



CLIENT: TRAVEL MONTANA  
DATE: NOVEMBER 6, 2008  
CAMPAIGN: WARM SEASON INTERNET CO-OPS FY09  
JOB #: TRMT-080230  
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Based upon the success of online co-op opportunities in FY08, Travel Montana has researched a wide variety of web-based co-op opportunities for the State's Warm season campaign for FY09. The offers are listed below from least expensive to most expensive based upon CPM\*.

Online Opportunities:

- + BudgetTravel.com Dedicated Email
- + Wildernet.com Behaviorally Targeted Banner Advertising
- + Canada.com Banner Advertising
- + Nationalgeographic.com Pre-Roll Video Advertising

Deadlines for the above online co-ops are:

Space Reservation: December 12, 2008

Materials Due: January 9, 2009

To reserve space: Contact Jaclyn Butcher by December 12<sup>th</sup> at 406.922.2302 or [jaclyn.butcher@mercuryads.com](mailto:jaclyn.butcher@mercuryads.com)

**BudgetTravel.com Dedicated Email**

Budgettravel.com receives over 570,000 unique visitors per month, with 47% of their audience visiting at least once per week and 85% using the site to research destinations. In addition to the site, budgettravel.com also has an opt-in subscriber list to their "Travel Marketplace" emails. This site was an option offered by Travel Montana to tourism partners across the state for

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\* CPM stands for cost per mille, or cost per thousand; the cost for 1,000 people to view the advertising. This denomination is used as a tool to compare relative media costs.

Warm Season FY08, and performed quite well. This was one of the top performers of 2008 with an overall click through rate of 3.81%.

Travel Montana will purchase an exclusive Travel Marketplace email sent to subscribers West of the Mississippi (approximately 375,000) on March 11, 2009. The State's message will anchor the page with a header and the section below will be divided into four available spaces for advertorial messages or special offers from partners. This type of email typically receives click-through rates above industry standards for consumer direct emails.

Each of the four participating partners will receive a space for a thumbnail photo, up to 35 words of copy, phone number, website and a trackable link to their website. Below is an example of the Travel Marketplace direct email sent out in March, 2008.



Advertising Cost: (@ NET)

\$2,016 (\$5.38 CPM)

## Wildernet.com Behaviorally Targeted Banner Advertising

Wildernet.com attracts 2 million unique visitors annually who are seeking information on state and national parks, forest, hikes, campgrounds, bike routes, fishing locales, scenic drives, and ski areas. The site includes campground and lodging reservations, guidebooks, maps and outdoor gear. Visitors of this website are active, outdoor enthusiasts who fall into the geo-tourist segment that enjoy outdoor activities and low-touch amenities.

Travel Montana will purchase 800,000 geo-targeted (ID, WY, ND, SD, MN, WA, and Sask) impressions of a variety of banner ad sizes that will be served March 1, 2009-August 31 2009. The State will then subdivide the space among interested parties in increments of 50,000 impressions. The impressions will be served up on a rotational basis during the March-August time frame. Below is a screenshot of the site to give an example of placement.



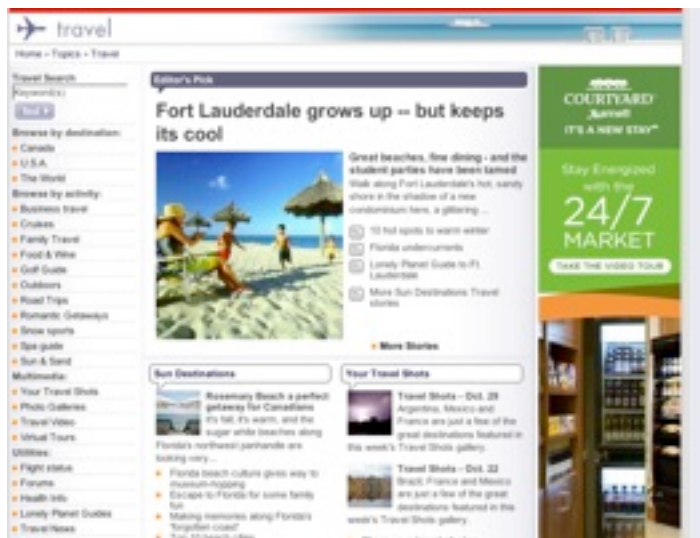
Advertising Cost: (@ NET)

\$322.00 (\$6.44 CPM) for 50,000 impressions, March 1, 2009 – August 31, 2009.

## Canada.com Banner Advertising

Canada.com is a major news and information network destination for Canadian content that spans the entire country of Canada. Canada.com offers newspaper, television and other online content from the major market media properties throughout Canada. Travel Montana has integrated Canada into recent media plans with recognition of the need to speak to Canadian markets through geo-targeted marketing, which is why this is a recommended co-op for the FY09 Warm season.

Travel Montana will purchase 660,000 impressions of various banner size advertisements that will be geo-targeted (Alb, Sask, and B.C.) and content-targeted (Travel, News, and Homepage sections) that will be served March 2, 2009 – August 31, 2009 on a rotational basis. The State will then subdivide the space among interested parties in increments of 55,000 impressions. Below is a screenshot of the site to give an example of the placement.



Advertising Cost: (@ NET)

\$1,120.00 (\$20.36 CPM) for 55,000 geo-targeted and content targeted banner impressions, March 2, 2009 – August 31, 2009.

## NationalGeographic.com Pre-Roll Video Advertising

Nationalgeographic.com receives over 13 million unique visitors per month and offers a wide variety of content on the natural world as well as travel and adventure. Visitors to nationalgeographic.com are more likely to plan and purchase vacations online than visitors to any other major news site. In terms of video content, nationalgeographic.com visitors watch video content online far more than any other competitive new site (330 index).

Previous campaigns that have had video in online format have proven successful for Travel Montana. For the Warm Season FY08 Campaign, Travel Montana offered this nationalgeographic.com option to the State's tourism partners. The pre-roll video was the strongest component with a CTR of 5.75%.

The State will purchase 150,000 impressions of :15 video pre-roll. The 150,000 impressions will be divided among the State and any interested partners in increments of 25,000 impressions. The impressions will be served up between March 1, 2009 and August 30, 2009 on a rotational basis. To help CVB and regional messages hold up to the wide range of international content that they will be pre-rolling to on this site, a State slide will be added to the pre-roll of co-op partners.

The screenshot shows the National Geographic Video website. At the top, there is a navigation bar with categories: Animals Video, Daily News Video, Environment Video, Music Video, Science & Space Video, Specials Video, and Travel & Cultures Video. Below this is a sidebar with a 'Culture' section containing sub-categories: Arts and Entertainment, Beliefs and Traditions, Buildings, Landmarks, Festivals, Celebrations, Food, Geography of Wealth, Historical, Local Life, Sports, and Work. The main content area features a video player for 'Thai Boxing' with a thumbnail image of a young boy boxing. Below the video player, there is a text block: 'ADVERTISEMENT: Your video will begin shortly.' followed by a progress bar showing '00:04 / 00:30' and a 'share' button. Below the video player, there is a section titled 'Thai Boxing' with the text: 'In Thai boxing almost anything goes, and for a 12-year-old boy, it's the hope for a better future. Related' and two links: 'Learn More About Thailand' and 'Get Map of Thailand'. To the right of the video player, there is a promotional banner for Canon with the text: 'PHOTOGRAPHY IS A JOURNEY. BEGIN YOURS. CLICK TO CONTINUE YOUR JOURNEY & CHECK OUT OUR PHOTO CONTEST. See official rules for details.' Below the banner, there is a grid of video thumbnails with titles: 'Factory', 'Street Life', 'Dancers', 'Cuba Hip-Hop', 'Destination: Southern Africa', 'Destination: West and Central Afr...', 'Ecstasy', 'Eye Trick Town n', and 'Flash Branding'.

Advertising Rate: (@ NET)

\$980.00 (\$39.20 CPM) for 25,000 impressions of video pre-roll, March 1, 2009 – August 30, 2009.

Given the minimum contract dollar requirements of nationalgeographic.com, tourism partners would not be able to purchase this increment of impressions outside of the Travel Montana co-op program.

<b>Project</b>	<b>Project Type/Description</b>	<b>Placement/participation cost</b>	<b>Agency cost Project Management</b>	<b>Agency Cost Creative Services</b>
Budgt Travel	Dedicated Direct Email Behaviorally Targeted Banner	\$2,016.00	\$90.00	\$180.00
Wildernet.com	Advertising	\$322.00	\$90.00	\$180.00
	<b>Total Project Cost</b>	\$2,338.00	\$180.00	\$360.00
				\$2,878.00