



CLIENT: BIG SKY CVB
 DATE: SEPTEMBER 23, 2009
 PROJECT: FY10 WINTER CONSUMER ADVERTISING
 JOB #: BSCVB-090003
 PAGE: 3 OF 3

Non-Coop Options

Site	Date	Placement Description	Unit Dimensions	Impressions/ Estimated Clicks	Actual Impressions	Clicks	CTR	CPM/CPC	Actual CPM	Total Cost	Notes
Alaska/Horizon Air In Flight Publication											
<i>Horizon Air</i>	December, 2009	Horizon Air - Great Northwest Travel Section	1/2 Page - Vertical	580,000				\$5.30		\$3,072.58	editorial on Northwest Skiing and will feature WA/OR/ID/MT & BC Including Alaska Air increase Reach significantly
<i>Alaska Air</i>	December, 2009	Alaska Air - Great Northwest Travel Section	1/2 Page - Vertical	1,500,000				\$2.05		\$3,072.58	
Subtotal				2,080,000						\$6,145.17	
Vertical Media	November 18, 2009 - February 28, 2010	Sites with relevant content such as YNP, the Greater YNP area and other regional destination sites within MT and WY		598	40,483	116	0.29%	\$0.37	40.22700887	\$1,628.51	
bigskymontanenet.com	November 18, 2009 - January 31, 2010	Top Banner Ad		95	21,371	13	0.06%				
bozemannet.com	November 18, 2009 - February 28, 2010	Spotlight positions, featured listings and banner ads		143	6,796	37	0.54%				
allglacier.com	November 18, 2009 - February 28, 2010	Spotlight positions and banner ads		21	145	1	0.69%				
jacksonhole-skiing.com	November 18, 2009 - February 28, 2010	Spotlight positions, webcam ad positions, directory listings		54	2,070	9	0.43%				
jacksonholenet.com	November 18, 2009 - February 28, 2010	Spotlight positions, featured listings and directory listings		69	4,323	20	0.46%				
allredlodge.com	November 18, 2009 - February 28, 2010	Spotlight position and banner ads		15	592	2	0.34%				
westyellowstonenet.com	November 18, 2009 - February 28, 2010	Featured listings, spotlight position and banner ads		11	462	2	0.43%				
aroundyellowstone.com	November 18, 2009 - February 28, 2010	Luxury lodging and resort listings		44	815	6	0.74%				
yellowstonepark.net	November 18, 2009 - February 28, 2010	Luxury lodging, resort and vacation packages listings		63	1,217	13	1.07%				
yellowstonewinterguide.com	November 18, 2009 - February 28, 2010	Spotlight positions, featured listings and package listing		83	2,692	13	0.48%				
Subtotal				598	40,483	116	0.29%			\$1,628.51	
Total Alternative Options				2,080,598						\$7,773.68	

We are interested in not only generation of inquiries to the BSCVB, but also in building relationships with online users who are avid experiential travelers. Travelers that not only take leisure trips but do so with longer than average numbers of night stays and with high instances of diversionary activities.

Our goals for online placements are to reach potential visitors while in their planning and decision making process.