



MERCURYADS.COM + MERCURY ADVERTISING
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MEDIA PLAN



CLIENT: BOZEMAN CVB
DATE: JULY 14, 2009
PROJECT: FY10 WARM SEASON CONSUMER ADVERTISING
JOB #: BCVB-090004
PAGE: 1 OF 1

Campaign Overview	Cost
Extended Print Total	\$ 2,323.59
Extended Internet Total	\$ 1,198.00
<i>Extended Total Cost</i>	\$ 3,521.59



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Print Options

PUBLICATION	ISSUE DATE	COST	CIRCULATION	AD SIZE	CLOSING DATE	MATERIALS DUE	CPM	EDITORIAL/COMMENTS
Backpacker Magazine	October	\$	2,323.59	340,000	1/6 Page	21-Jul	24-Jul \$ 6.83	1/6 Page placed in Yellowstone Trip Planner Special Section Includes reader service
<i>Total Print</i>		\$	2,323.59	340,000			\$ 6.83	

Online Options

SITE	DATE	DESCRIPTION AND LOCATION	COST	ESTIMATED CLICKS	CPC	NOTES
alltravelcams.com	August 1, 2009 - October 31, 2009	Directory Listings	\$ 190.00	264	\$ 0.72	
bigskymontanenet.com	August 1, 2009 - October 31, 2009	ROS Thumbnail and Luxury Vacations Spotlight	\$ 60.00	111	\$ 0.54	
bozemannet.com	August 1, 2009 - October 31, 2009	Hot Springs Related Listing	\$ -	N/A	N/A	Added Value
jacksonhoewy.net	August 1, 2009 - October 31, 2009	Related Content Feature	\$ 75.00	120	\$ 0.63	
allredlodge.com	August 1, 2009 - October 31, 2009	ROS Sidebar and Thumbnail Position	\$ 60.00	105	\$ 0.57	
westyellowstonenet.com	August 1, 2009 - October 31, 2009	ROS Thumbnail Position	\$ 45.00	90	\$ 0.50	
aroundyellowstone.com	August 1, 2009 - October 31, 2009	Featured Ad Positions and Directory Listings	\$ 405.00	780	\$ 0.52	
yellowstoneparknet.com	August 1, 2009 - October 31, 2009	Featured Ad Positions, Thumbnail Positions, Featured Ads	\$ 303.00	528	\$ 0.57	
alltrips.com	August 1, 2009 - October 31, 2009	Homepage Spotlight and Lodging Spotlight	\$ 60.00	90	\$ 0.67	
<i>Total Online</i>			\$ 1,198.00	2,088	\$ 0.57	