



CLIENT: BIG SKY CVB  
DATE: MARCH 17, 2009  
PROJECT: FY09 WARM SEASON CONSUMER ADVERTISING  
JOB #: BSCVB-080011  
PAGE: 1 OF 4

## OPTION 1

Campaign Overview	Cost	Impressions
Print Total	\$6,388.42	306,000
Internet Total	\$24,340.04	1,096,018
<b>Total Cost</b>	<b>\$30,728.46</b>	1,402,018
<b>Total CPM</b>	<b>\$21.92</b>	



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 PAGE: 2 OF 4

Print Options

PUBLICATION	ISSUE DATE	COST	CIRCULATION	AD SIZE	CLOSING DATE	MATERIALS DUE	CPM	EDITORIAL/COMMENTS	NET COST
Fly Rod & Reel	June Issue	\$1,913.00	98,000	1/3 page	11-Mar	23-Mar	\$19.52	special "3x" pricing offered for 2 issues, also discounted web advertising offered-included in online portion of plan	\$1,626
Fly Rod & Reel	July/Sept	\$1,913.00	98,000	1/3 page	24-Apr	4-May	\$19.52	special "3x" pricing offered for 2 issues, also discounted web advertising offered-included in online portion of plan	\$1,626
WEND Magazine	May/June	\$1,281.21	55,000	1/3 page	13-Mar	20-Mar	\$23.29	100% guaranteed opposite or within full editorial- Big Sky has first right of refusal on positioning alongside the masthead, opposite of Travel MT full page ad. Free link to the digital edition	\$1,089
WEND Magazine	July/Aug	\$1,281.21	55,000	1/3 page	27-Mar	22-May	\$23.29	100% guaranteed opposite or within full editorial- Big Sky has first right of refusal on positioning alongside the masthead, opposite of Travel MT full page ad. Free link to the digital edition	\$1,089
<b>Total Print</b>		<b>\$6,388.42</b>	<b>306,000</b>				<b>\$20.88</b>		<b>\$5,430</b>



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 PAGE: 3 OF 4

Online Options SITE	Size	DATE	LOCATION	COST	IMPRESSIONS	CPM/CPC	SIZE/NOTES
Wendmag.com	160 x 300 px	April 1, 2009 - July 31, 2009	Geotargeted to Pacific Northwest and Rocky Mountain Region	\$1,600.04	200,000	\$8.00	Free "Friday Photo" sponsorship. Gratis Big Sky CVB Banner Ad is placed in a weekly email that includes an inspirational outdoor photo shot by a reader-reaching 90% of subscribers + 10,000 who have signed up
tripadvisor.com	Leader Board: 90 x 728 px Wide Skyscraper: 160 x 600 px Large Rectangle: 250 x 300 px	April 15, 2009 - July 31, 2009	Geotargeted to Pacific Northwest and Rocky Mountain Region	\$5,000.00	278,906	\$17.93	included as added value: 13,281 impressions at no extra charge. Paid impressions = 265,625 + bonus = campaign total impressions: 278,906
gearjunkie.com (monopoint media)	728 x 90 px 300 x 250 px 160 x 600 px	April 15, 2009 - July 31, 2009	Geotargeted to Pacific Northwest and Rocky Mountain Region	\$3,000.00	190,000	\$15.79	added value includes one placement/month in email newsletter (circulation 14,000) can be image or text ad. Ad sizes: 728x90 (150,000 imps) 300x250 (20,000 imps) 160x600 (20,000 imps)
matadornetwork.com	300 x 250 px 728 x 90 px	May 1, 2009 - July 31, 2009	Geotargeted to Pacific Northwest and Rocky Mountain Region	\$3,000.00	140,000	\$21.43	added value: an article "10 Reasons to Visit Big Sky Montana This Summer" on matadortrips.com with promotions on social media outlets including Twitter, The Facebook, StumbleUpon and Digg. Banner Ad sizes: 300x250, 728x90. Matador would also like to host a "contest" is Big Sky CVB was interested and wanted to contribute an end prize (ie; free hotel stay, free trip, etc)
iexplore.com	Top Leaderboard: 728 x 90 px Skyscraper: 728 x 90 px Skyscraper: 160 x 600 px E-newsletter 600 x 200 px or 300 x 250 px Added value: 728 x 90 px and 160 x 600 px	April 15, 2009 - July 31, 2009	Geotargeted to Pacific Northwest and Rocky Mountain Region	\$5,000.00	278,333	\$17.96	added value includes added value banners in a mix of 728x90 and 160x600 sizes, an e-newsletter either 600x200 or 300x250. Ad sizes for Leaderboard: 728x90, Ad size for Skyscraper Unit: mix of 728x90 and 160x600,
yahoo.com	Copy and Link	April 15, 2009 - July 31, 2009	Keyword Search	\$3,000.00	4,667	\$0.75 (CPC)	** Quoted in Clicks and CPC **
<i>Total Online</i>				\$20,600.04	1,091,906	\$18.87	



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 PAGE: 4 OF 4

**VERTICAL MEDIA**

SITE/URL	DATE	LOCATION	COST	ESTIMATED CLICKS	SIZE
alltravelcams.com	May 1, 2009- Aug. 31, 2009	Directory Listings and ROS Leaderboard graphic	---	880	Global (ROS) Leaderboard graphic
alltrips.com	May 1, 2009- Aug. 31, 2009	Listings and Spotlights from related search phrases	---	180	Text listings, spotlight listings (photo and text), Global (ROS) Leaderboard graphic
bozemannet.com	May 1, 2009- Aug. 31, 2009	Listings and Spotlights from related search phrases	---	788	Text listings, spotlight listings (photo and text)
jacksonholewy.net	May 1, 2009- Aug. 31, 2009	Listings and Spotlights from related search phrases	---	228	Text listing, spotlight listings (text)
jacksonholenet.com	May 1, 2009- Aug. 31, 2009	Listing in related search phrases	---	1,480	Text listing
aroundyellowstone.com	May 1, 2009- Aug. 31, 2009	Listings and Spotlights from related search phrases	---	256	Text listings, spotlight listings (photo and text)
yellowstoneparknet.com	May 1, 2009- Aug. 31, 2009	Listings in Family Vacations and Summer Vacations, Homepage Box Ad	---	1,180	Text listing, spotlight listings (text), and featured destination listings
<i>Total Online</i>			\$3,740.00	4,112	

**Project Budget  
Warm Season Consumer Advertising  
FY2009, Big Sky CVB**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Project Management	\$1,488.00	+	\$0	=	\$1,488.00
Creative Services	\$3,746.00	+	\$0	=	\$3,746.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$5,234.00</b>		<b>0.00</b>		<b>\$5,234.00</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement Print	\$6,388.42	+	\$0	=	\$6,388.42
Media Placement Internet	\$24,340.04	+	\$0	=	\$24,340.04
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$30,728.46</b>		<b>\$0</b>		<b>\$30,728.46</b>

**Project Total** **\$35,962.46**