fifteen percent (15%).

The City Council directed staff to take this matter to the Community Development Advisory Board for your consideration and recommendation to the City Council.

STAFF RECOMMENDATION: Staff requests that the Advisory Board discuss the matter and provide a recommendation to the City Council on the proposed changes.