

# Sedona Lodging Council

February 13, 2024

## Two Advertising Opportunities in Modern Luxury Scottsdale

We have negotiated special rates exclusively for our Chamber Partners.

### Modern Luxury Reader Profile

Household Income: \$250,000

Liquid Assets: \$3,000,000

### Modern Luxury Scottsdale Rates

Full Page Ad: \$4,945

Half Page Ad: \$3,215

Quarter Page Ad: \$1,730

### Modern Luxury Scottsdale's Special Visit Arizona Advertising Section - June/July/August

Full Page: \$4,120

Contact Carol Kahn, Communications Manager at [ckahn@sedonachamber.com](mailto:ckahn@sedonachamber.com).

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## Digital Marketing and Social Media Consultations

Are you looking to boost your digital and social media presence?

The Sedona Chamber of Commerce & Tourism Bureau is pleased to offer personalized digital marketing and social media consultations.

Our services encompass a range of areas including audience engagement, strategy development and branding, content ideas, comprehensive website audits with actionable insights, effective utilization of social media tools like stickers and stories and expert guidance on paid advertising. These consultations are available either in person at our administrative office or online via Zoom.

Please note that availability is limited. To schedule your consultation and take a step towards elevating your business's digital impact, contact our Digital Marketing Manager, Eric Nguyen, at [enguyen@sedonachamber.com](mailto:enguyen@sedonachamber.com).

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## New VisitSedona.com Advertising Program

One of your greatest benefits of membership is having access to our incredible online platforms, including [VisitSedona.com](http://VisitSedona.com). VisitSedona.com sees roughly 3.4+ million annual pageviews and continues to be a top result for Sedona searches.

Knowing its immense value to our tourism-oriented partners, we work diligently to regularly improve the site's performance for the benefit of your business' visibility.

We're thrilled to introduce Destination Signals, our new expert partners in digital advertising. This partnership is a game-changer, offering you a chance to amplify your reach to a targeted travel audience with less effort and greater impact.

- Simplified Management: Destination Signals will handle billing, tracking, and reporting, and even banner ad creative development if you'd like, freeing you to focus on your business.
- Enhanced Creatives: Enjoy unlimited updates to ad copy and images, ensuring your campaigns stay fresh and appealing.
- Expert Guidance: Get professional recommendations and optimizations to maximize your ad performance.

For more information, contact Michelle at [mkostecki@sedonachamber.com](mailto:mkostecki@sedonachamber.com) and Ashley at [Ashley.freeburg@destinationsignals.com](mailto:Ashley.freeburg@destinationsignals.com).

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### **Strategies for Success: Motivating Employees Through Training**

The Strategies for Success series is honored to have Dr. Corey Carlson from [The Regional Economic Development Center \(REDC\) at Yavapai College](#) offers a program on "Motivating Your Employees Through Training."

How do you keep your employees excited about coming to work? What type of training and skill development do you offer your employees?

Come to this program and learn the answers to these questions and more. Walk away with a positive outlook on employee training. There will be time for Q&A and networking at the end.

**WHEN**: Tuesday, March 5, from 8:30 – 10:00 a.m. | **RSVP at [SedonaChamberEvents.com](#)**

**WHERE**: Yavapai College Sedona Center, 4215 Arts Village Dr., Room 40

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To confirm your attendance, **RSVP by Friday, February 16 to Kim Sabow at [ksabow@azlta.com](mailto:ksabow@azlta.com).**