



CLIENT: BOZEMAN CVB  
DATE: FEBRUARY 23, 2011  
PROJECT: FY11 WARM SEASON CONSUMER ADVERTISING  
JOB #: BSCVB-100002  
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Media	Cost	Impressions
Online Co-op Total	\$ 13,000.00	1,067,000
Online Alternative Total	\$ 17,361.96	331,000
<b>Total Cost</b>	<b>\$ 30,361.96</b>	<b>1,398,000</b>
<b>Total CPM</b>	<b>\$ 21.72</b>	



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**Online Montana Office of Tourism Co-op Options**

National/KM	Site	Flight Dates	Placement Description	Unit Dimensions	Co-Op Partners	Impressions/ Partner	CPM	Total Cost	Co-Op Partners
<b>Key Market</b>	TripAdvisor.com / YAHOO! / YAHOO! Travel (Chicago, Seattle & Minneapolis Geo Target Placements)	March 1, 2011 - June 31, 2011	ROS Media 300x250, 160x600 and 728x90 banner ads	300x250, 160x600, 728x90	2	667,000	\$14.99	\$10,000.00	Partner 1: Bozeman CVB Partner 2:
<b>In State</b>	CENTRO Network Targeted localmarket TV Radio & Newspaper sites in all key markets	July 1, 2011 - September 30, 2011	"Get Lost" branded template with partner featured 300x250, 160x600 and 728x90 web banner ads	300x250, 160x600, 728x90	1	200,000	\$7.50	\$1,500.00	8 available opportunities 1 partner per opportunity
	CENTRO Network Targeted localmarket TV Radio & Newspaper sites in all key markets	July 1, 2011 - September 30, 2011	"Get Lost" branded template with partner featured 300x250, 160x600 and 728x90 web banner ads	300x250, 160x600, 728x90	1	200,000	\$7.50	\$1,500.00	8 available opportunities 1 partner per opportunity
<b>Subtotal</b>									
<b>Total Co-op Cost</b>						<b>1,067,000</b>	<b>\$12.18</b>	<b>\$13,000.00</b>	



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Online Direct to Site

Site	Date	Placement Description	Unit Dimensions	Impressions /Estimated Clicks	CPM/CPC	Total Cost	Notes
<b>ONLINE</b>							
<b>AllTrips.com</b>	<b>April 1, 2011 - August 31, 2011</b>	<b>ROS Listings, Spotlights and photos on National Parks, YNP and Glacier related content</b>		<b>1,000</b>	<b>\$3,450.09</b>	<b>\$3,450.09</b>	
		All Yellowstone NP Lodging http://www.aroundyellowstone.com	Featured Image Listing, Spotlight	1,000	\$875.02	\$875.02	Elements of this campaign include: + Brand awareness to large segments of audiences + Tie ins to National Parks + Targeting high-profile conversion audience types + Placement in top visibility pages
		All Glacier NP http://www.allglacier.com	Spotlight, Category Features	350,000	\$1.57	\$550.01	
		All Yellowstone NO http://www.yellowstoneparknet.com	Spotlight, Category Features, Page Sponsor, Featured Image	350,000	\$4.14	\$1,450.04	
		All Black Hills, SD http://www.allblackhills.com	Category Features, Featured Image Listing	350,000	\$0.36	\$125.00	
		All Big Sky, MT http://www.bigsymontanet.com	Featured Image Listing, Category Features	350,000	\$0.00	\$0.00	
		All Jackson Hole, WY http://www.jacksonholenet.com	Featured Image Listing, Page Sponsor, Spotlight	350,000	\$0.93	\$325.01	
		All Red Lodge, MT http://www.allredlodge.com	Featured Image Listing, Category Features	350,000	\$0.36	\$125.00	
		All West Yellowstone, MT http://www.westyellowstonenet.com	Spotlights, Featured Image Listing, Category Feature	350,000	\$0.00	\$0.00	
<b>NationalGeographic.com</b>	<b>April 1, 2011 - August 31, 2011</b>	<b>Premium, geo and content targeted web banner ad placement</b>		<b>330,000</b>	<b>\$14.97</b>	<b>\$4,941.30</b>	
	4/1/11 - 8/31/11	Adventure content targeting Geo targeted to WY, ID, SD, ND, WA, OR, CO, UT / Seattle, Minneapolis, Chicago and Phoenix DMAs	728x90, 300x250	110,000	\$16.20	\$1,782.40	
			728x90	95,000		\$1,341.21	
			300x250	15,000		\$441.19	
	4/1/11 - 8/31/11	Travel content targeting Geo targeted to WY, ID, SD, ND, WA, OR, CO, UT / Seattle, Minneapolis, Chicago and Phoenix DMAs	728x90, 300x250	110,000	\$16.20	\$1,782.40	
			728x90	95,000		\$1,341.21	
			300x250	15,000		\$441.19	
	4/1/11 - 8/31/11	Premium ROS Geo targeted to WY, ID, SD, ND, WA, OR, CO, UT / Seattle, Minneapolis, Chicago and Phoenix DMAs	728x90, 300x250	110,000	\$12.51	\$1,376.51	
			728x90	95,000		\$1,117.68	
			300x250	15,000		\$258.83	
<b>Facebook</b>	<b>April 15 - August 31, 2011</b>					<b>\$8,970.58</b>	
<b>Total DTS Online</b>				<b>331,000</b>	<b>\$52.45</b>	<b>\$17,361.96</b>	

We are interested in not only generation of inquiries to the BCVB, 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.