



2025-26

VISIT PHOENIX MEDIA KIT

ADVERTISING OPPORTUNITIES

Updated: October 2025

To advertise, please contact
Kim Goins, kgoins@visitphoenix.com.

To become a Visit Phoenix member, please contact
Katie Provot, kprovot@visitphoenix.com.

If you have questions about your membership,
email memberservices@visitphoenix.com.

2026 OFFICIAL TRAVEL GUIDE AD RATES

AD CLOSE: **CLOSED**

AD SIZE

Spread	\$10,535
Full Page	\$6,840
1/2 Page	\$3,840
1/4 Page	\$2,530

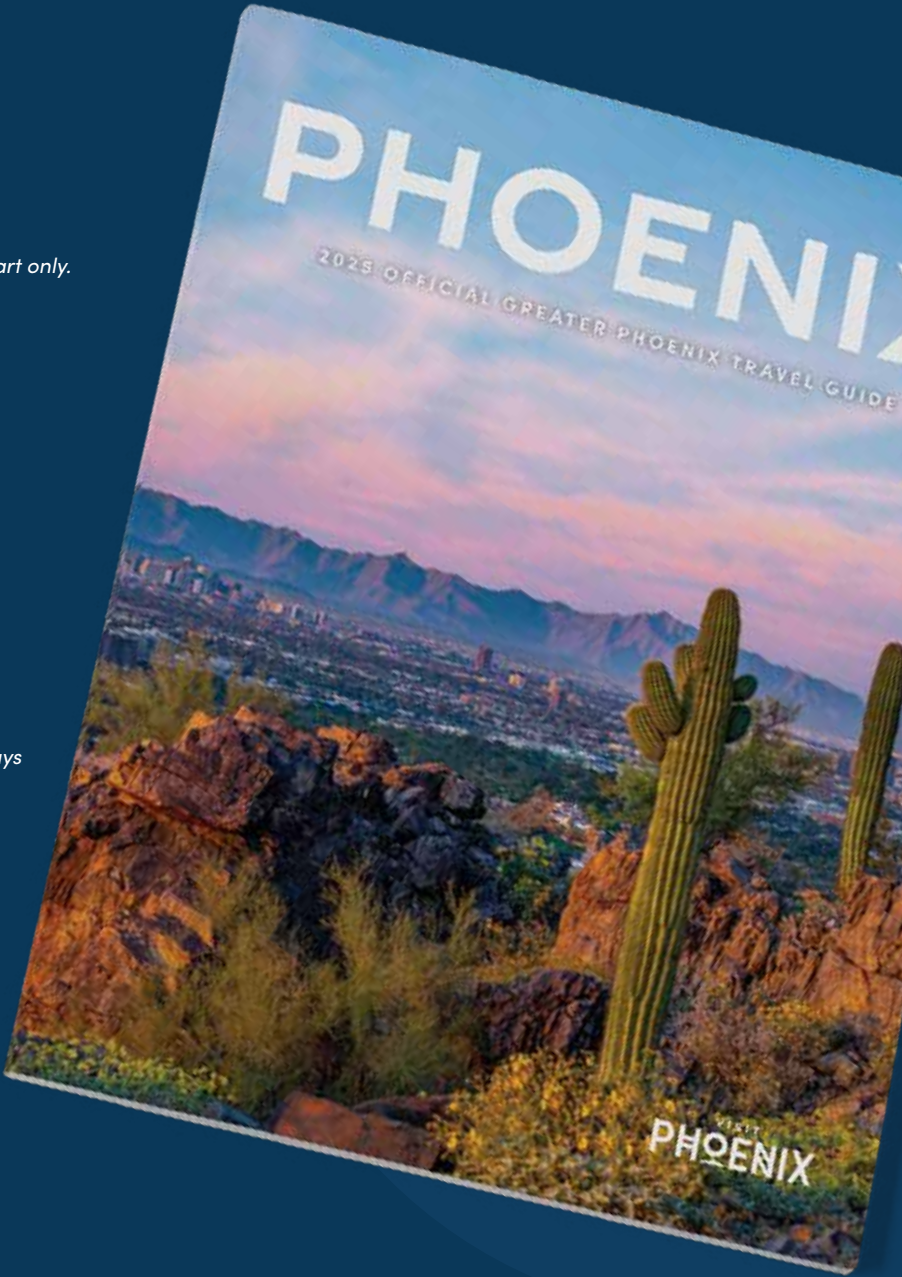
*Rates are quoted NET unless indicated and apply to camera-ready art only.
Guaranteed requested position: add 15% to earned rate.*

PREMIUM POSITIONS

Inside Front Cover	\$7,750
Page One	\$7,660
Opposite Table Of Contents	\$7,495
Inside Back Cover	\$7,660
Back Cover	\$7,750

On first availability basis. Premium positions must be renewed 30 days prior to published space reservation deadline. Rates quoted are net.

**All rates, dates, and circulation are subject to change.*



Sales Contact:

Brett Brooks
President, AZ Foothills Magazine
480-861-2439 | brett@azfoothills.com

2026 OFFICIAL MEETING PLANNER GUIDE AD RATES

AD CLOSE: **CLOSED**

AD SIZE

RESORTS & HOTELS

2 Page Spread	\$9,765
Full Page	\$6,505
1/2 Page	\$4,655

OTHER CATEGORIES

Full Page	\$3,050
1/2 Page	\$2,500

Rates are quoted NET.

PREMIUM POSITIONS

Inside Front Cover	\$6,705
Masthead	\$6,015
Back Cover	\$6,840
Inside Back Cover	\$6,705
Opposite Inside Back Cover	\$6,015
Full Page Display	\$6,410

On first availability basis. Premium positions must be renewed 30 days prior to published space reservation deadline. Rates quoted are net. Payment due upon space reservation.

**All rates, dates, and circulation are subject to change.*



Sales Contact:

Tamah Donaldson
Destination Development Specialist
520-906-2354 | tdonaldson@maddenmedia.com

The official website for Greater Phoenix tourism, visitphoenix.com, is the one-stop shop for visitors and meeting attendees to explore the destination. As a Visit Phoenix member, you receive a listing page on our site at no added cost. However, should you have interest in increasing your presence on the website, here are some options for your consideration through our partner’s DTN:

		Max Units	Monthly Spend/Unit
RUN-OF-SITE/CATEGORY PLACEMENTS			
Run of Site	run-of-site	13	\$450
Top Spotlight	run-of-site	8	\$375
Bottom Spotlight	run-of-site	16	\$175
Meetings Spotlight	Meetings section	4	\$275
FEATURED LISTINGS			
Featured Listings	Things To Do > Nightlife > Casinos	6	\$400
Featured Listings	Things To Do > Shopping	6	\$150
Featured Listings	Things To Do > Outdoors > Golf	6	\$200
Featured Listings	Things To Do > All Others	6	\$100
Featured Listings	Places To Stay	6	\$350
Featured Listings	Places To Stay > Hotels	6	\$275
Featured Listings	Places To Stay > Resorts	6	\$300
Featured Listings	Places To Stay > Ranches	2	\$175
Featured Listings	Things To Do > All Others	2	\$100
Featured Listings	Things To Do > Restaurants	6	\$250
Featured Listings	Things To Do > Restaurants - Sub Pages	3	\$150
Featured Listings	Things To Do > Fun & Amusement	6	\$200
Featured Listings	Things To Do > Tours	6	\$150
Featured Listings	Sonoran Desert (same as Things To Do > Outdoors)	6	\$300
Featured Listings	Sonoran Desert > Guided Tours	6	\$150
SPECIALTY PLACEMENTS			
Featured Events	Events	2	\$500
Featured Events	Events > This Weekend	2	\$500

NOTE: Prices are subject to change.

WEBSITE STATS

2024-2025

Pageviews: 9,643,358
Sessions: 3,222,377
Average time on site: 1:34

2025-2026 (as of September 2025)

Pageviews: 1,352,716
Sessions: 521,131
Average time on site: 1:23

		Max Units	Monthly Spend/Unit
PREMIUM PAGE SPONSORSHIP			
Premium Page Sponsor	Places To Stay	1	\$425
Premium Page Sponsor	Places To Stay > Hotels	1	\$375
Premium Page Sponsor	Places To Stay > Resorts	1	\$375
Premium Page Sponsor	Places To Stay > Ranches	1	\$250
Premium Page Sponsor	Places To Stay > RV Parks	1	\$250
Premium Page Sponsor	Places To Stay > Vacation Rentals	1	\$250
Premium Page Sponsor	Places To Stay > Special Offers	2	\$250
Premium Page Sponsor	Things To Do > Restaurants	2	\$200
Premium Page Sponsor	Things To Do > Tours	1	\$200
Premium Page Sponsor	Things To Do > Arts & Culture	1	\$200
Premium Page Sponsor	Things To Do > Museums	1	\$200
Premium Page Sponsor	Things To Do > Performing Arts	1	\$200
Premium Page Sponsor	Things To Do > Shopping	1	\$225
Premium Page Sponsor	Things To Do > Malls & Shopping Centers	2	\$250
Premium Page Sponsor	Things To Do > Wellness	1	\$200
Premium Page Sponsor	Things To Do > Transportation	1	\$200
	THERE ARE NO OTHER APPROVED PAGES		
DISCOUNTS			
TWO PLACEMENTS			10% OFF
THREE PLACEMENTS +			15% OFF

NOTE: Prices are subject to change.

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To book your placement on visitphoenix.com, email advertising@DTNads.com or login to your MyPHX Portal and click "Opportunities," then "DTN Express."

DTN PLACEMENT OPPORTUNITIES

RUN-OF-SITE (ROS) PHOENIX SPOTLIGHT

Sponsored



Introducing Aiden @ Scottsdale North
Offering a unique experience synonymous with the Aiden brand, enjoy 15% off rooms at our new hotel. 🍷

ROS BANNER


Sponsored



MAKE SURE THESE CAN'T-MISS SPOTS ARE ON YOUR PHOENIX TO-DO LIST
Explore serene desert gardens, one-of-a-kind museums, award-winning dining, and more.

[LEARN MORE](#)

FEATURED LISTING



FEATURED


Out of Africa Wildlife Park
Outlying Areas

3505 W. State Route 260
Camp Verde, AZ 86322

[+ VISIT WEBSITE](#)

[Quick View](#)

FEATURED EVENT



TRIVIANIGHT!!!

Trivia Tuesday at Dave & Buster's

[Recurring weekly on Tuesday](#)

[Dave & Buster's](#)

[Quick View](#)

SPECS

Run-Of-Site (ROS)

Phoenix Spotlight

- Photo (229w x 153h pixels)
- Headline (35 characters)
- Body (115 characters)
- Clickthrough URL

ROS Banner

- Photo (577w x 282h pixels)
- Headline (55 characters)
- Body (150 characters)
- Clickthrough URL

Featured Listing

- Pulls content from your existing listing detail page
- Will be placed at the top of the listing section

Featured Event

- Photo (382w x 256h pixels)
- Event Name
- Location Name
- Event Start Date
- Event End Date (if multi-day event)
- Clickthrough URL

NEWSLETTERS

Visit Phoenix has an established email marketing strategy that you can now take advantage of through paid advertising options in the following newsletters. Each newsletter can include one paid placement. Deadline to book and deliver your placement is two weeks prior to delivery. Please contact Kim Goins at kgoins@visitphoenix.com to reserve your space and receive submission dates.

The email opportunities below are for Fiscal Year 2025-2026.

Newsletters	Frequency	Audience + Size	Cost
Leisure	Monthly	Leisure Visitors 69,400	\$800
Local Leisure	Monthly	Greater Phoenix Community 14,600	\$600
Meetings	Bi-Monthly	Meeting Planners 1,100	\$300
Tourism	Bi-Monthly	Tour Operators & Travel Agents 600	\$250
Media Relations	Monthly	Journalists + Editors 1,100	\$400

E-NEWSLETTER ADVERTISING OPPORTUNITY INCLUDES:

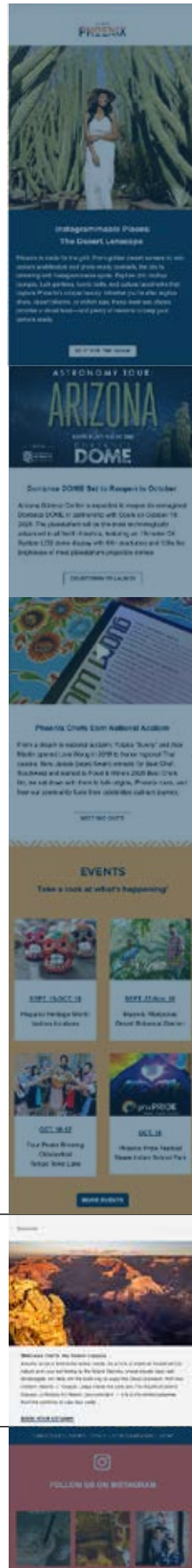
- One image
- Headline
- 75 words
- URL + 2-5 word call-to-action

NEWSLETTER CALENDAR

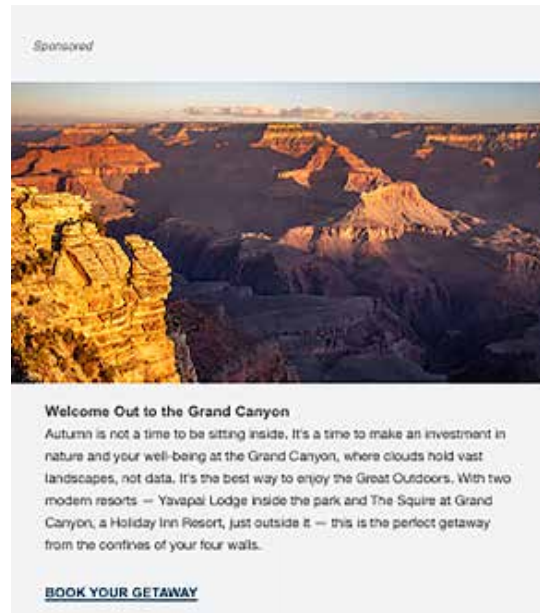
The email opportunities below are for FY2025-26.

Month	Leisure	Local - Leisure	Meetings	Tourism	Media Relations
July	COMPLETE	COMPLETE	COMPLETE	COMPLETE	COMPLETE
August	SOLD OUT	SOLD OUT	NO EMAIL	NO EMAIL	COMPLETE
September	SOLD OUT	COMPLETE	SOLD OUT	COMPLETE	COMPLETE
October	COMPLETE	SOLD OUT	NO EMAIL	NO EMAIL	AVAILABLE
November	SOLD OUT	SOLD OUT	SOLD OUT	AVAILABLE	AVAILABLE
December	SOLD OUT	AVAILABLE	NO EMAIL	NO EMAIL	AVAILABLE
January	SOLD OUT	SOLD OUT	SOLD OUT	AVAILABLE	AVAILABLE
February	SOLD OUT	SOLD OUT	NO EMAIL	NO EMAIL	AVAILABLE
March	SOLD OUT	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
April	SOLD OUT	SOLD OUT	NO EMAIL	NO EMAIL	AVAILABLE
May	AVAILABLE	SOLD OUT	SOLD OUT	AVAILABLE	AVAILABLE
June	AVAILABLE	SOLD OUT	NO EMAIL	NO EMAIL	AVAILABLE

SPONSORED AD
EXAMPLE



SPONSORED AD



TRAILBLAZER NEWSLETTER

Visit Phoenix has an established email marketing strategy that you can take advantage of through paid advertising options. Each Trailblazer newsletter can include one paid placement. Deadline to book and deliver your placement is two weeks prior to delivery. Please contact Kim Goins at kgoins@visitphoenix.com to reserve your space and receive submission dates.

The email opportunities below are for Fiscal Year 2025-2026.

The Trailblazer newsletter is designed to keep our members informed and engaged. Each edition features the latest happenings, key research and development, industry trends and insights, general updates, and more.

Newsletter	Frequency	Audience + Size	Cost
Member	Bi-Weekly	Members 2,800+	\$400

MEMBER SPONSORED



4-5 Word Headline

Porro est, quas expedit est vobis deique isque reum earibus et que etus vendam, unde et vollo exces audam reicie alibus esqui sem hicaestum rempellerent Quam, qui quo vero blabonos aute am and sem aliquam nes Ga. Ut le sua. Luptat busam, occuam, ipsa con exilat, nonsequas et et, quia nonsequas eum exasper. Porro est, quas expedit est vobis deique isque reum earibus et que etus vendam, unde et vollo exces audam reicie alibus esqui sem hicaestum rempellerent Quam, qui quo vero blabonos aute am and sem aliquam nes Ga. Ut le sua. Luptat busam, occuam, ipsa con exilat, nonsequas et et, quia nonsequas.

2-3 WORD CTA

TRAILBLAZER E-NEWSLETTER ADVERTISING OPPORTUNITY INCLUDES:

- One image (650 px wide)
- Headline (4-5 words)
- Copy (100 words maximum)
- Call-to-action (URL + 2-3 words)

Date	Status
July 9	COMPLETE
July 23	COMPLETE
August 6	COMPLETE
August 20	COMPLETE
September 3	COMPLETE
September 17	COMPLETE
October 1	COMPLETE
October 15	COMPLETE

Date	Status
October 29	AVAILABLE
November 12	AVAILABLE
December 10	AVAILABLE
January 7	AVAILABLE
January 21	AVAILABLE
February 4	AVAILABLE
February 18	AVAILABLE
March 4	AVAILABLE

Date	Status
March 18	AVAILABLE
April 1	AVAILABLE
April 15	AVAILABLE
April 29	AVAILABLE
May 13	AVAILABLE
June 10	AVAILABLE
June 24	AVAILABLE

SOCIAL MEDIA

LEISURE CONTENT FOR VISITOR AUDIENCE

FACEBOOK



1 post available per week

- \$600 | High resolution image, link, 500 characters (with spaces)
 - Video also available – no longer than 2 minutes (Aspect ratio – 1:1-16:9)
 - Hashtags may be provided, and will be taken into consideration pending character count and usage
 - Must also provide appropriate Facebook handle if tag is requested

INSTAGRAM



Stories – 1 post available per week

- \$850 | 2–3 high resolutions images, Tags and hashtags to be provided, link
 - Video also available – no longer than 15 seconds
 - Visit Phoenix to format story, assets to be provided
 - Visit Phoenix will provide draft of story for review and approval by member business

Static Posts – 1 post available per week

- \$2,600 | +\$500 for Visit Phoenix to create assets
 - 1–3 high resolutions images
 - 125 characters (with spaces)

Reels – 1 post available per week

- \$2,600 | +\$1,000 for Visit Phoenix to create assets
 - Length: 0:15–0:60 (Aspect ratio – 16:9)
 - Variety of scenes (>5, not just one location)
 - Variety of dynamic shots (i.e. stationary, panning, zooming, slow motion, timelapse, tripod, Steadicam, etc.)
 - If color-graded, use warmer tones

TIKTOK



1 post available per week

- \$1,000 | +\$1,000 for Visit Phoenix to create assets
 - Length: 0:15–0:60 (Aspect ratio – 16:9)
 - Variety of scenes (>5, not just one location)
 - Variety of dynamic shots (i.e. stationary, panning, zooming, slow motion, timelapse, tripod, Steadicam, etc.)
 - If color-graded, use warmer tones

LOCAL-BASED, BUSINESS-FOCUSED CONTENT OR MEETINGS-BASED CONTENT

LINKEDIN



1 post available per week

- \$600 | 1–3 high resolution images (optional), 200–1,000 characters (with spaces), link
 - Please be advised that LinkedIn cuts off copy after about 50 words and the viewer will need to click on “See more” to read remaining content.
 - Hashtags and tags may be provided, and will be taken into consideration pending character count and usage.

CURRENT FOLLOWER COUNTS

(as of September 2025)

Facebook – 249.8K

Instagram – 127K

TikTok – 41.1K

Visit Phoenix will post your content on the following platforms organically. All content submitted will go under review by the Visit Phoenix marketing team, and will be required to align with the organization’s brand and content guidelines.

Following the posting date, the Visit Phoenix marketing team will provide available metrics to member business within 30 days.

DETAILS:

- Limit one post, per platform, per month
- All posts must promote only one business
- All content must be provided two weeks in advance
- Visit Phoenix will choose a date and time within the requested week.
- Post will include indication #paidad or #paysponsorship

However, should you have a specific date request, we will do our best to accommodate.

If you would like to be considered for social media inclusion, please contact Kim Goins at kgoins@visitphoenix.com and use subject line “Paid social media.”

VISIT PHOENIX DIGITAL KIOSK ADVERTISING

VISITOR INFORMATION LOCATIONS

Visit Phoenix has an established network of digital kiosks location in high visitor traffic locations throughout Greater Phoenix. Each kiosk runs our Visit Phoenix app and is an interactive experience geared at inspiring a visitor's knowledge of things to see and do in our destination. When the kiosk is not being used, it runs ads as a screensaver to entice visitors and locals to find more information. Deadline to book and deliver your placement is four weeks prior to delivery. Please contact Katie Provot, kprovot@visitphoenix.com to reserve your space and receive submission dates.



DIGITAL KIOSK ADVERTISING OPPORTUNITIES INCLUDE:

- Five (5) rotating placements, 30 seconds each
- Image(s) or video
 - (1080 wide x 1920 tall or 1920 wide x 1080 tall, depending on which kiosk)
- Accepted file types: PNG, JPEG, and MP4
 - Visit Phoenix will impose a call to action that prompts visitors and locals to touch the screen to interact with the app
- \$500 per month at Sky Harbor Rental Car Center
- \$300 per month for ACRES and Retail Therapy locations

DIGITAL KIOSK LOCATIONS:

- **ACRES:** 610 E Roosevelt St, Unit 133, Phoenix, AZ
- **Phoenix Sky Harbor Airport - Rental Car Center:** 1805 E Sky Harbor Cir S, Phoenix, AZ
- **Retail Therapy AZ Downtown:** 125 N 2nd St, Suite 120, Phoenix, AZ
- **Retail Therapy AZ Scottsdale Fashion Square:** 7014 E Camelback Rd, #2220, Scottsdale, AZ
- **Retail Therapy AZ Westgate:** 9380 W Westgate Blvd, Suite D-102A, Glendale, AZ

Date	ACRES	Airport Rental Car Center	Retail Therapy Downtown	Retail Therapy Scottsdale	Retail Therapy Westgate
December 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
January 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
February 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
March 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
April 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
May 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
June 1	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE

VISIT PHOENIX DIGITAL ADVERTISING PACKAGES

CORPORATE PACKAGE - \$900

For businesses seeking increased exposure in the Meetings & Events market and greater visibility among Meeting and Event Planners.

What's Included:

Collateral included at a Trade Show of your choice during the year

- One (1) LinkedIn Post*
 - 1-3 high resolution images (optional), 200-1,000 characters (with spaces), link
 - 50 words or less
 - Hashtags and tags may be provided, and will be taken into consideration pending character count and usage
- Meetings Spotlight in Meetings Section of visitphoenix.com
 - Featured ad includes photo, copy, and link to your website
- Metrics recap report

Best For:

- Hotels/Resorts
- Venues
- Destination Management Companies
- Attractions
- Transportation
- Catering
- Photography
- Convention Services/trade show vendors

Audience:

- Meeting & Event Planners

PHOENIX FINDS SPOTLIGHT - \$1,000

16,000+ users each quarter check out our Trip Planner & App to find things to see and do as they are planning a trip or finding a place to eat on a Friday night. Get in front of locals & visitors in the quickest, most convenient way.

What's Included:

- Ad content placement in the Visit Phoenix App & Trip Planner Website
- Featured for a 3-month run (avg. 16,000+ users/quarter)
- Prime branding position customizable by desired interests or categories

Best For:

- Hotels & Resorts
- Restaurants
- Outdoor Adventure & Recreation Tours
- Attractions
- Unique Experience Providers

Audience:

- Locals
- Leisure

EVENT ESSENTIALS PACKAGE - \$1,500

Maximize visibility across all digital channels to reach visitors planning their Phoenix experience.

What's Included:

- One (1) Dedicated Social Media Post*
 - Cross-posted to Facebook & Instagram
 - Includes link, image, and custom caption
- One (1) Placement in E-Newsletter
 - Premium placement
 - Logo, image, short blurb (75 words), and link
 - Featured ad in Convention Profile bulletin that is sent out to Downtown Businesses
- One (1) Banner Ad in the Visit Phoenix Event Email
 - 600x100 banner or Animated gif
 - Distributed to 50,000+ subscribers, 9.5 click-thru rate
 - Link to your site or event page
- Metrics recap report

Best For:

- Venues
- Hotels & Resorts
- Restaurants
- Outdoor Recreation and Adventure Tours
- Partners with unique experiences & services
- Attractions
- Catering, Photography, Transportation

Audience:

- Leisure
- B2B
- Locals

VISIT PHOENIX DIGITAL ADVERTISING PACKAGES

SIGNATURE STORY PACKAGE - \$5000

Bring your brand to life with a feature story crafted to inspire locals and visitors. This premium package delivers multi-channel exposure through an exclusive blog, social media storytelling, and newsletter promotion, all designed to inspire locals and visitors to experience your business firsthand.

What's Included:

- One (1) Exclusive Blog + header image on visitphoenix.com*
- 1 Content block + photo in Media e-newsletter that links to blog
 - Distributed to 1,128 subscribers
- 1 Instagram Reel
 - Cross-posted to TikTok + Facebook
 - Collaboration/tag options
- Metrics recap report

Best For:

- Restaurants
- Attractions
- Hotels & Resorts
- Outdoor Activities, Guided Tours

Audience:

- Locals
- Leisure
- B2B
- Families

Add-Ons & Custom Options (A la carte)

Let us tailor a package to your needs.

Item	Price
Additional Social Post	\$250-800 each depending on platform
Top Things to Do	\$1000/wk
Featured Blog Sponsorship	\$600
Event Calendar Featured Listing	\$200
Featured Event for Holidays	\$500

**Subject to parameters from Marketing department, Content will remain active for 6 months. Participants have the option to renew content upon expiration for an additional 6 months.*

SOJERN CO-OP

DEADLINE TO OPT-IN: TBD

Sojern provides intelligent digital marketing solutions for the travel industry. We know when someone is looking to travel and can influence them to book directly with you. These solutions are now available to you at a value with a co-op program brought to you by Visit Phoenix.

POTENTIAL PARTICIPANTS

- Resorts/Hotels
- Attractions
- Breweries, Golf Courses, Wineries, etc.

350M

In-Market Travelers

15+

Years of Travel Experience

500+

Tourism Accounts

WHY WORK WITH SOJERN?

They've delivered over \$13B in bookings for 10,000+ global travel brands including hotels, destinations, attractions, airlines, cruise operators and more. They can help you attract more visitors and drive bookings with the Visit Phoenix Co-Op Program.

HOW DOES SOJERN DO IT?

They feed a variety of data points into their machine learning technology to understand who to show an ad to when they're actually searching and booking their travel. This allows them to engage and convert them at the right moment, with the right message.

HOW DOES THE CO-OP WORK?

We've developed this co-op program to further assist our members in attracting visitors. Visit Phoenix members will receive 3:1 value on their investment with a match investment from Visit Phoenix and a match media value from Sojern. Once you opt-in, Sojern will work with you to build a custom marketing campaign to best set your campaign for success. **All participants will receive access to a portal where you will be able to monitor campaign performance 24/7.**

CAMPAIGN DETAILS



CAMPAIGN FLIGHT
3 Month Minimum




BUY-IN OPTIONS
Partners may opt into the program with a \$1.5k, \$3k or \$6k investment to receive match benefits




CHANNEL OPTIONS
Display, Native, Video Pre-Roll;
Impressions based on channel preference and opt-in investment




TARGET AUDIENCES
Ideal travel Intent audiences based on participant needs



ASSETS
JPG, GIF, PNG or HTML5 format for Desktop and Mobile. Creative services and creative assistance is also available upon request at zero cost to you.



PIXELS
Sojern pixel placement is required on website for optimal tracking, insights, and optimization purposes.



REPORTING
Access to your own Sojern Online Account Dashboard, which includes campaign performance, audience profile, market insights, and more.



PARTICIPANT OPTIONS

Package Level	Participant Investment	Visit Phoenix Match	Sojern Match	Total Partner Media Value
Tier 1	\$1,500	\$1,500	\$1,500	\$4,500
Tier 2	\$3,000	\$3,000	\$3,000	\$9,000
Tier 3	\$6,000	\$6,000	\$6,000	\$18,000

If you would like to be included in the Sojern co-op, please contact Brenda Armstrong at brenda.armstrong@sojern.com and use subject line "Visit Phoenix and Sojern Co-Op."



VISIT
PHOENIX

QUESTIONS?

Please contact Kim Goins,
Senior Marketing Projects Manager,
at kgoins@visitphoenix.com.

If you have questions about
your membership, email
memberservices@visitphoenix.com.