



CONVENTION AND VISITORS BUREAU
211 West Aspen Avenue ▲ Flagstaff, Arizona 86001-5399 USA

Flagstaff in the News

Compliments of the CVB Public Relations Department

Attached is just a small sampling of the publicity clips that our office receives on a daily basis.
For more information contact Jessica Stephens, Public Relations Associate at 928.779.7627 or jstephens@ci.flagstaff.az.us.

****The figures reported are straight advertising value equivalency (AVE) and do not include a “pass along” multiplier, meaning that the article is read then ‘passed along’ to a friend or co-worker.***

If you would like copies of the corresponding PDFs, please email jstephens@flagstaffaz.gov

1. Flagstaff was included in an article in the *The Vancouver Province*. The article, ***AridZona: Grand Canyon State is cooler than you think***, is an overview of the entire state and specifically mentions the Hotel Monte Vista, Lowell Observatory and the Flagstaff Area National Monuments. The CVB hosted this writer and the AVE for this mention is **\$ 3,531.73** and is based on a circulation of **137,481**. (*This article was also syndicated online on canada.com and timescolonist.com with a combined AVE of \$2,703.96 .*)

Please note that the Flagstaff CVB changed clipping service / media evaluation providers in September and had a 3-week period where no clipping service was available. Regular monitoring and evaluating was re-established in October, so next month's report will be reflective of these updates.

“Flagstaff, the destination for all seasons!”

The mission of the Flagstaff CVB is to develop, promote and maintain Flagstaff as a year-round visitor destination with professional services that will benefit the community economically, environmentally and socially.

10/12/2009