



PROJECT BUDGET

Consumer Advertising - Consumer MKTG - Winter (Print)

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
MARKETING/ADVERTISING:					
Media Placement	\$	25,000.00	+	\$	25,000.00
(See attached)	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	25,000.00	+	\$	25,000.00
TRAVEL:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
OTHER:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
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PROJECT TOTAL	\$	25,000.00	+	\$	25,000.00

MEDIA PLAN

Client: Glacier Country Date: August 11, 2010
 Spec: FY11 Winter Magazine Job No: 148-700



Publication	Issue	Ad Size	Distribution Region	Circulation	NET Cost	OPM	Space	Deadlines Material	On Sale	RS	Editorial	Negotiated Bonus	Adlec- Value
Print Media \$20,000													
Sunset <i>Skating in the West</i>	December	4" 4C Travel Directory	Full Circulation	1,250,000	\$ 5,800	\$ 4.64	10/1	10/8	11/15	Yes	Skating in the West Special Section	Online link Sunset.com Text, Logo, Photo	\$500
SnoWest <i>Western Guide to Snowmobiling in the West</i>	October	1/3 pg 4C	Full Circulation	35,540	\$ 1,429	\$ 40.21	9/3	9/17	10/18	No	Top 15 Trails / Annual Guide	15% Discount	\$360
SnoWest	December	1/3 pg 4C	Full Circulation	95,726	\$ 2,519	\$ 26.31	10/1	10/15	11/16	No	Favorite Riding Areas	3X rate	\$800
Outside Magazine	December	1/3 pg 4C	Full Circulation	675,000	\$ 5,346	\$ 7.92	9/3	9/17	11/9	No	Winter Adventure: Directory Section	Online Kosk Reader Service -10% Discounted rate	\$670
Powder Magazine	January	1/3 pg 4C	Full Circulation	72,500	\$ 2,906	\$ 40.08	10/7	10/13	12/7	No	Photo Issue	6X Frequency Rate	\$1,165
Ski Magazine	November	1/3 pg 4C	Full Circulation	450,000	\$ 4,800	\$ 10.67	9/3	9/14	12/7	No	Family Issue / Travel Destinations	6X frequency Rate	\$500
BackCountry <i>Travel Issue</i>	November	Full Page 4C	Full Circulation	27,145	\$ 2,139	\$ 78.80	9/3	9/17	10/13	No	Travel Issue / Destinations and Lodges.	2x rate plus 20% New Client Discount	\$1,105
TOTAL				2,605,911	\$24,939	\$ 9.57						BONUS:	\$5,100