



2022-23 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.



2022-23 **VISIT TUCSON**
DOMESTIC MEDIA KIT
& ADVERTISING RATES

For More Information Please Contact:

Cindy Aguilar

520-770-2145

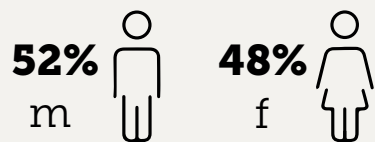
caguilar@visittucson.org



DOMESTIC VISITOR PROFILE

► Demographic Profile Of Overnight Tucson Visitors

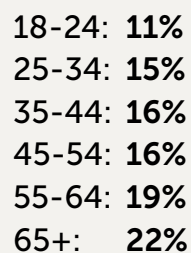
GENDER



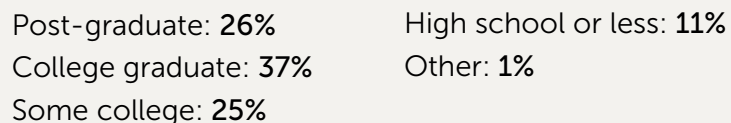
MARITAL STATUS



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

12%
FRIEND(S)

13%
PARENT(S)

29%
CHILD(REN)

12%
OTHER RELATIVE(S)

6%
BUSINESS ASSOCIATE

Leisure travel has returned with a vengeance and is stronger than ever before. Are you getting your fair share of the business?

▶ Average Per Party Expenditures on Domestic Overnight Trips

\$190	\$124	\$65	\$64	\$51
LODGING	RESTAURANT FOOD & BEVERAGE	TRANSPORTATION AT DESTINATION	RETAIL PURCHASE	RECREATION, SIGHTSEEING ENTERTAINMENT

***Longwoods International, 2018*

2023 TUCSON OFFICIAL TRAVEL GUIDE 170,000 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
350,000 likely visitors
to Tucson**

Ad Rates

SIZE	PARTNER (NET)	NON-PARTNER (NET)
Two-Page Spread	\$12,370	\$14,960
Full Page Spread	\$8,090	\$9,790
Half Page	\$4,760	\$5,780
Quarter Page	\$2,820	\$3,420
Formatted Listing	\$850	\$950

PREMIUM POSITIONS (PARTNERS ONLY)

IFC/IBC	\$9,190
BACK COVER	\$10,120



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"

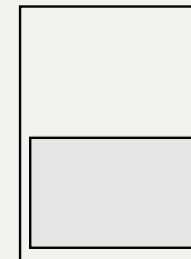


FULL PAGE

Final Trim Size
8.375" x 10.875"

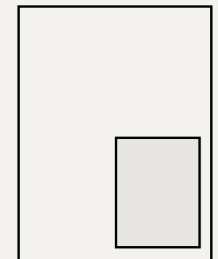
Non-Bleed Size
7.875" x 10.375"

Bleed Size
8.625" x 11.125"



1/2 PAGE

Final Size
7.5" x 4.88"



1/4 PAGE

Final Size
3.65" x 4.88"

DEADLINES

Space Reservation: September 30, 2022

Materials Deadline: October 14, 2022

Delivery & Billing: January 25, 2023



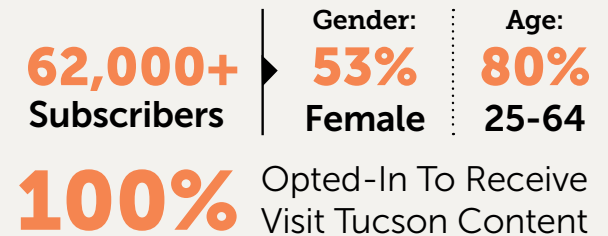
2022-23 E-NEWSLETTER ADVERTISING

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 32% and click-thru rate of 1.5% exceed the industry norms.

E-Newsletter Rates	PARTNER	NON-PARTNER
Call Out 260x200 image, 200 characters, URL	\$800	\$950
Top Banner 300x250 banner, URL	\$500	\$600
Bottom Banner 300x250 banner, URL	\$350	\$425

**only one of each available per month*

AUDIENCE BREAKDOWN



E-NEWSLETTER METRICS

32%
OPEN RATE

1.5%
CLICK-THRU RATE

Calendar

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
	Stay Cool in Tucson	Wide Open Spaces	Tucson Style	Cowboy Up	Gastronomy	Natural Beauty
MATERIALS DUE DATE	7/6/2022	8/10/2022	9/7/2022	10/5/2022	11/9/2022	12/7/2022
SEND DATE	7/13/2022	8/17/2022	9/14/2022	10/12/2022	11/16/2022	12/14/2022
	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
	Health & Wellness	Urban Core	Art & Culture	Road Trips	Family Fun	Summer Deals
MATERIALS DUE DATE	1/4/2023	2/8/2023	3/8/2023	4/5/2023	5/3/2023	6/7/2023
SEND DATE	1/11/2023	2/15/2023	3/15/2023	4/12/2023	5/10/2023	6/14/2023



2022-23 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 bringing our social media efforts in-house, we have grown our engagement levels every year, hitting more than 5 million engagements in 2021-22.

Early-Bird Pricing Structure	PARTNER	NON-PARTNER
Facebook, dedicated single feed post	\$700	\$850
Instagram, dedicated single feed post	\$500	\$600

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

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% 25-44	68% women



2022-23 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

2022-23 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.**



\$20,000
PLATINUM PACKAGE
 (\$25,280 value)



TOTG:	
1-page sponsored content, print	\$8,090
Sponsored content, online <i>(3 months, 5,000 clicks)</i>	\$5,900
One-page ad	\$8,090
E-newsletter Call Out	\$800
FB + IG Post <i>(two each)</i>	\$2,400
TOTAL	\$25,280

\$15,000
GOLD PACKAGE
 (\$18,750 value)



TOTG:	
1-page sponsored content, print	\$8,090
Sponsored content, online <i>(2 months, 3,000 clicks)</i>	\$4,200
Half-page ad	\$4,760
E-newsletter Banner-Top	\$500
FB + IG Post <i>(one each)</i>	\$1,200
TOTAL	\$18,750

\$10,000
SILVER PACKAGE
 (\$12,460 value)



TOTG:	
1-page sponsored content, print	\$8,090
Quarter-page ad	\$2,820
E-newsletter Banner-Bottom	\$350
FB + IG Post <i>(one each)</i>	\$1,200
TOTAL	\$12,460

\$5,000
BRONZE PACKAGE
 (\$5,960 value)



Half-page ad	\$4,760
E-newsletter Banner	\$500
FB or IG Post <i>(choose one)</i>	\$700
TOTAL	\$5,960



2022-23 **VAMOS A TUCSON**
MEDIA KIT & ADVERTISING RATES
FOR MEXICO MARKET

For More Information Please Contact:

Marisol Vindiola

520-770-2167

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MEXICO MARKET PROFILE

▶ Travel Motivation & Planning

Top Travel Motivators

63%

Cultural/Historical Attractions

52%

Urban Attractions (Nightlife/City Tours)

53%

Dining/Gastronomy

Expected Travel Party Size (next trip)

27%



1 person

42%



2 people

14%



3 people

18%



4+

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

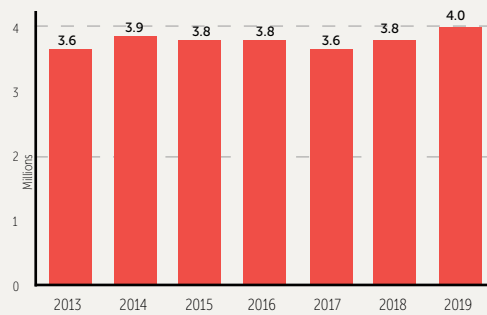
36% Websites or applications via tablet



MEXICO MARKET PROFILE

► Mexico Overnight Visitation to Arizona

Visitation Volume to Arizona

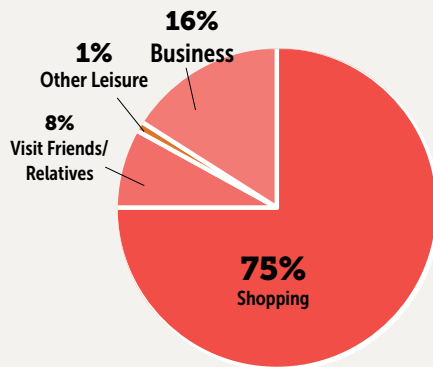


Major Contribution of AZ Overnight Mexican Visitors

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

2022-23 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
50% Female
47% Age: 35-44

100% Opted-In To Receive Visit Tucson Content

E-NEWSLETTER METRICS

14.5%
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	6/17/2022	7/18/2022	8/22/2022	9/19/2022	10/17/2022	11/18/2022
SEND DATE	7/1/2022	8/2/2022	9/1/2022	10/4/2022	11/2/2022	12/1/2022
	<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	12/16/2022	1/14/2023	2/20/2023	3/20/2023	4/17/2023	5/19/2023
SEND DATE	1/4/2023	2/1/2023	3/2/2023	4/4/2023	5/2/2023	6/1/2023



2022-23 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

2022-23 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.**



\$2,000
VAMOS PACKAGE
(\$2,100 value)



Sponsored content, social media <i>(4 mentions per months, 1 mention per week)</i>	\$600
Social Media Giveaway Campaign	\$600
E-newsletter Feature <i>(sponsored story)</i>	\$500
12-month membership <i>(or \$400 toward membership)</i>	\$400
TOTAL	\$2,100

Visit
tucson[®]

FREE YOURSELF.®