

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Joint Venture – Good Housekeeping Coop with HCVB/RC/MRC

Application Completed: 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.

Glacier Country has an opportunity to participate in a 1 page full color advertising cooperative in the April 2011 issue of Good Housekeeping Magazine to support an exclusive “Play in Montana” editorial section with a 60/40 advertising/editorial ratio. The page will feature Glacier Country on half of the page and the rest of the page will be shared between 3 funded partners. (Partners are Helena CVB/Missouri River Country and Russell Country) This ad will have the basic look and feel of the Glacier Country’s current consumer campaign.

Overview:

See attached detail sheet.

Media:

This is a wonderful opportunity to take advantage of editorial being written about Montana and expanding the section with additional partners. This placement has a very tight turn around for both space and materials.

Issue	Ad Size	Total Cost	Co-op Partners
April 2011	1 Full Page 4C	\$34,000	\$17,000 for partners half page with GC covering the other half for \$17,000

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.

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
 - a. Attracting new travelers
 - b. Encouraging current travelers to visit more often
 - c. Encouraging current travelers to stay longer
 - d. Positioning ourselves as a resource for information
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country’s amenities, cultural and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region, through positive publicity
- 7) Cooperate with other tourism organizations such as the Flathead, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives



- 8) Continue targeted visitor appeals in Glacier Country’s marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 9) Incorporate Montana Office of Tourism’s branding initiative into our various marketing projects

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.c Attend consumer travel shows targeting high value, low impact visitors
 - 1.1.d Continue marketing to international travelers
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 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.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 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



PROJECT BUDGET

Joint Venture - Good Housekeeping Magazine Coop w/HCVB/RC/MRC

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-		\$	-
MARKETING/ADVERTISING:					
Media Placement - Good Housekeeping M	\$	17,000.00	+	\$	17,000.00
(1 page 4C spread with GC on 1/2 page	\$	-	+	\$	-
partners sharing other 1/2 page)	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	17,000.00		\$	17,000.00
TRAVEL:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-		\$	-
OTHER:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-		\$	-
<hr/>					
PROJECT TOTAL	\$	17,000.00	+	\$	17,000.00

NEW
Western Circulation
Lower Rates!

Play in Montana

A SPECIAL SECTION IN GOOD HOUSEKEEPING MAGAZINE

ISSUE DATE

April 2011

SPACE & MATERIALS

Space: 12/3/10
Materials: 12/10/10

CIRCULATION

784,100

WHAT'S INCLUDED?

- Exclusive Montana editorial with a 60/40 advertising/editorial ratio
- All advertisers will be listed in the **Play in Montana** Resources Column
- All advertisers will receive a complimentary link on Good Housekeeping's travel website www.ghtravel.com
- Participants receive a 25-word listing on the Good Housekeeping travel-exclusive national reader service card for one month
- An additional 1/6-page ad will be purchased in the May 2011 Western Travel Region edition of Good Housekeeping

DISTRIBUTION

Good Housekeeping has revamped the 2011 program creating a new audience focusing on the West. It will also include both newsstand and subscription copies. These markets are:

- Alaska • Arizona • California • Colorado • Hawaii • Idaho • Montana
- Nevada • New Mexico • Oregon • Utah • Washington • Wyoming

TOTAL CIRCULATION: 784,100

ADVERTISING SPECIFICATIONS & RATES

SPACE & MATERIALS DEADLINE: SPACE 12/3/10 AND MATERIALS 12/10/10

ADVERTISING RATES

	Gross Rate	Net Rate
Full Page	\$38,770	\$33,805
2/3 page	\$29,078	\$24,715
1/2 Page	\$20,000	\$17,000
1/3 Page	\$13,340	\$11,339
1/6 Page	\$ 6,670	\$ 5,670

GOOD HOUSEKEEPING DEMOGRAPHICS

- Median Age of the Good Housekeeping traveler 51.8
- Median Income of the Good Housekeeping traveler \$60,981

Good Housekeeping reaches:

- 20.9% of all married women in the US
- 17% of all mothers in the US
- 17.4% of all women in the US with children ages 6-17 in the household
- 18.1% of all women in the US ages 25-54
- 19.7% of all US women with a household income of \$50,000 plus
- 18.5% of all working mothers in the US
- 18.5% of all professional/managerial women in the US
- 18.2% of all working women

Source: Spring 2010 MRI

MATERIALS SHIPPING ADDRESS:

Lisa Schwartz
 Media West
 RE: "Play in Montana"
 12715 Bel Red Road, Ste. 110
 Bellevue, WA 98005
 425-289-3464
 lisa@mediawest-adsales.com

MECHANICAL SPECIFICATIONS

Ad Sizes	Width	Height
Trim Size	8 1/4	10 7/8
FP Bleed	8 1/2	11 1/8
FP Non-Bleed	7 3/4	10 3/8
2/3 Page	4 3/4	10 3/8
1/2 Horizontal	7 3/8	5
1/3 Vertical	2 1/4	10 3/8
1/3 Square	4 3/4	5
1/6 Vertical	2 1/4	5

MECHANICAL SPECIFICATIONS

Acceptable formats include:

PDF (optimized), InDesign, Illustrator, and Photoshop. Ads created in Word, Publisher, Corel, Pagemaker, Quark or Freehand will not be accepted.

For quality control purposes, a hard-copy proof should accompany your ad.

All color images must be CMYK. Scanned images must be 300 dpi resolution for photos, and 1200 dpi for line art.

This publication is created on a Macintosh. Please give that consideration in the creation of your ad and its elements. Please include all fonts when applicable.

PUBLICATION SPECIFICATIONS

Format: 3-column
 Line screen: 150 dpi
 Bleed Size: 8-1/2 x 11-1/8
 Trim Size: 8-1/4 x 10-7/8
 Column Width: 2-1/8"
 Color: Four-color process (CMYK)
 Resolution: photos 300 dpi
 Line art: 1200 dpi
 Printing: Heatset web offset

TO RESERVE SPACE

Contact Nancy Burke: 503-296-6690, nancy@mediawest-adsales.com

Or contact Lisa Schwartz, Publisher: 425-289-3464 or 888-417-1490 x 112,
 lisa@mediawest-adsales.com

