



2021-22 **MEDIA KIT &
ADVERTISING RATES**

Partner with Visit Tucson to reach a targeted audience of potential visitors through our e-newsletter, the **Tucson Official Travel Guide** and www.VisitTucson.org.



2021-22 Visit Tucson Domestic Media Kit & Advertising Rates

For More Information Please Contact:

Cindy Aguilar

520-770-2145

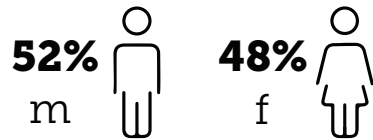
caguilar@visittucson.org



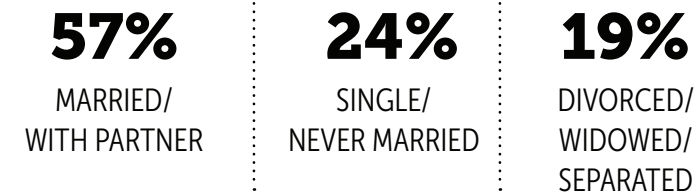
DOMESTIC VISITOR PROFILE

► Demographic Profile Of Overnight Tucson Visitors

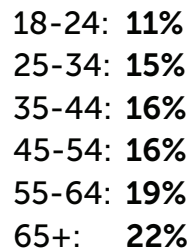
GENDER



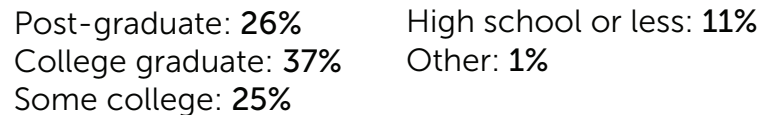
MARITAL STATUS



AGE



EDUCATION



► Top 10 Activities and Experiences

Shopping: 33% (U.S. norm 30%)

National/state park: 19% (U.S. norm 10%)

Swimming: 15% (U.S. norm 14%)

Landmark/historic site: 15% (U.S. norm 12%)

Museum: 15% (U.S. norm 10%)

Hiking/backpacking: 15% (U.S. norm 7%)

Fine/upscale dining: 14% (U.S. norm 12%)

Bar/night club: 14% (U.S. norm 14%)

Casino: 13% (U.S. norm 12%)

Business Meeting: 7% (U.S. norm 5%)



DOMESTIC VISITOR PROFILE

▶ Travel Party

AVERAGE SIZE

2.4
people

30%
TRAVEL ALONE

COMPOSITION OF
IMMEDIATE TRAVEL
PARTY

60%
SPOUSE/PARTNER

29%
CHILD(REN)

12%
FRIEND(S)

12%
OTHER RELATIVE(S)

13%
PARENT(S)

6%
BUSINESS ASSOCIATE

The global pandemic has had a massive impact on the tourism industry. As consumers begin to travel, will they see your message?

▶ Average Per Party Expenditures on Domestic Overnight Trips

\$190

LODGING

\$124

RESTAURANT
FOOD & BEVERAGE

\$65

TRANSPORTATION
AT DESTINATION

\$64

RETAIL
PURCHASE

\$51

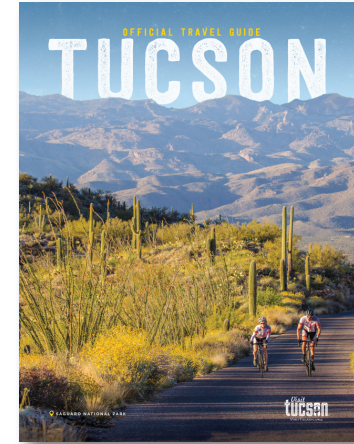
RECREATION,
SIGHTSEEING
ENTERTAINMENT

**Longwoods International, 2018

2022 TUCSON OFFICIAL TRAVEL GUIDE 150,000 COPIES



Visit Tucson is the only organization focused on attracting visitors to Tucson and Southern Arizona, and this annual guide is our key fulfillment piece, provided to everyone who requests it. Additional distribution locations include **Phoenix Sky Harbor International Airport, Tucson International Airport, the Southern Arizona Heritage and Visitor Center, partner hotels, key attractions, meetings delegates and large events** such as the **Tucson Gem, Mineral and Fossil Showcase**.



**Tell your story to over
300,000 likely visitors
to Tucson**

Ad Rates

SIZE	PARTNER (NET)	NON-PARTNER (NET)
Two-Page Spread	\$11,250	\$13,600
Full Page Spread	\$7,350	\$8,900
Half Page	\$4,370	\$5,300
Quarter Page	\$2,570	\$3,100
Formatted Listing	\$750	\$900

PREMIUM POSITIONS (PARTNERS ONLY)

IFC/IBC	\$8,350
BACK COVER	\$9,100



TWO-PAGE SPREAD

Final Trim Size
16.75" x 10.875"

Non-Bleed Size
16.25" x 10.375"

Bleed Size
17" x 11.125"

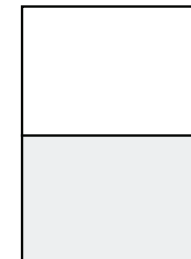


FULL PAGE

Final Trim Size
8.375" x 10.875"

Non-Bleed Size
7.875" x 10.375"

Bleed Size
8.625" x 11.125"

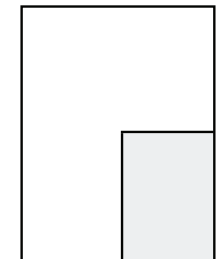


1/2 PAGE

Final Trim Size
8.375" x 5.44"

Non-Bleed Size
7.875" x 5.075"

Bleed Size
8.625" x 5.575"



1/4 PAGE

Final Trim Size
4.18" x 5.44"

Non-Bleed Size
3.68" x 5.075"

Bleed Size
4.43" x 5.575"

DEADLINES

Space Reservation: October 1, 2021
Materials Deadline: October 15, 2021
Delivery & Billing: January 17, 2022



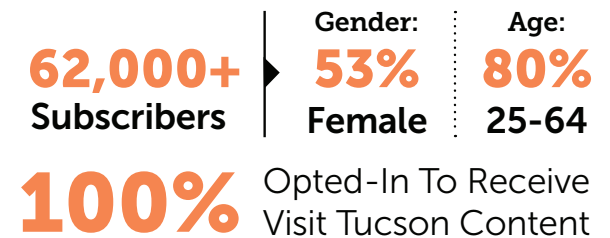
2021-22 E-NEWSLETTER ADVERTISING

By advertising in Visit Tucson's e-newsletters you can connect with an engaged audience that has specifically requested more information about Tucson and Southern Arizona. Our open rate of 25% and click-thru rate of 2% exceed the industry norms.

E-Newsletter Rates

	PARTNER	NON-PARTNER
Main Feature <i>600x375 image, 450 characters, URL</i>	\$1,500	\$1,800
Call Out <i>260x200 image, 200 characters, URL</i>	\$750	\$900
Banner <i>300x250 banner, URL</i>	\$400	\$485

Audience Breakdown



E-Newsletter Metrics



Calendar

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
	Tucson's Comeback	Wide Open Spaces	Road Trips	Urban Core	Tucson Style	Natural Beauty
MATERIALS DUE DATE	7/7/2021	8/11/2021	9/8/2021	10/6/2021	11/10/2021	12/8/2021
SEND DATE	7/14/2021	8/18/2021	9/15/2021	10/13/2021	11/17/2021	12/15/2021
	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
	Gastronomy	Health & Wellness	Art & Culture	Family Fun	Summer Deals	Stay Cool in Tucson
MATERIALS DUE DATE	1/5/2022	2/9/2022	3/9/2022	4/6/2022	5/4/2022	6/8/2022
SEND DATE	1/12/2022	2/16/2022	3/16/2022	4/13/2022	5/11/2022	6/15/2022



2021-22 VISIT TUCSON SOCIAL MEDIA ADVERTISING OPPORTUNITIES

Visit Tucson offers limited placements for organic posts in the feeds of our Facebook and Instagram channels for promoting Tucson-area eateries and breweries, as well as sponsored giveaways (min. \$250 value) and coded follower discounts for lodging partners. Since taking our social media efforts in-house, we have managed to nearly double our engagement levels every year, hitting over 4.5 million in FY20-21.

Early-Bird Pricing Structure	PARTNER	NON-PARTNER	
Facebook, dedicated single feed post	\$600	\$750	(*\$1000 value)
Instagram, dedicated single feed post	\$400	\$500	(*\$550 value)

Slots will be offered on a first-come, first-serve basis pending Visit Tucson’s final editorial approval.

**= as evaluated on socialbluebook.com, based on audience size and engagement.*

Choose your Audience



Audience is predominantly

45-65+

75%

in **Tucson**



Audience is split between urban Arizona (45%) and the U.S.

Age:	Gender:
57%	68%
25-44	women



2021-22 DIGITAL SPONSORED CONTENT ADVERTISING

Sponsored content is one of the most effective advertising options as it provides advertorial-like content written and designed by the Visit Tucson creative team. Working closely together, we will craft your story, so it is appealing to readers and blends nicely with the overall editorial content and design of VisitTucson.org. **Your custom story will live on the Visit Tucson website for two or three months and receive a guaranteed number of clicks, ensuring engagement with a targeted audience.**

Rates	PARTNER	NON-PARTNER
Two-Month Campaign <i>3,000 clicks</i>	\$4,200	\$5,075
Three-Month Campaign <i>5,000 clicks</i>	\$5,900	\$7,150

2021-22 VISITTUCSON.ORG WEBSITE ADVERTISING (Partners Only)



Traditional website advertising is handled through our partner, DTN. From page sponsors and featured listings to sponsored slideshows and run-of-site banners, there is something to fit every budget.

Rates
Starting at **\$200 per month.**

\$17,500
PLATINUM PACKAGE ▶
 (\$24,100 value)

TOTG:	
1-page sponsored content, print	\$7,350
Sponsored content, online <i>(3 months, 5,000 clicks)</i>	\$5,900
One-page ad	\$7,350
E-newsletter Feature	\$1,500
FB + IG Post <i>(two each)</i>	\$2,000
TOTAL	\$24,100

\$15,000
GOLD PACKAGE
 (\$18,600 value)

TOTG:	
1-page sponsored content, print	\$7,350
Sponsored content, online <i>(2 months, 3,000 clicks)</i>	\$4,200
Half-page ad	\$5,300
E-newsletter Call-out	\$750
FB + IG Post <i>(one each)</i>	\$1,000
TOTAL	\$18,600

\$10,000
SILVER PACKAGE
 (\$11,670 value)

TOTG:	
1-page sponsored content, print	\$7,350
Quarter-page ad	\$2,570
E-newsletter Call-out	\$750
FB + IG Post <i>(one each)</i>	\$1,000
TOTAL	\$11,670

\$5,000
BRONZE PACKAGE
 (\$6,200 value)

Half-page ad	\$5,300
E-newsletter Banner	\$400
FB or IG Post <i>(choose one)</i>	\$500
TOTAL	\$6,200



2021-22 Vamos a Tucson Media Kit & Advertising Rates for Mexico Market

For More Information Please Contact:

Marisol Vindiola

520-770-2167

mvindiola@visittucson.org



MEXICO MARKET PROFILE

► Travel Motivation & Planning

Top Travel Motivators

63%

Cultural/Historial
Attractions

53%

Dining/Gastronomy

52%

Urban Attractions
(Nightlife/City Tours)

Source used in destination selection for last leisure trip

68% Websites via computer or laptop

44% Recommendations from family & friends

39% Websites or applications via mobile phone

36% Websites or applications via tablet

Expected Travel Party Size (next trip)

27%



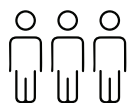
1 person

42%



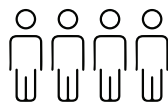
2 people

14%



3 people

18%



4+

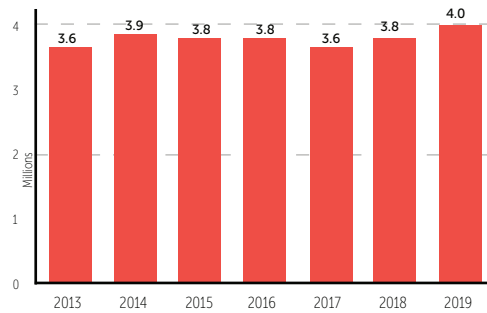
*Source: Brand USA, reporting 2017 Intercontinental Traveler Data



MEXICO MARKET PROFILE

► Mexico Overnight Visitation to Arizona

Visitation Volume to Arizona

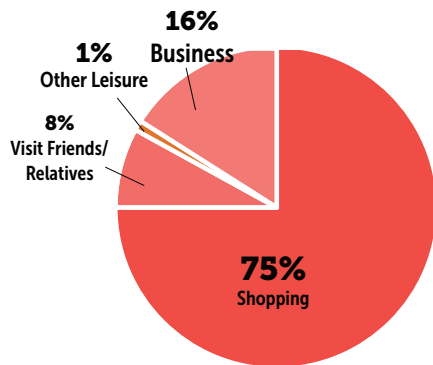


Major Contribution of AZ Overnight Mexican Visitors

16% of all Mexican Visitors stay overnight

\$839 party spending per trip

Reason for Trip



Nights in Arizona

14% 1 night
26% 2 nights
35% 3 nights
17% 4 nights
8% 5+Nights



*Source: Tourism Economics, reporting 2013-2019 data, 2007 Mexican Visitor Study – University of Arizona

2021-22 E-NEWSLETTER ADVERTISING FOR MEXICO MARKET



Vamos a Tucson Monthly E- Newsletter blast to Mexico Consumer Database - 21K + Subscribers. One sponsored story per month with hyperlink to partner website.

E-Newsletter Rates

Sponsored Story \$500

260x200 image, 200 characters, URL

Banner \$250

300x250 banner, URL

Audience Breakdown

21,000+ Subscribers
 Gender: **50%** Female
 Age: **47%** 35-44

100% Opted-In To Receive Visit Tucson Content

E-Newsletter Metrics

12%
OPEN RATE

.7%
CLICK-THRU RATE

Vamos a Tucson Calendar

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
	Summer in Tucson	Back to School/ Shopping Trip	Art & Culture	Urban Core	Tucson Style	Christmas Shopping
MATERIALS DUE DATE	6/18/2021	7/16/2021	8/20/2021	9/17/2021	10/15/2021	11/19/2021
SEND DATE	7/1/2021	8/3/2021	9/2/2021	10/1/2021	11/2/2021	12/2/2021
	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
	Health & Wellness	Gastronomy	Holy Week Vacation	Family Fun	Urban Core	Summer in Tucson
MATERIALS DUE DATE	12/17/2022	1/14/2022	2/18/2022	3/18/2022	4/15/2022	5/20/2022
SEND DATE	1/4/2022	2/1/2022	3/1/2022	4/1/2022	5/3/2022	6/1/2022



2021-22 VAMOS A TUCSON SOCIAL MEDIA ADVERTISING OPPORTUNITIES

With an engaged audience of 84K followers, the Vamos a Tucson Facebook page is an excellent place to promote your business to the Spanish-speaking market in Mexico and the U.S.A. Working together, we will craft your post which will run 1x per week for four weeks

Rates

One- Month Campaign \$600
1 post per week/4 posts per month

2021-22 VAMOS A TUCSON WEBSITE ADVERTISING

Traditional website advertising is handled through our partner, DTN. From page sponsors and featured listings to sponsored slideshows and run-of-site banners, there is something to fit every budget.

Rates

Starting at **\$200 per month.**





2021-22 BILLBOARD COOP ADVERTISING

HERMOSILLO

Ad Placement on (1) Billboard Hermosillo - (150) 15: Sec spots daily

Choose from two billboards located at the main interstates in Hermosillo: one on Morelos Blvd. and the other on Colosio Blvd., where more than 175,000 vehicles drive by daily and 3 million vehicles pass by each month.

Rates

One Month Advertising \$1,000

MEXICO/U.S.A BORDER: NOGALES & DOUGLAS

Ad Placement on (1) Border Billboard - (200) 20: Sec spots daily

Choose from two billboards located at the Mexico/U.S.A. border; one in Nogales and the other in Douglas. The DeConcini Port of Entry averages 10,000 northbound vehicles daily and around 25,000-30,000 vehicles on weekends. The Castro Port of Entry averages 242,000 northbound vehicles monthly.

Rates

One Month Advertising \$2,000

2021-22 TV SEGMENT-COOP ADVERTISING

TELEMAX- TV Segments “Que tal Sonora” and “Despierta Sonora”

Telemax is a Mexican broadcast television network based in Hermosillo, Sonora. Its flagship station is XEWH-TDT in Hermosillo and is available nationally through satellite and cable coverage. It is also available through a network of over-the-air repeaters, which extend its flagship station’s coverage throughout Sonora.

Package Includes	Audience/ Followers	
20 – 20: sec Promo Spots	Tv-Segment Que tal Sonora	540K
20 – 20: sec Promo Spots	Tv-Segment Despierta Sonora	713K
Reproduction of promo Spots	Telemax Facebook, Twitter and Instagram	FB 730K IG 14k Twitter 27K

MEGACABLE

Offers clients digital television with innovative services and with state-of-the-art technologies, which allows to provide: High-Definition Channels, Access to thousands of hours of content, including the most popular network programs, movie premieres, all through VOD. This is in addition to the finest premium channels available in Mexico, such as HBO, FOX, etc.

(4) One- 2- minutes segments or promo spots

Rates

One Month Advertising \$1,000



Rates

One Month Advertising \$600





2021-22 VAMOS A TUCSON VISITOR GUIDE

The Vamos a Tucson OFV is a full-color magazine with valuable and updated information (in Spanish) about the City of Tucson: accommodation, dining, shopping, recreation, and special offers. This visitor guide is published quarterly with 20,000 copies per edition. This magazine is managed by Smart.

Distribution: Our delivery route is concentrated on the Northwest of Mexico (Sonora and Northern Sinaloa), where most Mexicans who travel to Arizona come from. It is delivered door by door in middle- and upper-class homes, and in hot spots such as hotel lobbies, restaurants, sports clubs, medical clinics, hospitals, business offices, special events and at our Visitor Centers in Hermosillo and Ciudad Obregon. This is a free magazine to the public.

Rates

Rates Vary according to size and frequency.

2020-21 DIGITAL COOP CAMPAIGN WITH EL IMPARCIAL

El Imparcial is the leading newspaper in Northwest Mexico and in Sonora, with informative coverage in Baja California and Sinaloa, counts with the biggest audience in the northeast of Mexico.

Rates

Starting at **\$350 per month.**

15,298,585

Monthly Visit to
El Imparcial
Website

7,872,168

Total Users/
Subscribers to
El Imparcial
Newspaper site

5,900,000

Total Social Media
Audience

\$7,500
GOLD PACKAGE
(\$8,500 value)



VAT Visitor Guide: 1-page sponsored content, print	\$2,250
Sponsored content, social media <i>(4 mentions per month, 1 mention per week)</i>	\$750
Social Media Giveaway Campaign	\$600
Billboard Advertising in Hermosillo, Mexico	\$1,000
Billboard Advertising in Nogales & Douglas	\$2,000
Telemax – TV Segment <i>(40: sec Promo Spots)</i>	\$1,000
E-newsletter Feature <i>(sponsored story)</i>	\$500
12-month membership <i>(or \$400 toward membership)</i>	\$400
TOTAL	\$8,500

\$5,000
SILVER PACKAGE
(\$5,850 value)



Sponsored content, social media <i>(4 mentions per month, 1 mention per week)</i>	\$750
Social Media Giveaway Campaign	\$600
Billboard Advertising in Hermosillo, Mexico	\$1,000
Billboard Advertising in Nogales & Douglas	\$2,000
Telemax – TV Segment <i>(40: sec Promo Spots)</i>	\$1,000
E-newsletter Feature <i>(sponsored story)</i>	\$500
TOTAL	\$5,850

\$2,500
BRONZE PACKAGE
(\$2,850 value)



Sponsored content, social media <i>(4 mentions per month, 1 mention per week)</i>	\$750
Social Media Giveaway Campaign	\$600
Billboard Advertising in Hermosillo, Mexico	\$1,000
E-newsletter Feature <i>(sponsored story)</i>	\$500
TOTAL	\$2,850



FREE YOURSELF.®