

## Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Joint Venture – 2011 Warm Season Print Coop w/Public & Private Partners
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 will join together with various public and private partners in several different print opportunities detailed below. This effort is a great opportunity to join marketing dollars in an effort to create a strong Montana presence supporting editorial about Montana thus increasing the success of our placement at a reasonable rate.

### Glacier Country Cooperative Overview

Glacier Country has developed magazine ad partnership opportunities, all aimed at increasing awareness of the area as a premier travel destination. In addition, we have structured the plan to include co-op opportunities which Glacier Country can offer to its partners.

### Co-op Benefits

- All partners will benefit from the larger and coordinated presence in the targeted publications
- Placements within or near strong editorial will provide more information and grab readers' attention
- Strong photos and visuals will enhance the overall look and feel of the placement
- All partner ads will include an image, logo, copy and contact information

Specific elements of each potential co-op are outlined below.

### Sunset

- *Sunset* is a glossy monthly magazine aimed at being the premier resource for achieving the ultimate Western lifestyle. Editorial content focuses on travel destinations within the 13 western states, home design and outdoor living ideas suited to our region plus recipes and menus which celebrate the west.
- Circulation:
  - Pacific Northwest: 270,000
- Co-op Issue:
  - April 2011 – Travel Planner
    - Additional editorial on camping and travel in the Pacific Northwest
- Full page 4-color ad:
  - ½ of the page will be for Glacier Country
  - ½ of the page will be for the co-op partners
    - Three co-op partners
      - Each would receive a 1/6 page ad
      - Cost would be \$2,544 per partner
- Materials:
  - Co-op partners will supply produced camera ready art (1/6 page ad)
  - Ad specs are:
    - 1/6 page vertical ad
- Reader Service:

Budget page must be attached for approval.

- Each partner will receive their own reader service listing/leads
  - Each partner to provide a name, web address and 800 # for this listing
- Each partner will receive an on-line hotlink/listing
  - Each partner to provide 25 words of text and a logo for this listing
- Space Reservation and Materials Deadline:
  - Friday, January 21, 2011

### Horizon Air Magazine

- *Horizon Air* is the monthly in-flight magazine for Horizon Air. It's mission is to be the best travel, lifestyle and business publication covering the Horizon Air route system and the editorial focuses on Editorial content focuses on the people, places, issues and trends with in the region stretching from Portland Oregon to Billings Montana.
- Circulation:
  - 574,252
- Recommended issue:
  - May 2011
    - Editorial feature on Wildlife in Montana
- Full page 4-color ad:
  - ½ of the page will be for Glacier Country
  - ½ of the page will be for the co-op partners
    - Three co-op partners
      - Each would receive a 1/6 page ad
      - Cost would be \$697 per partner
- Materials:
  - Co-op partners will supply produced camera ready art (1/6 page ad)
  - Ad specs are:
    - 1/6 page vertical ad
- Reader Service:
  - Each partner will receive their own reader service listing/leads
    - Each partner to provide a name and ten words of copy which can include a web address and/or an 800 # for this listing
- Space Reservation and Materials Deadline:
  - Friday, January 21, 2011

### 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

Budget page must be attached for approval.

- 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.

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Detail pages attached:     Yes                       No



PROJECT BUDGET

Joint Venture - Warm Season Print Coop w Public & Private Partners

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	-		\$	-

<b>MARKETING/ADVERTISING:</b>					
Media Placement - See Attached List	\$	9,750.00	+	\$	9,750.00
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	<b>9,750.00</b>		\$	<b>9,750.00</b>

<b>TRAVEL:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	-		\$	-

<b>OTHER:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	-		\$	-

<b>PROJECT TOTAL</b>	\$	<b>9,750.00</b>	+	\$	<b>9,750.00</b>	=	\$	<b>19,500.00</b>
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# 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>Joint Venture/Coop/Opportunity Options</b> Budget \$51,500													
<b>Joint Venture</b> <b>History Channel</b>	March/April	MTOT Co-op 50 Words of Copy 2 Photo images	Full Circulation	275,000	\$ 3,000	\$ 10.91	11/19	2/14	3/1	Yes	Montana Co-op /High Plains Focus Copy/edit re: Culture-Cut Bank/Browning		
<b>Sunset*</b> <i>Coop Partners</i> 1/6 page for each partner \$2,544 each partner \$15,260 Full page	April	Half-Full Page Co-op Travel Planner <i>No Bleed</i>	Pacific Northwest	270,000	\$ 7,630 \$ 7,630	\$ 28.26	2/1	2/7	3/15	Yes	Travel Planner: Destination Pac/NW	Online reader service/hotlink at Sunset.com 35% Discount 3X Rate plus travel issue SIP at newstands	\$4,775
<b>Sunset Travel Planner - Summer</b> <i>Full Page Bonus</i>	May	Full Page SIP	Full Newstand	200,000	Bonus					Yes	Summer Travel Planner Newstand	Included with May travel directory ad	\$9,800
<b>Sunset Literature Distribution</b> <i>Sunset Summer Celebration</i>	June				Bonus						Distribution of Glacier Country Information at Sunset Summer Celebration		\$1,000
<b>Horizon Air Magazine*</b> 1/6 page for each partner, \$697/each \$697 each partner \$4,186 Full page	May	Full Page Co-op Half Page 4C-G.C Formatted ads Partners	Full Circulation	574,252 574,252	\$ 2,093 \$ 2,093	\$ 3.64 \$ 3.64	2/15	2/22	4/25	Yes	Trumpet Swans/Wildlife in Montana Quintessential Montana	12X Rate & 25% Discount Weblink/online listing within digital issue	\$1,375
<b>TOTAL JOINT/COOP</b>			LESS Co-op Contributions	1,893,504	\$ 22,446	\$ 11.85						<b>BONUS:</b>	\$14,575
<b>FINAL TOTAL JOINT/COOP</b>					\$ 9,723								
					\$ 12,723								