

Scottsdale CVB 2011-12 Co-Op Plan

| National Consumer | Details | July | August | September | October | November | December | January | February | March | April | May | June | Notes |
|--|-------------------|------|--------|--|---|--|----------|--|--|-------------------|-------|-----|------|---|
| AFAR Circ: 125,000 Rep: Lewis Newmark Phone: 424.288.4527 Email: lewis@afar.com | SCVB Commitment | | | SCVB Full Page Ad | | | | SCVB Full Page Ad | | SCVB Full Page Ad | | | | Notes: Co-op page to run opposite SCVB brand ad |
| | Co-op Opportunity | | | 1/4pg ad on Co-op Page \$3500 per partner | | | | 1/4pg ad on Co-op Page \$3500 per partner | | | | | | |
| | Materials Due | | | Space 6/28/11 | | | | Space 10/24/11 | | | | | | |
| Amex Program Circ: 1,046,099* Rep: Caroline Stoeckel Phone: 480-429-2246 Email: cstoeckel@scottsdalecvb.com | SCVB Commitment | | | 2p Scottsdale Section Ads in Departures, Travel + Leisure, FOOD & WINE plus Added Value Pkg. Participation in each | 4p Scottsdale Section Participation in each | 4p Scottsdale Section Participation in each | | | | | | | | Notes: Program requires minimum of 8 partners @ \$45k each Partners receive: Mention in Sept, 1/4 pg formatted ad in Oct and Nov, issues of Food & Wine, Departures, and Travel + Leisure. Double points reward program plus additional merchandising |
| | Co-op Opportunity | | | | \$45,000 | | | | | | | | | Notes: 4-8 partners per section |
| *NY, LA, Chicago, San Francisco | Materials Due | | | | | | | | | | | | | |
| Arch Digest Circ: 505,000* Rep: Ellen Lewis Phone: 972.960.2889 Email: ellen@lewisstafford.com | SCVB Commitment | | | | 4p Scottsdale Sect. | 2p. Scottsdale Sect. | | 4p Scottsdale Sect. | 2p. Scottsdale Sect. | | | | | |
| | Co-op Opportunity | | | | 1/2 page ad in spread \$ 15,000.00 | | | 1/2 page ad in spread \$ 15,000.00 | | | | | | |
| | Materials Due | | | | 1/4 page ad in spread \$ 7,500.00 | | | 1/4 page ad in spread \$ 7,500.00 | | | | | | |
| Rgl: CA, DE, PA, FL, GA, IL, MD, MA, MI, NV, NY Metro, TX, VA & Wash D.C. | SCVB Commitment | | | | | | | 4pg Scottsdale Insert | 4pg Scottsdale Insert | | | | | Notes: \$24,210 earns one full page ad per Scottsdale special insert in January and February= Total of 2 pages. |
| Conde Nast Traveler Circ: 283,360* Rep: Tricia Baak Phone: 323.965.3757 Email: Tricia_Baak@condenast.com | Co-op Opportunity | | | | | | | 1 Full Page Ad per Insert \$24,210 | | | | | | |
| *California, New York, Nevada, Illinois | Materials Due | | | | | | | | | | | | | |
| Robb Report Circ: Rep: Marion Lowry Phone: 310.589.7732 Email: marionl@robbreport.com | SCVB Commitment | | | | | | | SCVB Full Page Ad | SCVB Full Page Ad | | | | | Notes: |
| | Co-op Opportunity | | | | | | | Full Page In Book \$ 16,571.00 Online (web + email) \$ 5,000.00 | Full Page In Book \$ 16,571.00 Online (web + email) \$ 5,000.00 | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Spirit - Southwest Airlines Circ: 461,000 (3,400,000 readers/month) Rep: Ellynn Adoue Phone: Email: Ellynn.Adoue@paceco.com | SCVB Commitment | | | | | SCVB Full Page Ad | | 11/4/11 SCVB Full Page Ad | 12/7/11 SCVB Full Page Ad | | | | | Notes: Co-op page will only run if page is filled (2x 1/2 page, 4x 1/4 page, 6x 1/6 page) |
| | Co-op Opportunity | | | | | | | Sonoran Experience Special In-Book Section Full Page: \$21,660 1/2 Page: \$10,830 1/4 Page: \$5415 | | | | | | |
| | Materials Due | | | | | | 9/21/11 | | | | | | | |
| Canada National | | July | August | September | October | November | December | January | February | March | April | May | June | |
| Destination Weddings & Honeymoons Circ: 100,000 Rep: Kristin Valentine Phone: 760-707-1997 Email: kristin.valentine@bonniercorp.com | SCVB Commitment | | | | | | | SCVB Full Page Ad | SCVB Full Page Ad | SCVB Full Page Ad | | | | Notes: |
| | Co-op Opportunity | | | | | | | Special In-Book Scottsdale Section: Full Page: \$10,915 1/2 Page: \$6890 1/3 Page: \$4980 | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| En Route - Air Canada Circ: 135,000 Rep: Jan Zeman Phone: 303.534.3078 Email: jzeman@repwest.com | SCVB Commitment | | | SCVB Full Page Ad | SCVB Full Page Ad Member Page Full Page: \$8458 1/2 Page: \$5710 1/3 Page: \$4052 1/6 Page: \$2533 | SCVB Full Page Ad | | | | | | | | Notes: Advertisers must request placement on page with other Scottsdale members. Otherwise placement is based on available space at the time of booking. |
| | Co-op Opportunity | | | | | | | | | | | | | |
| | Materials Due | | | | Online: \$6.38cpm for 300x250 ads in weekly or monthly newsletter 7/25/11 | | | | | | | | | |
| CMG Circ: 850,900 Rep: Tony Mercadefe Phone: 310.990.2355 Email: tmercadefe@aboutcmg.com | SCVB Commitment | | | | | | | Print + Digital Program | | | | | | Notes: Richly Sonoran insert will be placed in the following newspapers: Toronto Star Calgary Herald Edmonton Journal Vancouver Sun *Will partner with PHX and Tempe CVBs on program |
| | Co-op Opportunity | | | | | | | Richly Sonoran Newspaper Insert Full Page: \$25,000 1/2 Page: \$15,000 1/3 Page: \$9,000 1/6 Page: \$6,000 | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Chicago | | July | August | September | October | November | December | January | February | March | April | May | June | |
| Travel Adventure Show 2012 Attendance: 16,000 Rep: Jessica Toms Phone: 480.889.2711 Email: jtoms@scottsdalecvb.com | SCVB Commitment | | | | | | | Adventure-Themed Booth Jan. 28 - Jan. 29 Marketing Collateral, Materials, Small Signage, Samples, Discounts \$150 per partner | | | | | | Notes: Limit 4 partners per show. |
| | Co-op Opportunity | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Chicago Magazine Circ: 877,400 readers Rep: Toby Childs Phone: 503.387.5099 Email: tchilds@kpmmedia.com | SCVB Commitment | | | | | | | NA | NA | | | | | Notes: TBD based on AOT commitment |
| | Co-op Opportunity | | | | | | | AOT Program - 2 1/2 months \$500 per partner: online listing within "Destination Arizona" AV: VIP Email Blast, Zip Targeted mailing labels, Web Sponsorships | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| New York | | July | August | September | October | November | December | January | February | March | April | May | June | |
| New York Times Travel Magazine Circ: 1,352,358 Sunday Circ. Rep: Sherri Zigman Phone: 310.914.2067 | SCVB Commitment | | | | | | | SCVB Full Page Ad In NYT Travel Mag. | SCVB Full Page Ad In NYT Travel Mag. | | | | | Notes: 3 partners per page |
| | Co-op Opportunity | | | | | | | Co-op Page in Mag. 1/3 page \$10,000 | Co-op Page in Mag. 1/3 page \$10,000 | | | | | |

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|-----------------------------------|--------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Email: szigman@nytimes.com | | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | | |
| Travel Adventure Show 2012 | SCVB Commitment | | | | | | | | | Adventure-Themed Booth | | | | | Notes: Limit 4 partners per show. |
| Attendance: 16,000 | | | | | | | | | | Jan. 21 - Jan. 22 | | | | | |
| Rep: Jessica Toms | Co-op Opportunity | | | | | | | | | Marketing Collateral, Materials, Small Signage, Samples, Discounts | | | | | |
| Phone: 480.889.2711 | | | | | | | | | | \$150 per partner | | | | | |
| Email: jtoms@scottsdalecvcb.com | | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | | |

| Phoenix | Details | July | August | September | October | November | December | January | February | March | April | May | June | |
|------------------------------------|--------------------------|------|--------|-----------|---------|----------|--------------------------|--------------------------|--------------------------|------------------------|-------|-----|------|--|
| AZ Highways | SCVB Commitment | | | | | | SCVB Co-op Banner | SCVB Co-op Banner | SCVB Co-op Banner | | | | | Goal: |
| Circ: 136,000 | | | | | | | | | | | | | | |
| Rep: Ernie Mulholland | Co-op Opportunity | | | | | | SCVB Co-op Page | SCVB Co-op Page | SCVB Co-op Page | | | | | Notes: Limit 4 partners per month |
| Phone: 602.971.6260 | | | | | | | 1/4 page ad \$1500 | 1/4 page ad \$1500 | 1/4 page ad \$1500 | | | | | |
| Email: erniem13@gmail.com | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Encompass Outdoor | SCVB Commitment | | | | | | | NA | NA | NA | | | | Notes: Can purchase the space on Hertz rental car hang tags at the Phoenix Sky Harbor location. Tags hang on rear view mirrors in 36,531 cars each month. |
| Circ: 36,351 Hertz Hang Tags/month | | | | | | | | | | | | | | |
| Rep: Pam Schneider | Co-op Opportunity | | | | | | | 36,531 Rental Car Tags | 36,531 Rental Car Tags | 36,531 Rental Car Tags | | | | |
| Phone: 212.993.9457 | | | | | | | | \$ 9,498.00 | \$ 9,498.00 | \$ 9,498.00 | | | | |
| Email: Pam@encompassoutdoor.com | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |

| San Francisco | Details | July | August | September | October | November | December | January | February | March | April | May | June | |
|-----------------------------------|--------------------------|------|--------|-----------|---------|----------|----------|---------|----------|--|-------|-----|------|--|
| Travel Adventure Show 2012 | SCVB Commitment | | | | | | | | | Adventure-Themed Booth | | | | Notes: Limit 4 partners per show. |
| Attendance: 20,000 | | | | | | | | | | Feb. 18 - Feb. 19 | | | | |
| Rep: Jessica Toms | Co-op Opportunity | | | | | | | | | Marketing Collateral, Materials, Small Signage, Samples, Discounts | | | | |
| Phone: 480.889.2711 | | | | | | | | | | \$150 per partner | | | | |
| Email: jtoms@scottsdalecvcb.com | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |

| Meetings | Details | July | August | September | October | November | December | January | February | March | April | May | June | |
|-------------------------------------|--------------------------|--------------------------|--------|---|--------------------------|--|----------|---------|----------|--------------------------|-------|---|------|---|
| Ignite (Canada) | SCVB Commitment | | | SCVB FP in "Outward Bound" Supplement | | "A Guide for Meetings, Conventions & Event Planning 2011/2012 - Scottsdale" | | | | SCVB Full Page Ad | | SCVB Full Page Ad + Golf Feature In-Book | | Notes: Supplement in Nov/Dec will be in-book if less than 4 pages of ads are sold, or will be sent as separate, poly-bagged supplement if 5 or more pages of ads are sold. |
| Circ: 15,029 | | | | | | In-Supplement; | | | | | | | | |
| Rep: Frank Lederer | Co-op Opportunity | | | | | Full page \$4900, 1/2 \$3750, 1/4 \$3250 | | | | | | | | |
| Phone: 905.582.4554 or 480.452.8909 | | | | | | Editorial in suppl., "Featured Venue" for 3 months on ignitemag.ca | | | | | | | | |
| Email: frank@ignitemag.ca | | | | | | Supplement promo in eSpark newsletter 6 mo. after mailing (to 16k) | | | | | | | | |
| | Materials Due | | | | | Digital version to live in "Featured Destinations" on site 10/21/11 | | | | | | | | |
| Executive Travel | SCVB Commitment | SCVB Full Page Ad | | | SCVB Full Page Ad | SCVB Full Page Ad | | | | SCVB Full Page Ad | | | | Notes: Program designed to create awareness and become a reputable destination with C-Level executive travelers/decision makers |
| Circ: 120,000 | | | | | | | | | | | | | | |
| Rep: William Smith | Co-op Opportunity | | | Cos/ Partner = \$5,000 / Program Includes: | | Listing in DESTINATION SCOTTSDALE page in Executive Travel | | | | | | | | |
| Phone: 415.434.4046 or 415.722.4672 | | | | | | Sponsorship of the SkyGuideE-Alert email newsletter (9,500 opt-in subscribers) | | | | | | | | |
| Email: Bill@Smithmedia.info | | | | | | Sponsored "Tweet" to Executive Travel's follows on Twitter. (Tweet will be labeled with a #sponhashtag.) | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Smart Meetings | SCVB Commitment | | | SCVB FP + FP Advert | SCVB Full Page | | | | | SCVB Full Page | | SCVB Full Page + FP Advertorial | | Notes: Showcase = Landing page "AZ Destination Guide" on smartmeetings.com |
| Circ: 34,000 | | | | | | | | | | | | | | |
| Rep: Eric Haase | Co-op Opportunity | | | | | In-Book: | | | | | | | | |
| Phone: 415.339.9355 | | | | | | Full page: \$1,500 (4 Partners), 1/2 page: \$1,500 (3 Partners), 1/4 page: \$1,500 (2 Partners) | | | | | | | | |
| Email: eric@smartmeetings.com | | | | | | ROS Skyscraper: \$750 - \$500 per | | | | | | | | |
| | Materials Due | | | | | ROS Banner - \$750 - \$500 per | | | | | | | | |
| | | | | | | Smart Showcase - \$2,000-\$1,500 | | | | | | | | |

| Golf | Details | July | August | September | October | November | December | January | February | March | April | May | June | |
|---|--------------------------|---|--------|---|--|---|---|---------|---|----------------------|-------|---|------|---|
| Colorado Avid Golfer | SCVB Commitment | | | SCVB Full Page Brand Ad Within Fall Travel Guide | | | Back Cover of Annual Travel Issue | | Full Page in Best of Colorado Golf Issue | | | | | Notes: |
| Circ: 35,000 | | | | | | | | | | | | | | |
| Rep: Chris Phillips | Co-op Opportunity | | | | Scottsdale Co-op Page | | | | Scottsdale Co-op Page | | | | | |
| Phone: 720.493.1729 ext 12 | | | | | Full Page: \$3500 | | | | Full Page: \$3500 | | | | | |
| Email: chris@coloradoavidgolfer.com | | | | | 1/2 Page: \$2400 | | | | 1/2 Page: \$2400 | | | | | |
| | Materials Due | | | | Dedicated eblast \$3000 | | | | Dedicated eblast \$3000 | | | | | |
| Golf News Now | SCVB Commitment | | | | | | | | | | | | | Notes: Golf trade website for Canadian golf industry professionals |
| Circ: 47,000 | | | | | | | | | | | | | | |
| Rep: Ian Hutchinson | Co-op Opportunity | | | | | | | | | | | | | |
| Phone: 905.895.9514 or 905.751.9514 | | | | | | | | | | | | | | |
| Email: hutch@golfnewsnow.ca | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Golf Digest/Golf World | SCVB Commitment | Full Page & Video on Golf World Monday | | Full Page & Video on Golf World Monday | 2p Insert in Digest & FP +Advertorial in World Co-op Page in Insert | FP + Advertorial in World & FP+Video Golf World Monday | 2p Spread in Digest & FP +Advertorial in World | | FP + Advertorial in World | Amateur Event | | Full Page & Video on Golf World Monday | | Notes: Program requires minimum of 6 partners @ \$10k each |
| Golf Digest Regional: 201, 187 Golf World Nati: 225,000 | | | | | | | | | | | | | | |
| Rep: Linda Dillenbeck | Co-op Opportunity | | | | Golf World Monday Ad | Advertorial | Advertorial | | Advertorial | | | Golf World Monday Ad | | Each partner to receive: |
| Phone: 480.460.5650 | | | | | Feature 1 partner | Features all 6 partners | Features all 6 partners | | Features all 6 partners | | | Feature 1 partner | | - 1 Ad in Golf World Monday Email of Choice (1st come, 1st served) |
| Email: linda@theimagegroupaz.com | | | | | | 2 Golf World Mondays | 2 Golf World Mondays | | | | | | | - Feature in Advertorial in Golf World Mag: (Oct, Nov, Dec, Feb issues) |
| | Materials Due | | | | | 1GWM Ad per partner | 1GWM Ad per partner | | | | | | | - Ad in co-op page in Golf Digest in October |
| | | | | | | | | | | | | | | |

Online

| Online | | July | August | September | October | November | December | January | February | March | April | May | June | |
|--|-------------------|---|---|---|---|---|---|---|---|---|---|---|---|--|
| TripAdvisor | SCVB Commitment | Destination Page | Destination Page | Destination Page | Destination Page | Destination Guide | Destination Guide | Destination Guide | Destination Guide | Destination Guide | Destination Guide | Destination Guide | Destination Guide | Notes: |
| Imps: 202,000 visitors and 475,000 page views per month | | | | | | | | | | | | | | |
| | Co-op Opportunity | Listing on Online Destination Page | Listing on Online Destination Page | Listing on Online Destination Page | Listing on Online Destination Page | Listing on Online Destination Guide | Listing on Online Destination Guide | Listing on Online Destination Guide | Listing on Online Destination Guide | Listing on Online Destination Guide | Listing on Online Destination Guide | Listing on Online Destination Guide | Listing on Online Destination Guide | |
| | | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | \$2000 per month: - One (1) 300x250 ad - One (1) 160x600 ad | |
| | Materials Due | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | - Featured Photo | |
| Travel Direct | SCVB Commitment | | | | | | | | | | | | | Notes: Only 1 spot per member for full year, additional requests go on waiting list. |
| Distribution: 60,000 Meeting Planners | | | | | | | | | | | | | | *4 members per email blast |
| | Co-op Opportunity | | | Listing on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | Banner Ad on Email | |
| | | | | \$350 per member | \$350 per member | \$350 per member | \$350 per member | \$350 per member | \$350 per member | \$350 per member | \$350 per member | \$350 per member | \$350 per member | |
| | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | | | | | |
| Email | | July | August | September | October | November | December | January | February | March | April | May | June | |
| Monthly Leisure Visitor Email Splash Landing Page | SCVB Commitment | Leisure Email Blast | Leisure Email Blast | Leisure Email Blast | Leisure Email Blast | Leisure Email Blast | | Leisure Email Blast | | Leisure Email Blast | Leisure Email Blast | Leisure Email Blast | Leisure Email Blast | Notes: |
| Resorts & Spas Campaign: 51,000 recipients | | | | | | | | | | | | | | See attached rate sheet flyer for more information |
| Arts & Culture Campaign: 18,000 recipients | Co-op Opportunity | Listing on Splash Page | Listing on Splash Page | Listing on Splash Page | Listing on Splash Page | Listing on Splash Page | | Listing on Splash Page | | Listing on Splash Page | Listing on Splash Page | Listing on Splash Page | Listing on Splash Page | |
| Golf Campaign: 7,000 recipients | | \$350 per Listing | \$350 per Listing | \$350 per Listing | \$350 per Listing | \$350 per Listing | | \$350 per Listing | | \$350 per Listing | \$350 per Listing | \$350 per Listing | \$350 per Listing | |
| | Materials Due | | | | | | | | | | | | | |
| Quarterly Meeting Planner/Travel Trade Email | SCVB Commitment | | Summer Meetings Eblast | | | | | | | Winter Meetings Eblast | | | Spring Meetings Eblast | Notes: |
| Meeting Planners: 5400 | | | | | | | | | | | | | | See attached rate sheet flyer for more information |
| | Co-op Opportunity | | Listing on Email | | | | | | | Listing on Email | | | Listing on Email | |
| | | | Premium \$800 Standard \$300 | | | | | | | Premium \$800 Standard \$300 | | | Premium \$800 Standard \$300 | |
| | Materials Due | | | | | | | | | | | | | |
| Quarterly Tourism Email | SCVB Commitment | | Summer Tourism Eblast | | | | | | | Winter Tourism Eblast | | | Spring Tourism Eblast | Notes: |
| Travel Agents: 2300 | | | | | | | | | | | | | | See attached rate sheet flyer for more information |
| | Co-op Opportunity | | Listing on Email | | | | | | | Listing on Email | | | Listing on Email | |
| | | | Premium \$800 Standard \$300 | | | | | | | Premium \$800 Standard \$300 | | | Premium \$800 Standard \$300 | |
| | Materials Due | | | | | | | | | | | | | |
| Event Splash Page | SCVB Commitment | | | | | | | | | Event Email Blast | | | | Notes: Each partner to receive featured listing on event splash page. Sponsorship per listing per event is \$1200 and runs thru entire event lifecycle (ex: Spring Training event listing will live on page from December through March) |
| | Co-op Opportunity | | | | | | | | | | | | | See attached rate sheet flyer for more information |
| | | | | | | | | | | | | | | |
| | Materials Due | | | | | | | | | BCS Bowl Games (Dec) | | | | |