

## Arizona Department of Revenue Marketing and Advertising Strategies

	Tax Year 1997	Tax Year 1998	Tax Year 1999	Tax Year 2000	Tax Year 2001
MARKETING BUDGET	\$ 0.00	\$ 0.00	\$ 0.00	\$15,000	\$5,000
MARKETING EVENTS – PUBLIC <b>Bold – new additions to            program</b>	<ul style="list-style-type: none"> <li>• VITA Super Tax Assistance Site</li> </ul>	<ul style="list-style-type: none"> <li>• VITA Super Tax Assistance Site</li> </ul>	<ul style="list-style-type: none"> <li>• VITA Super Tax Assistance Site</li> <li>• <b>DOR Tax Booklets - _ page e-File information</b></li> </ul>	<ul style="list-style-type: none"> <li>• VITA Super Tax Assistance Site</li> <li>• <b>Expanded e-File in DOR Tax Booklets to _ page</b></li> <li>• <b>DOR website</b></li> <li>• <b>Redesigned tax booklet covers to maximize e-File advertising</b></li> <li>• <b>Public Service Announcements</b></li> <li>• <b>Late season print ads</b></li> <li>• <b>PSA radio spots</b></li> <li>• <b>Weekly radio programs</b></li> <li>• <b>Messages on entitlement payments and deposit notices</b></li> <li>• <b>Posters for other state/federal agencies</b></li> <li>• <b>Walk-away advertising at community outreach programs</b></li> <li>• <b>Press Releases</b></li> <li>• <b>Cooperative Marketing Agreements (multi-level marketing)</b></li> </ul>	<ul style="list-style-type: none"> <li>• VITA Super Tax Assistance Site</li> <li>• <b>Expanded e-File in DOR Tax Booklets to <i>full</i> page</b></li> <li>• DOR website</li> <li>• Redesigned tax booklet covers to maximize e-File advertising</li> <li>• Public Service Announcements</li> <li>• PSA radio spots</li> <li>• Messages on entitlement payments and deposit notices</li> <li>• Walk-away advertising at community outreach programs</li> <li>• Press Releases</li> <li>• Cooperative Marketing Agreements (multi-level marketing)</li> <li>• <b>Reduced distribution of tax forms</b></li> <li>• <b>Revised Community Outreach Program to e-File venues (50%).</b></li> <li>• <b>Table tents and poster in malls prior to e-file events</b></li> <li>• <b>Town Hall Meetings</b></li> </ul>
NUMBER OF E-FILED RETURNS	2,500	143,800	238,500 (40K home market)	410,600 (80K home market)	420,000 as of 4/11/2002 (114,300 K home market)

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ERO/TRANSMITTERS	NA	200 Base Number	100% _	150% _	60% _
MARKETING EVENTS – TAX PROFESSIONALS	<ul style="list-style-type: none"> <li>DOR Exhibits at IRS e-File Symposium</li> </ul>	<ul style="list-style-type: none"> <li>DOR Exhibits at IRS e-File Symposium</li> <li>Tax Practitioner’s Seminars</li> </ul>	<ul style="list-style-type: none"> <li>DOR Exhibits at IRS e-File Symposium</li> <li>Joint IRS/DOR <i>Technical Tax Practitioner’s Seminars</i></li> <li>DOR Tax Practitioner’s Conference</li> <li>Survey EROs for improvements, enhancements and overall rating of IRS/DOR e-File program</li> </ul>	<ul style="list-style-type: none"> <li>DOR Exhibits at IRS e-File Symposium</li> <li>Joint IRS/DOR <i>Technical Tax Practitioner’s Seminars</i></li> <li>Joint IRS/DOR <i>Marketing Tax Practitioner’s Seminars</i></li> <li>DOR Tax Practitioner’s Conference</li> <li>List Authorized e-File providers on DOR website</li> <li>Expanded DOR website to include technical manuals, file specifications, and test packages</li> </ul>	<ul style="list-style-type: none"> <li>DOR Exhibits at IRS e-File Symposium</li> <li>Joint IRS/DOR Tax Practitioner’s Seminars</li> <li>DOR Tax Practitioner’s Conference</li> <li>List Authorized e-File providers on DOR website</li> <li>Expanded DOR website to include technical manuals, file specifications, and test packages</li> <li>Survey EROs for improvements, enhancements and overall rating of IRS/DOR e-File program</li> <li>Expanded program to add 2-D Bar Code (r registration required)</li> </ul>