



PROJECT BUDGET

Consumer Advertising - Online Advertising - Winter (Digital)

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Production	\$ 250.00	+	\$ -	=	\$ 250.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 250.00		\$ -		\$ 250.00
MARKETING/ADVERTISING:					
Media Placement	\$ 14,500.00	+	\$ -	=	\$ 14,500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 14,500.00		\$ -		\$ 14,500.00
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
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PROJECT TOTAL	\$ 14,750.00		\$ -		\$ 14,750.00

MEDIA PLAN

Client: Glacier Country

Date: August 11, 2010

Subject: FY11 Winter Online Digital



Website Placement	Schedule	Ad Size	Placement	NET Cost	CPM	Impressions	Goes Live	Notes	Added-Value
Digital Media									
PortlandLive.com - Portland Oregon	Oct/Nov	728x90 Leaderboard	Travel & Outdoors	\$ 2,000.00	12.50	160,000.00	10/1	20,000 bonus run of site impressions	\$240
PortlandTribune.com - Portland Oregon	Nov	728x90 Leaderboard	Run of Site	\$ 1,000.00	10.00	100,000.00	11/1	10,000 bonus	\$100
DallasNews.com - Dallas Texas	Oct/Nov	728x90 Leader	Travel & Winter Adventure Section	\$ 1,500.00	12.00	125,000.00	10/1	Ski conditions update logo and hyperlink	\$250
Chron.com - Houston Texas	Oct/Nov	728x90 Leader	Travel & Outdoors	\$ 1,170.00	12.00	98,000.00	10/1		
Sfgate.com - San Francisco CA	December	728x90 Leader	Travel	\$ 1,000.00	14.00	71,400.00	12/1		
ChicagoTribune.com - Chicago IL	Nov/Dec	728x90 Leader	Travel & Outdoors	\$ 2,500.00	10.00	250,000.00	11/1	Email Blast 20,000 recipients winter adven	\$2,000
StarTribune.com - Minn, MN	Nov/Dec	728x90 Leader	Outdoors & Lifestyles	\$ 1,500.00	10.00	150,000.00	11/1	25,000 ROS impressions	\$250
SeattleTimes.com - Seattle, WA	Nov/Dec	728x90 Leader	Travel	\$ 1,000.00	10.00	100,000.00	11/1		
Yahoo BT (Texas,Oregon,Minnesota)	Nov	300x250 Box	Ski and Snowboard Enthusiasts	\$ 2,000.00	20.00	100,000.00	11/1	Yahoo ROS Bonus 50,000 imps	\$750
AZCentral.com - Phoenix AZ	Nov	728x90 Leader	Travel	\$ 750.00	12.50	60,000.00	11/1		
TOTAL				\$ 14,420.00	\$ 11.87	1,214,400.00			\$3,590