

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

**Application for projects under \$500**

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Consumer Marketing Campaign – Warm Season
Application Completed: by:	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

For the FY 2011 warm season consumer campaign, Glacier Country will focus its consumer advertising and marketing efforts in our primary and secondary marketing target areas as well as our feeder and regional drive markets as listed in our narrative marketing plan. We will continue to maintain a strong presence in our traditional markets but are also exploring other areas that offer some potential in light of the economic challenges we are facing.

A detailed media placement list is attached with the budget page.

**OBJECTIVES:**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2010
- Increase electronic response by 3% over 2010
- Increase use of website by 5% over 2010
- Increase our database by 3% over 2010

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered: 1, 2, 3, 4, 5, 6, and 7 as well as plan and strategy number 1. Other marketing elements numbered 1, 2 and 3 also support this project.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.d Continue marketing to international travelers
    - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.b Implement the new Montana tourism brand
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets
  - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
    - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
  - 9.2 Foster opportunities to pool public and private marketing dollars
  - 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:  Yes  No

Budget page must be attached for approval.



PROJECT BUDGET

Consumer Advertising - Consumer Marketing Campaign - Warm Season

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	<b>\$</b>	<b>-</b>	<b>+</b>	<b>\$</b>	<b>-</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement - See Attached	\$	76,000.00	+	\$	76,000.00
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	<b>\$</b>	<b>76,000.00</b>	<b>+</b>	<b>\$</b>	<b>76,000.00</b>
<b>TRAVEL:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	<b>\$</b>	<b>-</b>	<b>+</b>	<b>\$</b>	<b>-</b>
<b>OTHER:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	<b>\$</b>	<b>-</b>	<b>+</b>	<b>\$</b>	<b>-</b>
<hr/>					
<b>PROJECT TOTAL</b>	<b>\$</b>	<b>76,000.00</b>	<b>+</b>	<b>\$</b>	<b>76,000.00</b>

# MEDIA PLAN

Client: Glacier Country

Date: December 6, 2010

Subject: FY11 Warm Season Print

Job No.: 148-700



Publication	Issue	Ad Size	Distribution Region	Circulation	NET Cost	CPM	Space	Deadlines Material	On Sale	RS	Editorial	Negotiated Bonus	Added-Value
<b>Print Media \$75,000 +2,125 (NH)</b>													
<i>Family /Active Lifestyle</i> <b>Sunset</b>	August	Half Page 4C National Parks Planner	Full Circulation	1,250,000	\$ 17,620	\$ 14.10	5/15	6/1	7/25	Yes	National Parks Issue	Online reader service/hotlink at Sunset.com 35% Discount 3X Rate	\$4,800
<b>Geo-Tourist</b> <b>National Geographic Traveler</b> <i>State Sponsored Section</i>	May/June	1/3 pg 4C <i>Plus advertorial</i>	Full Circulation	715,000	\$ 12,600	\$ 17.62	2/1	3/7	4/15	Yes	Montana advertorial Montana is within the section	Full Circulation Bonus and Advertorial bonus Discount on rate	\$3,600
<b>Regional Travel Markets</b> <i>Via Discover Insert</i>	May/June	Half Page 4c Half Page Advertorial	Full Circulation No CA, UT, NV	2,680,000	\$ 8,765	\$ 3.27	2/15	2/19	4/15	Yes	Whitefish MT /Discover Summer Insert Half page ad plus half page Advertorial	Online link, extra month of reader service Insert rate -advertorial	\$7,500
<b>Western Journey</b>	May	Half Page 4C	Full Circulation WA, ID	575,000	\$ 7,427	\$ 12.92	2/18	2/18	4/22	Yes	Ultimate NW Road Trip	15% Discount- extra month of reader service	\$1,250
<b>Texas Monthly</b>	March	1/4 pg 4C	Full Circulation	300,000	\$ 5,483	\$ 18.28	12/20	1/5	2/22	Yes	Spring Travel Planner - Great Escapes	63% Discount 36X Rate	\$1,000
<b>Montana Magazine*</b>	May/June	1/6 page Advertorial 1/6 pg 4C ad Partnership x 3 Full Page RC, MRC, GC	Full Circulation 55% In State 45% Out State	27,000	\$ 590	\$ 21.85	3/1	4/10	4/25	No	Special Advertising Section Rodeos, Festivals & Fairs Montana Editorial TBD	6x Rate - Editorial relevant stories in issue Weblink www.montanamagazine.com	\$540
<b>Empire Builder *</b>	Spring/Summer	1/6 page Advertorial 1/6 pg 4C ad Partnership x 3 Full Page RC, MRC, GC	Distribution Amtrak Routes for 6 months	60,000	\$ 792	\$ 13.20	1/15	3/1	4/1	No	The Glacier and Blackfeet Art of Winold Reiss Missouri River Ferries	2 X rate Editorial Support.	\$260
<b>Active Mature /History</b> <b>Travel 50</b>	Spring <i>OR</i> Summer	1/3 pg 4C	Full Circulation	115,000	\$ 2,088	\$ 18.16	1/11	1/29	3/1	Yes	Montana Museums	30% Discount	\$150
<b>AARP</b>	September	1/3 pg 4C	Pacific Northwest 60-69	382,700	\$ 7,829	\$ 20.46	5/1	3/26	5/15	Yes	Yellowstone Issue	30% Discount	\$1,450
<b>Outdoor Recreation/Wildlife</b> <b>Fly Fisherman</b>	April/May	1/2 pg 4C	Full Circulation	93,216	\$ 4,152	\$ 44.54	12/21	1/4	3/15	No	Fly Fishing	15% Discount off 12X rate	\$2,060
<b>Fly Rod and Reel</b>	April	Full Page 4C	Full Circulation	52,000	\$ 3,405	\$ 65.48	1/6	1/12	3/25	No	Fly Fishing	15% Discount 6X rate 2008 rates	\$960
<b>Outside</b>	May	1/3 pg 4C Travel Directory Section	Full Circulation	675,000	\$ 5,151	\$ 7.63	2/1	2/18	4/12	Yes	National Parks Issue	15% Discount 2x rate Online link/travel kiosk on outsideonline.com	\$1,250
<b>TOTAL PRINT PLAN</b>				<b>6,924,916</b>	<b>\$ 75,992</b>	<b>\$ 10.96</b>						<b>BONUS:</b>	<b>\$24,820</b>