



# Media Tours

Guidelines and Request Form

## Guidelines

For the best service possible, please follow the guidelines below for individual media tour requests.

*Please note that we receive a high volume of media requests and will respond to all requests within 7 business days. We do host media based on a vetting system to pre-qualify all media opportunities.*

- Complete the online Media Tour Request Form (found below).
- If qualified, there is a two-week minimum lead time to process and create an itinerary.
- Due to a limited budget, the Flagstaff CVB rarely assists with travel costs, such as airfare.
- If the dates of travel are flexible, please consider scheduling the trip during midweek. The chances of a hosted press trip greatly increase during these time-frames.
- Preference will be given to media on a qualified assignment.
- Bloggers/Influences must represent a quality website and demonstrate a healthy audience, and/or be active on social media (Facebook, Twitter, Instagram, etc) throughout their tour. We encourage a commitment of producing at least one blog/story on their website and/or several social media postings.

## Media Tour Request Form

*Please fill in the information below, and if you have any questions or need any additional information, please contact Meg Roederer, at mroederer@flagstaffaz.gov or 928.213.2924.*

### Personal Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Street/Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

I would like to receive emails with the latest media updates.

Biography:

### Social Information

Website URL: \_\_\_\_\_

- Number of Impressions: \_\_\_\_\_
- Number of Page Views: \_\_\_\_\_

Twitter Handle: \_\_\_\_\_

- # of Followers: \_\_\_\_\_
- Average # of Engagements per Post: \_\_\_\_\_

Facebook URL: \_\_\_\_\_

- # of Followers: \_\_\_\_\_
- Average # of Engagements per Post: \_\_\_\_\_

Instagram Handle: \_\_\_\_\_

- # of Followers: \_\_\_\_\_
- Average # of Engagements per Post: \_\_\_\_\_



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Pinterest URL: \_\_\_\_\_

- # of Followers: \_\_\_\_\_
- Average # of Engagements per Post: \_\_\_\_\_

Youtube Channel: \_\_\_\_\_

- # of Subscribers: \_\_\_\_\_
- Average # of Engagements per Post: \_\_\_\_\_

## Publication Information

Name of Media Outlet: \_\_\_\_\_

Format/Type: \_\_\_\_\_

Ad Value: \_\_\_\_\_ Circulation: \_\_\_\_\_

Distribution Area: \_\_\_\_\_

Number of Unique Web Visitors/Month: \_\_\_\_\_ Newsletter Subscribers: \_\_\_\_\_

Editorial Interests/Story Angles:

Are you on assignment?  Yes  No

*If Yes, please attach a letter of assignment from the editor and copies of recently published articles.*

Additional Portfolio Details:

Requested Dates of Visit: \_\_\_\_\_

Name of Guest(s): \_\_\_\_\_

Relationship to Guest(s): \_\_\_\_\_

Special Requests:

**Please be sure to follow our social media channels!**

**Website:** [discoverflagstaff.com](http://discoverflagstaff.com)

**Facebook:** [facebook.com/FlagstaffArizona](https://facebook.com/FlagstaffArizona)

**Twitter:** [twitter.com/VisitFlagstaff](https://twitter.com/VisitFlagstaff)

**Instagram:** [instagram.com/visitflagstaff](https://instagram.com/visitflagstaff)

**Pintrest:** [pinterest.com/visitflagstaff](https://pinterest.com/visitflagstaff)

**Youtube Channel:** [youtube.com/user/flagstafftourism](https://youtube.com/user/flagstafftourism)