



CLIENT: Bozeman Convention and Visitors Bureau  
CAMPAIGN: FY11 Winter Consumer Advertising  
JOB #: BCVB-100002  
AE: Kendra White  
DATE: November 17, 2010

#### CAMPAIGN SUMMARY

Increase winter visitation and stays in Bozeman by advertising nationally and regionally.

**BUDGET - \$41,106 total for FY11 Consumer Advertising**

Distribution of this budget is as follows:

\$19,400 – Winter advertising efforts

\$21,706 – Warm season advertising efforts

#### FINAL MEDIA RECOMMENDATIONS

- + MTOT National Online Co-op - \$5,000
  - Trip Advisor – Ownership of National Parks Content along with Montana and also competing states section presence
  - Yahoo! – Behavioral targeting placements across Yahoo! sites and ownership on Yahoo! travel specific sections
- + Regional Online – North Dakota - \$4,235.40
  - BismarckTribune.com (Bismarck), DickinsonPress.com (Dickinson), HighPlainsReader.com (Fargo/Grand Forks)
- + Facebook Advertising - \$2,250
  - Targeted to activity interests, location and age

#### MERCURYCSC TIME ESTIMATE

To fulfill the above winter media options, utilizing existing creative and creation of simplified messaging for Facebook, project costs are estimated to be:

- + Creative Services – 15 hours
- + Project Management – 56 hours
- + Total MercuryCSC time: \$7,810

TOTAL FOR WINTER CONSUMER ADVERTISING –

- + Media - \$11,485.40
- + Time - \$7,810.00
- + TOTAL - \$19,295.40

See Attached for Media Plans and information on Facebook ads.



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Campaign Overview		Impressions	CPM	Cost
Online Coops	National	539,612	\$	5,000.00
Regional Online		192,800	\$	4,235.40
Facebook			\$	2,250.00
<b>Total</b>		<b>732,412</b>	<b>\$</b>	<b>11,485.40</b>



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Online Coop Options

Site	Date	Placement Description	Unit Dimensions	Impressions/P artner	CPM	Total Cost
<b>National Online Co-ops</b>				<b>539,612</b>	<b>\$9.27</b>	<b>\$5,000.00</b>
TripAdvisor.com	Nov 1, 2010 - Jan 31, 2011	Ownership of National Parks Content along with Montana & also competing states section presence (ex. ID, WY, WA, CO, UT)	728x90, 160x600, 300x250			
Yahoo.com	Nov 1, 2010 - Jan 31, 2011	Behavioral Targeting Placements across Yahoo! Sites and wonership on Yahoo! Travel specific section	728x90, 160x600, 300x250			
<b>Total Online Coops</b>				<b>539,612</b>		<b>\$5,000.00</b>



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Local/Regional Websites

Site	Date	Placement Description	Unit Dimensions	Impressions	CPM	Total Cost
<b>Bismarck</b>				<b>120,000</b>	<b>\$18.82</b>	<b>\$2,258.88</b>
BismarckTribune.com	Dec 1, 2010 - Feb 28, 2011	ROS News Sections	300x250	60,000	\$ 21.18	\$1,270.62
BismarckTribune.com	Dec 1, 2010 - Feb 28, 2011	ROS News Sections	728x90	60,000	\$ 16.47	\$988.26
<b>Dickinson</b>				<b>60,000</b>	<b>\$17.65</b>	<b>\$1,058.85</b>
DickinsonPress.com	Dec 1, 2010 - Feb 28, 2011	ROS	300x250	60,000	\$ 17.65	\$1,058.85
<b>Fargo/Grand Forks</b>				<b>12,800</b>		<b>\$917.67</b>
HighPlainsReader.com	Dec 1, 2010 - Feb 28, 2011	ROS	160x600	12800*	\$ 76.47	\$917.67
<b>Total Online Coops</b>				<b>192,800</b>	<b>\$21.97</b>	<b>\$4,235.40</b>

\*This figure is based on an average of monthly unique visitors over the past 6 months and is not guaranteed. Impressions are purchased on a weekly basis.



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Online Coop Options

Site	Date	Placement Description	Unit Dimensions	Impressions	CPC (cost per click)	Total Cost
<b>Facebook</b>	Dec. 15, 2010 - Mar. 20, 2011	Custom targeted to state, city, age, interests.	Standard Facebook Size - Headline, Image, Text		<b>\$1.07</b> Budget of \$25/day for 96 days	<b>\$2,250.00</b>
<b>Total Online Coops</b>				<b>0</b>		<b>\$2,250.00</b>