



Tucson Official Destination Guide is the Metropolitan Tucson Convention & Visitors Bureau’s (MTCVB) primary response piece used in promoting Tucson as a leading visitor destination. Published every spring and fall, this four-color magazine includes valuable information about local accommodations, dining, nightlife, shopping, sports and recreation, attractions and daytrips, culture, and the history of the area, plus detailed listings of MTCVB partners. *Tucson Official Destination Guide* is the first publication sent to visitors upon request and before their arrival in Tucson. It is also available to arriving tourists at the Visitors Center and throughout hundreds of locations in Tucson and Southern Arizona, including Tucson International Airport.

Features

- The first publication mailed to visitors upon request
- City and county-wide distribution
- Reader Service Card for direct, qualified leads
- Largest and most complete Visitor Guide available in Southern Arizona
- Informative, comprehensive overview of Tucson and the state
- Hyperlink to your website from VacationFun.com
- High quality, 4-color design attracts the reader
- Locally owned—profits stay in the community
- Online distribution at *VisitTucson.org* and *VacationFun.com*

Space Reservations Deadlines

Spring/Summer (2010)November 4, 2009
 Fall/Winter (2010).....May 5, 2010

Premium positions must be renewed 30 days prior to ad close.

Arizona Visitors Source: 2007 D.K. Shifflet and Associates

- 49 years average age
- \$81,500 average household income
- 2.37 average party size
- 3.71 nights average length of stay

Distribution

150,000 semi-annually

The *Tucson Official Destination Guide* targets the 3.5 million annual visitors who make up the \$2 billion Tucson tourism industry.

- Mailed upon request by the MTCVB to tourists before their arrival
- Select hotels and resorts (in rooms, at information/concierge desks)
- Visitor centers throughout Southern Arizona
- Tucson International Airport Visitor Information Center
- Distributed at local conventions

TUCSON

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4-Color Display Rates Circulation: 300,000 annually (150,000 semi-annually)**MTCVB Partner Rates**

Ad Size	4-Color		B&W	
	1X	2X	1X	2X
2 Page	\$9,105	\$8,190	\$7,540	\$6,765
Full	\$6,065	\$5,470	\$5,015	\$4,525
2/3	\$5,355	\$4,815	\$4,440	\$4,105
1/2	\$3,375	\$3,225	\$2,805	\$2,435
1/3	\$2,855	\$2,555	\$2,195	\$1,910
1/6	\$1,720	\$1,500	\$1,190	\$1,030
1/12	\$1,005	\$890	\$690	\$575
Itinerary Logo	\$415	\$350	N/A	N/A
Enhanced Listing	\$215	\$175	N/A	N/A

Non-Partner Rates

4-Color		B&W	
1X	2X	1X	2X
\$10,925	\$9,830	\$9,045	\$8,120
\$7,275	\$6,565	\$6,015	\$5,430
\$6,430	\$5,780	\$5,325	\$4,930
\$4,050	\$3,870	\$3,365	\$2,925
\$3,425	\$3,065	\$2,640	\$2,295
\$2,070	\$1,795	\$1,425	\$1,235
\$1,205	\$1,070	\$830	\$695

Rates are per insertion and apply to camera-ready art only. Rates quoted gross. Guaranteed requested position: add 15% to earned rate.

Quick Guide Rates**MTCVB Partner Rates****Non-Partner Rates**

Ad Size	4-Color		4-Color	
	1X	2X	1X	2X
1/12	\$655	\$585	\$740	\$680
1/24	\$360	\$315	\$415	\$355

Premium Positions Full-page, 4-color ads only

Inside Front Cover	\$6,735
Page One	\$6,335
Opposite Table of Contents	\$6,525
Inside Back Cover	\$6,335
Opposite Back Cover	\$6,735

On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline.

Arizona All Year Sweepstakes

One Entry	\$2,990
FREE to advertisers with a minimum of 1/6 page ad. Rate does not include donated prize.	
Business Reply Card	\$4,015
Reader Service Coupon*	\$1,640

*Adjacent to Reader Service Card B&W only