

MONTANA

OFFICE OF TOURISM

2011-12 CO-OPPORTUNITIES

August 1, 2011

MONTANA Office of Tourism • Department of Commerce

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CONSUMER MARKETING FOCUS

- + Montana Office of Tourism (MTOT) Goals for FY12
 - Increase awareness of the brand among the target audience
 - Move Montana into the target audience’s consideration set
 - Support Montana tourism entities in increasing their revenues

- + MTOT Priority
 - Create a comprehensive, all-season and integrated consumer-facing marketing campaign that attracts the target audience to Montana

- + Consumer Marketing Objectives for FY12
 - Increase target audience’s awareness of the brand by 3 percentage points by June 2012
 - Increase target audience’s intent to travel to Montana by 2 percentage points by June 2012

- + Media Objective
 - Increase awareness and drive people to visit the state of Montana and the various destinations within the state.

CONSUMER MARKETING FOCUS

+ Target

- Primary: Geo-Traveler
 - Focus on the experience of the destination
 - Seek the authenticity of people and places
 - They have multi-faceted interests and will take in a number of attractions during a vacation so long as they are authentic to the culture they are visiting
- Secondary: Winter Visitor (Snow Seeker)
 - Chooses a vacation that is about much more than one activity
 - Enjoys skiing plus other experiences (e.g., wildlife, snowshoeing, dog sledding, history, culture, etc.)
 - Wants to do multiple activities and experience them fully
 - Feels that unique connection to the natural world that only snow and winter can bring
- Snow-Experience Seeker is a combination of the Geotraveler and the ski / winter enthusiast, which creates a broader target
- Geotraveler plus winter enthusiasts:
 - age: 25-54
 - HHI: \$60K+
 - Bachelor's degree or higher
 - Has taken 2+ domestic vacations in the past 12 months and was active on these trips
 - Likely to be in an airline frequent flier club

FY12 MTOT MEDIA FLOW CHART

| MONTANA 2011-2012 Preliminary Media Recommendation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--------------|---|----|----|----------|----|---|----------|----|----|---------|----|--------------|----------|---|--------------|-------|----|----|-------|----|----|-----|---|------------|-----------------|----|--------------|------|----|--------------|--------|---|--------------|-----------|----|---|----|----|----|---|---|----|----|----|---|----|----|----|---|----|----|
| 2011-2012 Seasonal Efforts | October | | | | November | | | December | | | January | | | February | | | March | | | April | | | May | | | June | | | July | | | August | | | September | | | | | | | | | | | | | | | | | |
| | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 3 | 10 | 17 |
| Montana Tourism National Branding | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Winter Push | | | | | | | | | | | | | Core Season | | | | | | | | | | | | | Shoulder Season | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRINT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Backpacker | | | | | | | | | | | | | P4CB - C4 | | | | | | | | | | | | | | | P4CB + Adv | | | P4CB + 1/3rd | | | | | | | | | | | | | | | | | | | | | |
| Budget Travel | | | | | | | | | | | | | P4CB | | | | | | | | | | | | | | | P4CB + Adv | | | P4CB | | | | | | | | | | | | | | | | | | | | | |
| Food Network | | | | | | | | | | | | | | | | | | | | | | | | | P4CB + Adv | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| History | | | | | | | | | | | | | | | | | | | | | | | | | P4CB + Adv | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Men's Journal | | | | | | | | | | | | | P4CB + 1/3rd | | | | | | | | | | | | | | | P4CB + 1/3rd | | | | | | P4CB + 1/3rd | | | | | | | | | | | | | | | | | | |
| Nat Geo Traveler | | | | | | | | | | | | | P4CB + Adv | | | | | | | | | | | | | | | P4CB + Adv | | | P4CB + Adv | | | | | | | | | | | | | | | | | | | | | |
| Outside | P4CB + Adv | | | | | | | | | | | | | | | P4CB + Adv | | | | | | | | | | | | | | | P4CB + Adv | | | P4CB + Adv | | | | | | | | | | | | | | | | | | |
| Travel and Leisure | | | | | | | | | | | | | | | | P4CB + 1/3rd | | | | | | | | | | | | | | | P4CB + 1/3rd | | | | | | | | | | | | | | | | | | | | | |
| Ski | P4CB + 1/3rd | | | | | | | | | | | | | | | P4CB + 1/3rd | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Print Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONLINE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Backpacker | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BrightRoll | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Discovery | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Food Network | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| iExplore | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MSN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| National Geographic | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ski & Skiing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sojern | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Travel Channel | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Trip Advisor | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yahoo! | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Search | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

FY12 MTOT PROGRAMS & TIMING FOR CO-OPS

| Campaign | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|------------------------|--|-----|----------------------|-----|-----|-----------------|-----|-----|----------------------|-----|-----|-----|
| MTOT: Winter National | Brand Message tied to the <i>Winter Experience</i> | | | | | | | | | | | |
| Co-Op Winter | Partner message | | | | | | | | | | | |
| MTOT KM: Winter | Winter Experience | | | | | | | | | | | |
| Co-Op KM Winter | Partner message | | | | | | | | | | | |
| MTOT: Warm National | | | | | | Brand Message | | | | | | |
| Co-Op Warm | | | | | | Partner message | | | | | | |
| MTOT KM: Warm | | | | | | Brand Message | | | | | | |
| Co-Op KM Warm | | | | | | Partner message | | | | | | |
| MTOT In-State/Regional | | | Get Lost this Winter | | | | | | Get Lost This Summer | | | |
| Co-Op Regional | | | Partner message | | | | | | Partner message | | | |

CAMPAIGNS

+ FY12 Co-Ops:

- Winter National
- Winter Key Market
 - Chicago
 - Seattle
 - Minneapolis
- Summer National
- Summer Key Market
 - Chicago
 - Seattle
 - Minneapolis
- Regional/Surrounding States (Winter and/or Summer)
 - ND, SD, WY, ID, WA

Co-Opportunities

PARTNER OPTIONS

PROGRAM OVERVIEW

+ Goal:

- Provide tourism partners (regions, CVBs, TBIDs, private sector where appropriate) with a menu of affordable cooperative advertising opportunities that leverage the state brand and resources.

+ Guidelines:

– Opportunities will:

- Include options to promote both winter and warm seasons
- Reach both national and regional audiences
- Include a variety of media options
- Give partners creative options:
 - Templated
 - Partner-created
- Have price points that start at \$1,500
- Employ media partners to handle all logistics from the onset of the program

PROGRAM OVERVIEW

+ Components:

- Print & Online

+ Timing:

- Options available to coincide with MTOT campaigns throughout the year
 - Winter
 - Regional & National
 - Warm
 - Regional & National

+ Costs:

- MTOT has invested with these media partners, resulting in better negotiated rates where possible and subsidized program costs for Co-op Partners
 - MTOT commitment to Co-Op Partner programs: \$200,000

Co-Opportunities

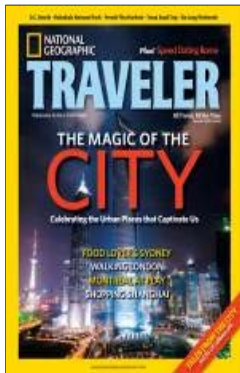
PRINT

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PRINT CO-OPS

- + Print partners will sell in co-op advertising sections offering co-op ad space
 - Some will include matching advertorial space
 - Additional details in the appendix

Winter



Winter -Nov/Dec
(Winter Sport) &
Summer -
May/June

Dec. Issue

Summer



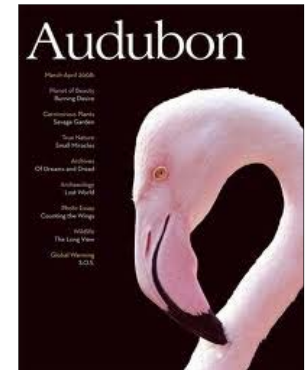
April Issue



June Issue



June Issue



May Issue

FY12 PUBLICATION TIMING FOR CO-OPS (Date of Issue)

| Publication | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Nat Geo Traveler* | | X | | | | | | X | | | | |
| History | | | | | | | | | X | | | |
| Budget Travel | | | | | | | X | | | | | |
| Backpacker | | | | | | | | | X | | | |
| Audubon | | | | | | | | X | | | | |
| Outside | | | X | | | | | | | | | |

*Nat Geo Traveler has a total of two issues:

- 1) Nov/Dec
- 2) May/June

PRINT DETAILS FOR CO-OPS

| Publication | Circulation | Issue Date | # of Units Avail. | Ad size | Estimated Cost | Open Rate | Savings from Open Rate | Closing Date | Materials Due Date | Contact |
|------------------|-------------|------------|--------------------------------------|--|---|--|-------------------------------|--------------|---|---|
| Nat Geo Traveler | 715,000 | Nov/Dec | as many as would like to participate | 1/2 page 1/3 page 1/4 page | \$17,241 \$11,494 \$8,620 | \$34,009 \$22,650 \$17,004 | 49% off | 9/13/2011 | 9/13/2011 | Layne Middleton fourcrns@aol.com 928-443-8540 |
| Nat Geo Traveler | 715,000 | May/June | as many as would like to participate | 1/2 page 1/3 page 1/4 page | 17,241 \$11,494 \$8,620 | \$34,009 \$22,650 \$17,004 | 49% off | 3/14/2012 | 3/14/2012 | Layne Middleton fourcrns@aol.com 928-443-8540 |
| History | 300,000 | May/June | as many as would like to participate | 1 page 2/3 page 1/2 page 1/3 page 1/6 page | \$16,000 \$10,666 \$8,000 \$5,333 \$2,667 | \$26,070 \$17,381 \$13,035 \$8,681 \$4,345 | 39% off | 3/1/2012 | 3/15/2012 | Bob Flahive robert.flahive@flahive.com 707-935-2880 |
| Outside | 675,000 | Dec | as many as would like to participate | 1/4 page 1/6 page | \$6,425 \$3,215 | \$18,913 \$12,611 | 66% off 75% off | 9/24/2011 | 10/1/2011 | Janet McKeivitt jmckeivitt@outsidemag.com 312-222-1100 |
| Budget Travel | 675,000 | April | as many as would like to participate | 1/2 page 1/3 page 1/6 page | \$14,750 \$10,690 \$7,290 | \$24,633 \$16,406 \$8,213 | 40% off 35% off 11% off | 12/15/2011 | 1/10/2012 | Andrew Weins andrew.weins@budgettravel.com 310-463-9284 |
| Backpacker | 340,000 | June | as many as would like to participate | 1 page 1/2 page 1/3 page 1/4 page | \$15,499 \$7,788 \$5,166 \$3,875 | \$39,950 \$19,975 \$13,303 \$9,988 | 61% off | 4/5/2012 | 4/12/2012 | Barb Van Sickle bvansickle@aimmedia.com 303-625-1624 |
| Audubon* | 420,000 | May | as many as would like to participate | 1 page 1/2 page 1/3 page 1/4 page | \$19,865 \$9,933 \$6,622 \$4,966 | \$38,012 \$19,006 \$12,658 \$9,503 | 48% off | 2/22/12 | 2/27/12 (copy points) 3/12/12 (ad materials) | Cathy Daun cathy@zoellermediasales.com 312-782-8855 |

Note: Please confirm all creative sizes and closing dates with site contact prior to issuing creative.

*MTOT does not have an ad in this publication

Co-Opportunities

DIGITAL

RECOMMENDED PARTNERS



RECOMMENDED PARTNERS

- + Four digital partners
- + Package prices range from \$1,500 - \$12,500
- + Geography options:
 - National
 - Key Market
 - Regional (ND, SD, WY, ID, WA)
- + Templated and Co-Op-developed creative
- + Additional details in the appendix

iEXPLORE

| Partner | Options: | Geography | Flight Dates | Co-op Partner Cost | Impressions | Package Details | # of Packages |
|----------|------------------------|-----------|------------------------|------------------------|-------------|--|---------------|
| iExplore | Co-Op Listing Level #1 | National | 10/15-1/31 or 3/1-6/30 | \$10,000 (CPM: \$8.51) | 1,175,000 | Experiences Section Inclusion; Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 600K Banner Ad impressions | n/a |
| | Co-Op Listing Level #2 | National | 10/15-1/31 or 3/1-6/30 | \$5,000 (CPM: \$9.52) | 525,000 | Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 300K Banner Ad impressions | n/a |
| | Co-Op Listing Level #3 | National | 10/15-1/31 or 3/1-6/30 | \$1,500 (CPM: \$8.57) | 175,000 | Homepage Billboard Logo; Co-Op Enewsletter (600x200); | n/a |

- + Contact: Harley Schachter, harley@iexplore.com, 312-492-9443 ext.124
- + Creative is Co-Op Partner-developed; various sizes plus logo:
 - + 120x90, 600x200, 300x250, 728x90, 160x600 or 300x600, logo
 - + Note: Please confirm all creative specs with site contact prior to issuing creative

TRIP ADVISOR

| Partner | Options: | Geography | Flight Dates | Co-op Partner Cost* | Impressions | Package Details | # of Packages |
|--------------|-----------|---|----------------------------|-------------------------|------------------------|---|---------------|
| Trip Advisor | Package A | National and partner defined geo-target | 10/15-1/31 and/or 3/1-6/30 | \$3,500 (CPM: \$17.95) | TBD - estimate 195,000 | Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT | n/a |
| | Package B | National and partner defined geo-target | 10/15-1/31 and/or 3/1-6/30 | \$7,500 (CPM: \$18.07) | TBD - estimate 415,000 | Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT | n/a |
| | Package C | National and partner defined geo-target | 10/15-1/31 and/or 3/1-6/30 | \$12,500 (CPM: \$17.86) | TBD - estimate 700,000 | Advertorial premium (top of page higher SOV) placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT, Free spotlight tags to monitor click thru and conversion data | n/a |

- + Contact: Meredith Dillon, mdillon@tripadvisor.com, 972-803-5816
- + Creative is Co-Op Partner-developed; three sizes:
 - + 300x250, 160x600 and 728x90
 - + Note: Please confirm all creative specs with site contact prior to issuing creative

*Package available with \$50,000 MTOT investment

MADDEN MEDIA

| Partner | Options: | Geography | Flight Dates | Co-op Partner Cost* | Impressions | Package Details | # of Packages |
|--------------|-----------------------|-----------|----------------------|-----------------------|-------------|--|----------------|
| Madden Media | CEO Campaign - Winter | National | 11/1-11/30 - winter | \$5,000 (CPM: \$2.00) | 2,500,000 | One of 5 partners built into Madden rich media designed unit for Montana (examples: www.maddenmedia.com/richmedia) | 5 partners max |
| | CEO Campaign - Summer | National | 4 weeks TBD - Summer | \$5,000 (CPM: \$2.00) | 2,500,000 | One of 5 partners built into Madden rich media designed unit for Montana (examples: www.maddenmedia.com/richmedia) | 5 partners max |

- + Contact: Pati Flannery, pflannery@maddenmedia.com, 708-386-6062
- + Creative is templated; for an example, please click here
 - + www.maddenmedia.com/richmedia
 - + Note: Please confirm all creative specs with site contact prior to issuing creative
- * Package available with \$50,000 MTOT investment

SOJERN

| Partner | Options: | Geography | Flight Dates | Co-op Partner Cost* | Impressions | Package Details | # of Packages |
|---------|----------------------------------|---------------------------------|---------------------------|---------------------------|-------------|--|-------------------|
| Sojern | Surrounding State - \$5K Option | ND, SD, WY, ID, WA | 12-1-1/31; 5/1-7/31 | \$5,000 (CPM: \$11.34) | 440,950 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600) | Max of 6 partners |
| | Surrounding State - \$10K Option | ND, SD, WY, ID, WA | 12-1-1/31; 5/1-7/31 | \$10,000 (CPM: \$8.51) | 1,174,700 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600), Value add text links | |
| | Key Market - \$5K | Chicago, Seattle Minneapolis | 10/15-1/30 or 3/1-6/30 | \$5,000 (CPM: \$8.69) | 575,500 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600) | Max of 6 partners |
| | Key Market - \$10K | Chicago, Seattle Minneapolis | 10/15-1/30 or 3/1-6/30 | \$10,000 (CPM: \$7.64) | 1,308,200 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600), Value add text links | |

- + Contact: Kaitlin Stokely, kaitlin.stokely@sojern.com, 402-996-2033
- + Creative is Co-Op Partner-developed; three sizes:
 - + 300x250, 160x600 and 728x90
 - + Please confirm all creative specs with site contact prior to issuing creative

*Sojern requires minimum investment of \$60,000 between all partners and MTOT

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CPMs are estimated until final package negotiated with vendor

DIGITAL SUMMARY

| Partner | Options: | Geography | Flight Dates | Co-op Partner Cost | Impressions | Package Details | # of Packages |
|--------------|----------------------------------|---|---------------------------------------|--------------------|------------------------|---|-------------------|
| ixplore | Co-Op Listing Level #1 | National | 10/15-1/31 or 3/1-6/30 | \$10,000 | 1,175,000 | Experiences Section Inclusion; Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 600K Banner Ad impressions | n/a |
| | Co-Op Listing Level #2 | National | 10/15-1/31 or 3/1-6/30 | \$5,000 | 525,000 | Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 300K Banner Ad impressions | n/a |
| | Co-Op Listing Level #3 | National | 10/15-1/31 or 3/1-6/30 | \$1,500 | 175,000 | Homepage Billboard Logo; Co-Op Enewsletter (600x200); | n/a |
| Trip Advisor | Package A | National and partner defined geo-target | 10/15-1/31 and/or 3/1-6/30 | \$3,500 | TBD - estimate 195,000 | Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT | n/a |
| | Package B | National and partner defined geo-target | 10/15-1/31 and/or 3/1-6/30 | \$7,500 | TBD - estimate 415,000 | Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT | n/a |
| | Package C | National and partner defined geo-target | 10/15-1/31 and/or 3/1-6/30 | \$12,500 | TBD - estimate 700,000 | Advertorial premium (top of page higher SOV) placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT. Free spotlight tags to monitor click thru and conversion data | n/a |
| Madden Media | CEO Campaign - Winter | National | 11/1-11/30 - winter | \$5,000 | 2,500,000 | one of 5 partners built into Madden rich media designed unit for Montana (examples: www.maddenmedia.com/richmedia) | 5 partners max |
| | CEO Campaign - Summer | National | 4 weeks TBD - Summer | \$5,000 | 2,500,000 | one of 5 partners built into Madden rich media designed unit for Montana (examples: www.maddenmedia.com/richmedia) | 5 partners max |
| Sojern | Surrounding State - \$5K Option | ND, SD, WY, ID, WA | 12/1-1/31 - winter 5/1-7/31 - warm | \$5,000 | 440,950 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600) | Max of 6 partners |
| | Surrounding State - \$10K Option | ND, SD, WY, ID, WA | 12/1-1/31 - winter 5/1-7/31 - warm | \$10,000 | 1,174,700 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600), Value add text links | |
| | Key Market - \$5K | Chicago, Seattle Minneapolis | 10/15-1/30 or 3/1-6/30 | \$5,000 | 575,500 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600) | Max of 6 partners |
| | Key Market - \$10K | Chicago, Seattle Minneapolis | 10/15-1/30 or 3/1-6/30 | \$10,000 | 1,308,200 | Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600), Value add text links | |

CO-OP PARTNER TIMELINE

- + Release to partners: August 1, 2011
- + Reservations: Due Sept. 30
- + Media live date: Starting Oct. 15
 - Depending on opportunity purchased

| Effort | Timing (in market) | Geography |
|--------------------|----------------------------|-------------------------------|
| Winter National | 10/15-1/31 | National |
| Winter Key Market | 10/15-11/30 | Chicago, Seattle, Minneapolis |
| Summer National | 3/1-6/30 | National |
| Summer Key Market | 3/1-6/30 | Chicago, Seattle, Minneapolis |
| Surrounding States | 12/1 – 1/31 & 5/30-7/31 | ND, SD, WY, ID, Eastern WA |

NEXT STEPS

- + Space reservations: first come, first served
- + Questions:
 - Media opportunities:
 - contact appropriate rep directly
 - contact info for each rep provided in this deck
 - General questions:
 - Katy Peterson, Consumer Marketing Manager
 - 406-841-2896
 - kapeterson@mt.gov

APPENDIX

CO-OP PLANNING WORKSHEET

+ FY12 Budget

| Package/Pub | In Market Date(s) | Materials due Date(s) | Impressions | Cost |
|------------------|-------------------|-----------------------|-------------|------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Estimated Total: | | | | |

+ FY12 Marketing Calendar

| Package/Publication | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
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MEDIA PARTNER GUIDELINES

1. Programs must include media support around the national and regional efforts as noted on the following slide
2. Media partners must be willing to sell the co-op to Montana partners and invoice partners separately for their participation
3. Give partners creative options: both templated vendor produced creative and partner pre-produced creative
4. Have price points that start at \$1,500 up to \$15,000 for the co-op partners
5. Be able to handle all logistics once program is developed & released to partners including providing digital reporting directly to partners
6. Accept 3rd party click imp/tags or willing to provide 3rd party reporting if partner decides to not use their own 3rd party reporting

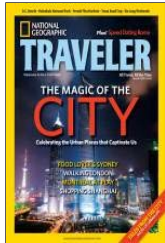
PRINT PARTNERS

MONTANA Office of Tourism • Department of Commerce

PRINT PARTNER OVERVIEW



ARTHUR FROMMER'S BUDGET TRAVEL is a how-to travel guide servicing the leisure travel mass market. It provides consumers with practical, smart and timely ideas that instruct travelers. Plus, it provides opportunities for readers to tell exactly what they are looking for in a vacation, plus their best insider tips. Reader generated content is featured in editorial departments such as 20 Tips, True Stories, and the Budget Travel Upgrade, giving readers a forum to share their experiences and interact with other traveler



NATIONAL GEOGRAPHIC TRAVELER is a resource for active, curious travelers. It uses storytelling and you-are-there photography. It provides deep, reader-friendly service information to enable them to go places wisely and well. Features focus on domestic and foreign destinations, personal travel reflections, food and restaurants, great places to stay, photography, trends, adventure, ecotourism, road trips, cultural events, and travelers.



BACKPACKER brings the outdoors to readers by providing accessible, close-to-home getaways, practical tips for outdoor adventure, in-depth trail maps, scenic photography and the latest gear information available.

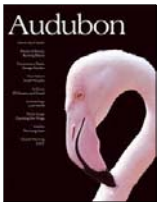
PRINT PARTNER OVERVIEW



THE HISTORY CHANNEL MAGAZINE, adhering to the maxim that all history is personal, serves as an ongoing biography of the nation, capturing the essence of America and her people from their astounding accomplishments to the little known facts that helped make the country's story one of the most amazing ever told. Linking the past to current events, the magazine shows how the past informs the present and the future. Using narratives and authentic photographs, it chronicles historical figures, political events, military actions, popular culture, timelines, geography, collectibles and antiques.



OUTSIDE is an active lifestyle magazine which covers the adventure, sports, travel, personalities, health and fitness, gear, literature, and environmental issues of the world outside. Outside magazine inspires active participation in the world outside through award-winning coverage of all that makes up an active lifestyle.



AUDOBUN connects people with nature. It provides a place for readers to learn, explore, and be inspired by the natural world's great beauty and extraordinary diversity. The magazine creates a forum of ideas, by bringing together the pre-eminent thinkers of our time in a collection of personal essays, feature articles, and stunning photography. Audubon's educated audience is one of the most influential and socially conscious of any magazine in the country. They are powerful people who are making a difference in their communities. They trust Audubon as an authoritative source of information and inspiration.

DIGITAL PARTNERS

IEXPLORE

- + Forbes Magazine Best Adventure Travel Website for 8 years and counting!
- + Travel + Leisure: Top 28 Travel Sites
- + National Geographic Best Adventure Travel Companies (2009)
- + Over 71% of iExplore visitors have NOT made a travel destination decision prior to visiting the site



EXPLORE – CO-OP PROGRAMS

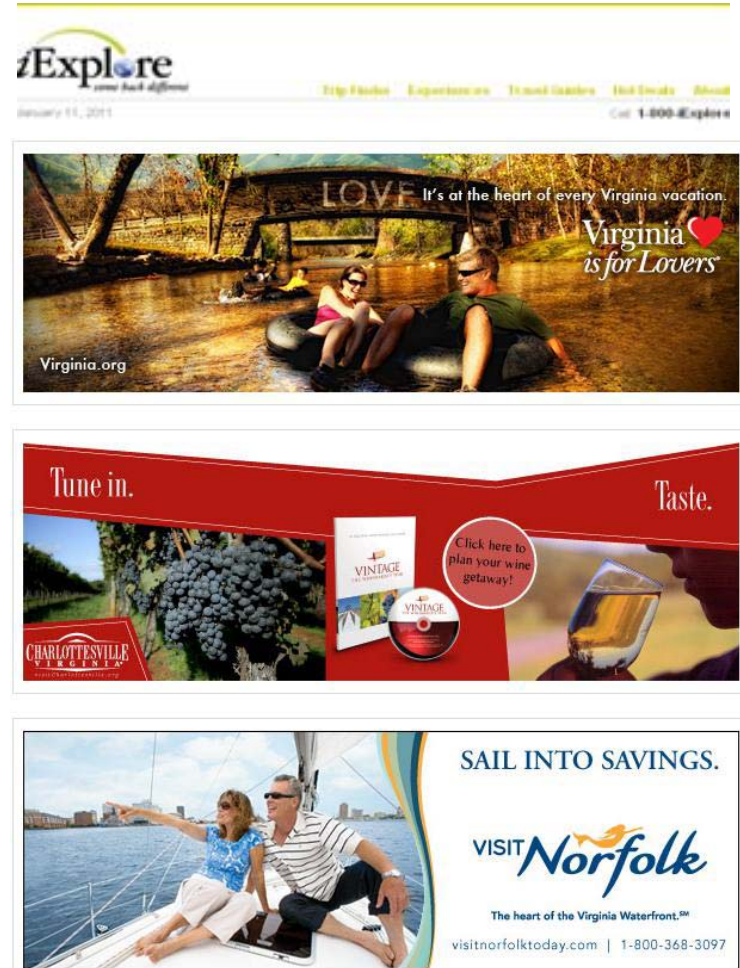
- + Co-Op Listing Level #1—\$10,000
 - Experiences Section Sponsorship includes photo, banner, logo, articles, Top 10 List
 - 600x200 ad in MT Exclusive e-newsletter sent out to over 110,000 opt-in subscribers
 - Hi-resolution logo on Homepage Billboard
 - Homepage Advertorial
 - 600,000 Banner Ad impressions
 - Fee for layout and formatting of ads will be incurred by publisher

- + Co-Op Listing Level #2—\$5,000
 - 600x200 ad in MT Exclusive e-newsletter sent out to over 110,000 opt-in subscribers
 - Hi-resolution logo on Homepage Billboard
 - Homepage Advertorial
 - 300,000 Banner Ad impressions
 - Fee for layout and formatting of ads will be incurred by publisher

- + Co-Op Listing Level #3—\$1,500
 - 600x200 ad in MT Exclusive e-newsletter sent out to over 110,000 opt-in subscribers
 - Hi-resolution logo on Homepage Billboard
 - Fee for layout and formatting of ads will be incurred by publisher

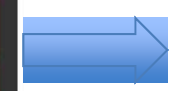
IEXPLORE CO-OP DEDICATED E-NEWSLETTER

- + iExplore will be responsible in selling various size ad displays to co-op partners in the MT Dedicated Enewsletter



IEXPLORE BANNER IMPRESSIONS

The banner features the iExplore logo on the left with the tagline "come back different". The main navigation menu includes: Home (start exploring now), Trip Finder (find your perfect trip), Experiences (inspiration, ideas & tips), Travel Guides (by activity & destination), Lodging (hotels & rentals), Gallery (photos & videos), and Hot Deals (current specials). On the right, there are links for "Why iExplore?", "Newsletter", and "Blog", along with a search bar.



Leaderboard
728x90

Colorado Travel Guide

The navigation menu includes: Overview, Where to Go, Country Info, Travel Tips, Shopping, Hotels, Tours, Activities, Weather, Food & Dining, and Travel Photos. The main image shows a scenic view of red rock formations and snow-capped mountains in Colorado.

The banner features a stylized graphic with the text "DREAMY POWDER. STUNNING WEEKLY WINTER GIVEAWAYS! ENTER NOW" and the website "IDAHOWINTER.ORG". It also includes the Idaho state logo and the slogan "ADVENTURES IN LETTERS".



Island/Big Box
300x250

Colorado Overview

Colorado is known for its famous **Rocky Mountains** and is a year-round destination that boasts spectacular **national parks**, forests, gold-rush ghost towns and **Native American** ruins. The state has an impressive count of 54 mountains over 4,267m (14,000ft).

The capital, **Denver**, is the gateway to numerous **ski resorts** and is home to many museums, parks, gardens and a restored Victorian square. Located at 1,609m (5,280ft) above sea level, on high rolling plains at the foot of the Rocky Mountains, Denver, known as the Mile High City, has a population of 500,000 people and is the largest city within a 1,000km (625-mile) radius. Founded as a **gold-mining** camp in 1859, Denver was the center of the **Old West**, filled with wagon trains, cowboys, Native Americans, gamblers and gunfighters.

Browse the Colorado Photo Gallery

Next Page →

Colorado City Guides

- Denver City Guide

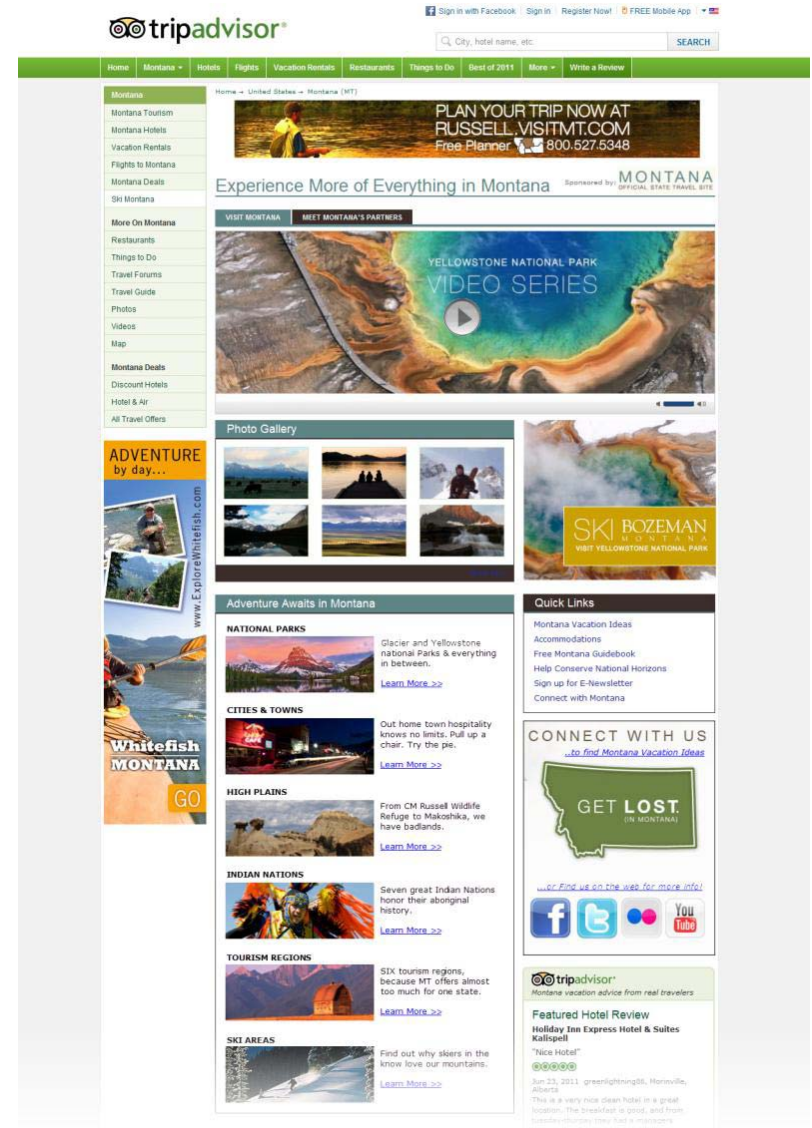
Colorado Airport Guides

- Colorado Springs
- Denver International

TAIWAN

TRIP ADVISOR

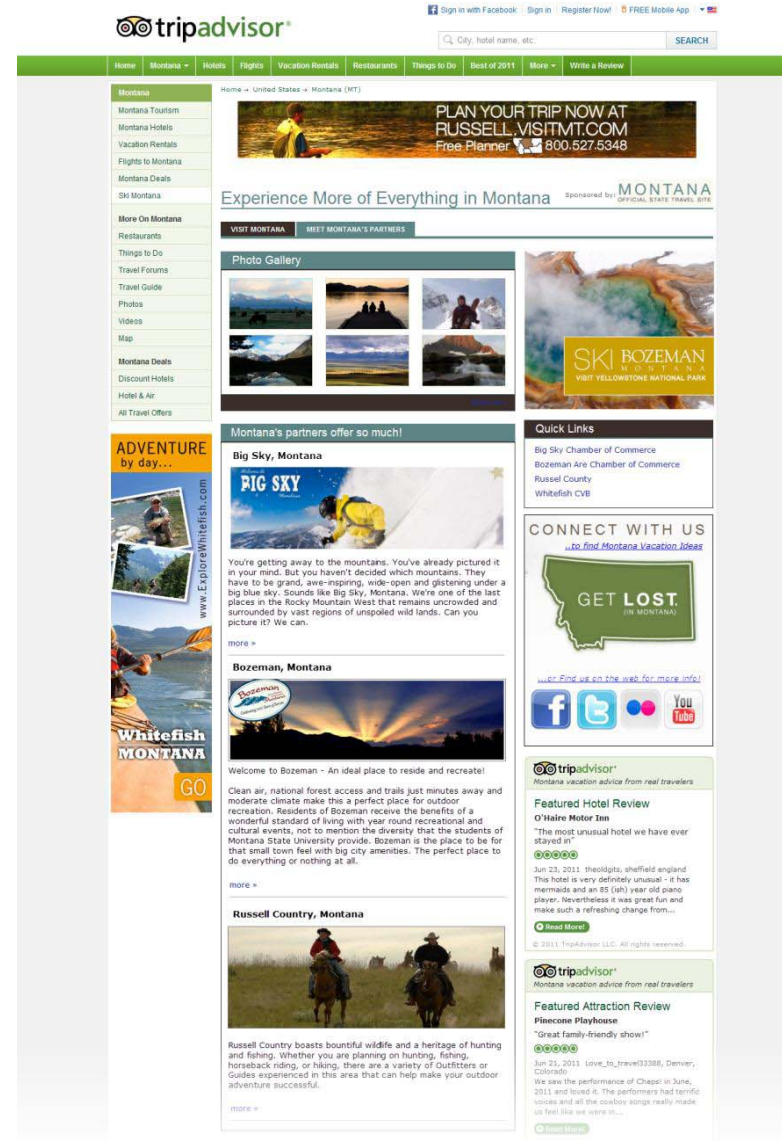
- + Lead Travel site
- + Consistently a top performing site in FY11
- + Program will center around Montana Advertorial
- + Housed in TripAdvisor's framework, the Montana Advertorial will join together Montana and partner content to display the wealth of Montana material and various sponsorship elements on TripAdvisor within a single branded experience



MONTANA Office of Tourism • Department of Commerce

TRIP ADVISOR

- + Partners will have a dedicated page on the Montana Advertorial where they will be incorporated via:
 - Main body content and imagery dedicated for each partner
 - Quick links driving to each partner's website
 - Advertorial banner rotation on all tabs of the Montana Advertorial driving to the partner websites



TRIP ADVISOR – PROGRAM OVERVIEW

+ Sponsorship Concept:

- Utilizing a targeted promotion and an Advertorial on TripAdvisor, the Montana Department of Tourism will have the ability to increase awareness for Montana as an ideal travel destination and inspire users to visit the state of Montana and the various destinations within the state.

+ Advertorial Sponsorship Details:

- The Advertorial will provide a great platform that leverages TripAdvisor's framework, as well as Montana and their partners' content, to position Montana as the destination to visit whether you're seeking adventure or culture
- Montana's Advertorial will:
 - Provide a central landing page for Montana Tourism to showcase their wealth of content, imagery and partner creative on TripAdvisor that will resonate among our trusted users and drive traffic to Montana's site.
 - Promote Montana as a sought after travel destination through prominent video integration on Montana's Advertorial page
 - Inform the TripAdvisor audience about the various benefits for planning a trip to Montana through text, images, promotions, drivers for social media, and more!
 - Drive interest in the Montana Vacation Ideas through promotional elements on the Montana Advertorial.
 - Incorporate Montana partners via main body content, quick links, and banner rotation to increase their exposure in the industry statewide. Partners will have a dedicated page on the advertorial as well as promotional elements on other pages of the advertorial.

TRIP ADVISOR CO-OP PACKAGES

- + Co-Op Package A: \$3,500 net
 - Advertorial Editorial Feature with contextual links to Montana Tourism partner website
 - Banner rotation within Advertorial page (clicks through to Montana Tourism partner website)
 - "Quick Link" text links - (clicks through to Montana Tourism partner website)
 - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers planning trips to Montana (clicks through to Montana Tourism partner website)
 - Montana Content Impressions @ \$17 CPM = 82,353 impressions on TripAdvisor.com
 - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (clicks through to Montana Tourism partner website)
 - State Content Impressions @ \$17 CPM = 123,529 impressions on TripAdvisor.com
 - Narrower geo- targeting can be applied, however CPMs may increase

TRIP ADVISOR CO-OP PACKAGES

- + Co-Op Package B: \$7,500 net
 - Advertorial Editorial Feature with contextual links to Montana Tourism partner website
 - Banner rotation within Advertorial page (clicks through to Montana Tourism partner website)
 - "Quick Link" text links - (clicks through to Montana Tourism partner website)
 - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers planning trips to Montana (clicks through to Montana Tourism partner website)
 - Montana Content Impressions @ \$17 CPM = 176,471 impressions on TripAdvisor.com
 - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (clicks through to Montana Tourism partner website)
 - State Content Impressions @ \$17 CPM = 264,706 impressions on TripAdvisor.com
 - Narrower geo- targeting can be applied, however CPMs may increase
 - Qualifies participating Montana Tourism DMO's for 10% discount of TripAdvisor's Tourism Sponsorship Program

TRIP ADVISOR CO-OP PACKAGES

- + Co-Op Package C: \$12,500 net
 - Premium placement on advertorial (top editorial listing, higher SOV of banner rotation within the advertorial)
 - Advertorial Editorial Feature with contextual links to Montana Tourism partner website
 - Banner rotation within Advertorial page (clicks through to Montana Tourism partner website)
 - "Quick Link" text links - (clicks through to Montana Tourism partner website)
 - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers planning trips to Montana (clicks through to Montana Tourism partner website)
 - Montana Content Impressions @ \$17 CPM = 294, 118 impressions on TripAdvisor.com
 - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (clicks through to Montana Tourism partner website)
 - State Content Impressions @ \$17 CPM = 441,176 impressions on TripAdvisor.com
 - Narrower geo- targeting can be applied, however CPMs may increase
 - Qualifies participating Montana Tourism DMO's for 10% discount of TripAdvisor's Tourism Sponsorship Program
 - Free Spotlight tags to accurately monitor click through, view through and conversion data

MADDEN MEDIA

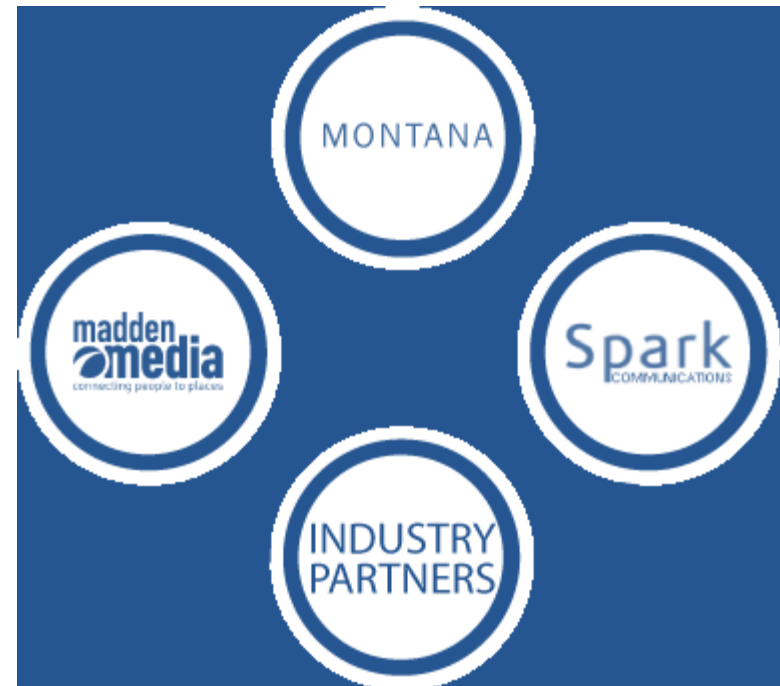
- + Will provide branding exposure and Web traffic through a Customized and Executed Online (CEO) cooperative rich media banner ad campaign.



- + Samples of other online efforts:
 - <http://www.maddenmedia.com/richmedia/>

MADDEN MEDIA

- + Participating partners will receive a detailed report on their portion of the creative.
- + Madden will also provide view-through tracking to help quantify the effects of this branding effort, meaning the reports will identify website visits by those who were served the ad and chose to respond indirectly within 30 days of being served an impression.



SOJERN

- + Unique behavioral network consumers further down the funnel who are actively searching for flights
- + Working directly with airlines Sojern is able to pixel consumers who have shown an intent to book a flight to Montana or surrounding regions



SOJERN TRAVEL DOCUMENTS ADS

Online Travel Documents

Print Travel Documents

BOARDING PASS

PASSENGER NAME
Traveler/John Q

FROM: Origin City, USA CARRIER FLIGHT CLASS DATE
3403 L Today

TO: Destination City, USA GATE BOARDING TIME SEAT
09:15 AM 13C

DEPARTS
09:45 AM

****GROUP- 2****

ELECTRONIC

For your upcoming trip *Brought to you by SOJERN*

LATEST FLIGHT INFO Updated: 12:00 PM, 03/09/11
Chicago O'Hare Int'l Airport

Status: **Departs on Time**

Estimated Departure: **5:05 PM CST** Terminal: **1** Gate: **C9**

WEATHER FORECAST - CHICAGO O'HARE INT'L AIRPORT

03/15 Day: High 43°
Mostly sunny. Highs in the lower 40s.

03/15 Night: Low 35°F
Partly cloudy. Lows in the upper 30s.

AT YOUR DESTINATION

WEATHER FORECAST - SAN FRANCISCO

Wed Mar 16: A few showers. High level clouds. Cool. 56°F/47°F

Thurs Mar 17: Sprinkles late. Partly sunny. Cool. 56°F/47°F

Fri Mar 18: Rain. Overcast. Cool. 56°F/47°F

Thurs Mar 16: Light rain. Overcast. Cool. 56°F/47°F

EVENTS IN SAN FRANCISCO

Rocket Boat on the Bay
Pier 39
Fri, Mar 11 4:30p

San Francisco Dinner Dance - Chiles
Pier 39
Fri, Mar 11 1:30p

Online Boarding Pass

300x250 Ads

BOARDING PASS

PASSENGER NAME
Traveler/John Q

FROM: Origin City, USA CARRIER FLIGHT CLASS DATE
3403 L Today

TO: Destination City, USA GATE BOARDING TIME SEAT
09:15 AM 13C

DEPARTS
09:45 AM

****GROUP- 2****

ELECTRONIC

Weather Forecast for San Francisco

Wed Mar 16: Mostly Sunny 60°F/51°F

Thurs Mar 17: Mostly Sunny 55°F/47°F

Fri Mar 18: Mostly Sunny 53°F/48°F

Top Picks - Restaurant in San Francisco, CA

Restaurant Gary Danko (415) 749-2060
800 North Point St., San Francisco, CA 94109

Boulevard (415) 543-6084
1 Mission St., San Francisco, CA 94109

Coco 500 (415) 543-2222
500 Brannan St., San Francisco, CA 94107

NOPA. (415) 864-8643
560 Divisadero St., San Francisco, CA 94117

Top Picks - Things to Do in San Francisco, CA

Golden Gate Bridge (415) 921-5858
Lincoln Blvd & Hwy 1, San Francisco, CA 94129

deYoung Museum (415) 863-3330
50 Hagiwara Tea Garden Dr., San Francisco, CA 94118

California Academy of Sciences (415) 379-8000
55 Music Concourse Drive, San Francisco, CA 94143

The Exploratorium (415) 561-0360
3601 Lyon Street San Francisco, CA 94123

Print Boarding Pass

SOJERN CO-OP OPTIONS

+ Option 1: Surrounding State Summer Effort

- 05/01-7/31/2012
- Targeting travelers from ND, SD, WY, ID WA on the Sojern Media Network
- Targeting travelers to Montana with Online & Print boarding passes

+ Option 2: Key Market Winter & Summer Effort

- 10/1-11/30
- Targeting travelers from Chicago, Seattle & Minneapolis
- Targeting travelers to Montana with Online & Print boarding passes