

## PROGRAMMATIC MEDIA PROGRAM

Participate in the Arizona Office of Tourism's Programmatic Media Program and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited [visitarizona.com](http://visitarizona.com) and retargeting them with meaningful messaging encouraging them to visit.

### PARTNER OPPORTUNITIES

#### \$1,750 Package

Tactic	Format	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes	\$7.00	250,000	\$1,750	This package would provide exclusive access to DMO's first-party audience, through site retargeting and look-alike modeling for a full funnel approach.
Totals		\$7.00	250,000	\$1,750	

#### \$5,200 Package

Tactic	Format	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes	\$6.50	800,000	\$5,200	This package would also provide exclusive access to DMO's first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals		\$6.50	800,000	\$5,200	

#### \$10,200 Package

Tactic	Format	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes	\$6.50	800,000	\$5,200	This package would also provide exclusive access to DMO's first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS include pre-roll video for high-impact advertising.
Pre-Roll* Video	:15 or :30 Video	\$15.75	317,460	\$5,000	
Totals		\$9.13	1,117,460	\$10,200	

#### \$12,312 Package

Tactic	Format	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes	\$6.00	2,052,000	\$12,312	This package would also provide exclusive access to DMO's first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals		\$6.00	2,052,000	\$12,312	

\*Contingent on overall participation levels. Priority will be on display advertising. Ask your rep for updated reach calculation.

#### AVAILABILITY

4-6 week production time; availability is based on desired reach.

#### TIMING

Each package will run for 30-60 days, depending on goal reach and available inventory.

#### REPORTING

At the end of the campaign, you will receive detailed performance metrics.

## PROGRAMMATIC MEDIA PROGRAM

### EXAMPLES



300x250



300x50



320x50



160x600



300x600



728x90

### DISPLAY AD SPECIFICATIONS

Banners built for six sizes to include your image, messaging, logo and below specifications:

- Sizes: 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
- Arizona logo must be included in artwork
- Need to be static, with no animation/HTML5
- Click-Through URL

### CREATIVE SERVICES

Materials required:

- Logo files
- 3-4 photos, minimum 800px wide
- Copy - maximum 40 characters
- Call to action - URL to link to

*Creative services are available upon request for additional charge.*

### NATIVE AD SPECIFICATIONS

- Headline: 20 characters, including spaces
- Body: 90 characters, including spaces
- Main Image: Exactly 1200x627 (1.91:1 aspect ratio)
- Max File Size: 200 KB
- Logo: Exactly 240x240 (1:1 aspect ratio)
- Brand Name: 25 characters, including spaces

### PRE-ROLL VIDEO SPECIFICATIONS

- Supported File Type: MP4
- Aspect Ratio: 16:9
- File Size: Maximum 25MB
- Video Length: 0:15 or 0:30
- Ad Sizes: Minimum height of 144 pixels

*\*All ads will be reviewed against AZ Guidelines.*