



## Moab Area Travel Council Leads Program

The Moab Area Travel Council Leads Program offers your business the opportunity to receive leads of potential visitors to the Moab area. The total number of leads entered into our database can range from 200/week during the off season to nearly 800/week during the busiest times of the year. The source of our leads is as follows:

- Requests from visitors to our discovermoab.com website 40%
- Other Internet sources (Moab and travel related websites) 40%
- Response to printed magazine ads, billboards, bus backs, TV ads, etc. 15%
- Phone Leads 5%

Note that only phone and discovermoab.com requests can be specific about their interests. **Therefore, selection of specific categories of interest will generally result in weekly lead amounts of approximately 15-80 leads and quarterly billing amounts of \$30-\$45.** Approximately 30% of all leads supply their email address to receive additional information. We offer the option of just receiving email leads if you prefer to send your information electronically. For event organizers you can specify the visitor's month(s) of travel.

Labels are printed every Thursday and printed labels are mailed or comma delimited files are emailed.

### Cost

Leads are priced in quarterly increments of 300 as follows:

Number of Leads/Quarter	Quarterly Billing Amount
1-300	\$15
301-600	\$30
601-900	\$45
901-1200	\$60
1201-1500	\$75
1501-1800	\$90
1801-2100	\$105
2101-2400	\$120
2401-2700	\$135
2701-3000	\$150

Please select specific categories of interest. Multiple selections will not result in duplicate labels and your selections can be changed as often as you like:

- ☐ Air Activity (Hot Air Balloon, Scenic Flight, Skydive, Zip Line, B.A.S.E. Jumping)  
☐ Calm Water Float Trips  
☐ Camping  
☐ Canyoneering/Climbing  
☐ Education/Ecotour/Museum

☐ Geology/Paleontology  
☐ Golfing  
☐ Hiking/Backpacking  
☐ Horseback Riding  
☐ Lodging  
☐ Mountain Biking  
☐ Off Highway Tours

☐ Phone Leads  
☐ Photography  
☐ Running Events  
☐ School/Camp/Youth  
☐ Spa  
☐ Whitewater Rafting

...OR...

☐ Receive all leads

☐ Check here to receive email leads only

☐ Check here to exclude foreign leads

☐ Check here to only receive leads who will be visiting during the following months (specify): \_\_\_\_\_

I agree that the labels are for the sole use of promoting Moab businesses and events, and I agree not to transfer, copy, or sell these labels/leads to other individuals or organizations.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Email Address \_\_\_\_\_

**Mailing Address:**

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Label Delivery method (pick one):  
☐ Mail printed labels to the above address  
☐ Email leads to the above email address